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Respondent

71

Richard Newsome

05:53

Time to complete

1. Please select your UC Committee *

- Awards Special Committee
- Budget and Finance
- Communication
- Information Technology
- Institutional Advancement
- Physical Environment
- Campus Wellness
- Student Engagement and Success
- Talent Development and Human Resources
- ad hoc Social Engagement

2. Did the Committee meet this month? If you met, select Yes and complete the rest of the survey. Provide minutes in question 7. You do not need to upload documents unless they are supporting materials for this month's meeting.

If you did not meet, select No and submit the survey. You do not need to complete the rest of the survey or upload any documents. Thank you for logging this month's meeting status. *

- Yes
- No

3. Date of Meeting

1/30/2024



4. Committee Members in Attendance or Absent With Notice

Tammy Ewin
Richard Newsome
Deb Owens – co-chair
Eli Strohecker – co-chair
Rhiannon Kallis
Kim Wise
Mitchell McKinney
Andrew Thomas

5. Committee Members Absent Without Notice

Meghan Teeters, Tiffany Schmidt

6. Based on your goals for the year, outline what decision were made or action items discussed during this month's meeting that moved goal(s) forward

Highlights of fall 2023 focus groups with current students
Overall positioning of UA (recruitment marketing standpoint)
Video ideas to help with storytelling and recruitment efforts
Fall Magazine story ideas
Standing invitation, submit your story ideas or theme ideas anytime.
Tammy to share with the committee the theme for the fall Akron Magazine when that is decided

7. Provide Meeting Minutes/Monthly Report here (do not attach minutes as a document in #8 below).

Highlights of fall 2023 focus groups with current students

- There's a sense of community among students and strong relationships can be built with faculty.
- Accreditation, prestige, proximity, small class size, mid-size campus feel and reputation of programs influenced students' decisions to attend UA.
- Marketing materials provide useful information for students and parents.
- New enrollment marketing messaging of "Be More Than Your Major" resonates with students in various ways.
- Featuring downtown in marketing materials received positive feedback.
- Photos featuring actual student experiences resonated well.
- Providing tuition numbers in marketing materials plays a large role in deciding where to attend college.
- Diversity and inclusivity is well represented in marketing materials and photos.
- Unique marketing items, such as the UAKRON dye-cut and the holiday card featuring Buchtel Hall, were popular.
- Students appreciated the outreach from University employees during application process.
- Programs and student organizations, such as Zips Racing, influence students' decisions to attend The University of Akron.
- The University of Akron is affordable.
- TE: We have great student leaders and tap into them for marketing materials often.
- DO: Suggested doing short videos and writing a note about what being part of that student org meant to them.
- TE: Mentioned the student letter writing project where videos were produced as faculty members read those letters in front of the students.
- DO: List student orgs and do some testimonials, however, videos are so effective for students.
- DO: Two fastest growing student orgs in the College of Business are the African American Business Association, and also one that is the student organization in sports that now has sixty students in it.
- TE: Asking for video ideas to help with storytelling and recruitment efforts.

UCM cannot produce every video concept immediately. We are staffed with one videographer, and he is already planning for summer.

- TE: Encouraged committee members to send ideas that are not about events and that are evergreen.
- DO: Asked the committee members to send at least one, if not two, stories to Tammy, keeping in mind that it can't be something that you know is only relevant for today.

Overall positioning of UA (recruitment marketing standpoint)

- Discussion was held regarding the often-cited phrase; "The University of Akron, is a public urban research university."
- The president uses public urban research university language and he is accurate. This language is not used frequently with prospective student or current student audiences.
- We're a research institution and it's an accurate description of what UA is, but doesn't necessarily resonate with prospective students as much and may not distinguish us from other institutions such as Cleveland State University, among others.
- Urban-We're in the heart of a great American legacy city, Akron, with lots to do downtown, etc.
 - within walking distance to internships, clinicals, etc.
 - access to real world experiences because of our proximity to employers downtown, to businesses that you can engage with, etc.
 - access to entertainment and fun things to do.
 - recreation/national parks, etc.
- These facts are often used to help position UA to prospective students and influencers:

How we get to these points:

- o Location is heavy emphasis in our positioning
- o We are in the middle of the city with access as mentioned above
- o Our primary target audience is prospective undergraduate students
- o Highest paid grads in Northeast Ohio.
- o Among public universities, 95% placement rate, which is well above the national average.
- o In some instances, we promote starting salaries in various career fields because they're very strong.
- o We have support services through ZipAssist being an asset to the community.
- o We have dedicated, expert faculty who care about student success.
- o We have a supportive student base and campus

8. If you have a document that provides supporting materials for this month's work, upload here. This attachment should not be the monthly minutes (minutes should be submitted in #7 above).

(Non-anonymous question)

9. Are there any new topic submissions or other information/feedback you would like to share from the committee?