

PROGRESS REPORT

Working Group Name: Undergraduate Recruitment and Retention

Working Group #: 6

Chair: Susan Ballabina

Date: March 24, 2022

Update on Actions Taken Since Last Report:

This is the third report for workgroup #6. Workgroup #6 – Team 2, met on March 10, 2022. Workgroup #6 - Team 2 meeting focused on data for implementation of centralizing college/unit recruitment. An unofficial list of identified recruitment staff in all nine colleges and at other TAMU sites was reviewed. Follow-up is being done to ensure the list by college is accurate. The committee agreed that the list was not representative of all the recruitment being done in the colleges and units.

The team also discussed the roles and responsibilities of the recruitment staff. There was extensive discussion about Juniors, Seniors, and balancing transfer admits. The team discussed how best to connect with students at lower grade levels moving forward while ramping up Financial Aid discussions, videos to prospective students/families to showcase the Texas A&M experience, hosting events that are knowledge-driven, lecture series, and virtual presentations/PSC events.

Team members stressed the need to continue to build and improve relationships with colleges and recruitment efforts being done across Texas and Nationally. Also determined the need to define clear lines and expectations with regard to college recruitment and Undergraduate Recruitment and Outreach efforts.

Next Major Issue to be Addressed:

As we move to the common application for 2023 there will be an increase to applications and possible workload may require additional recruitment staffing and reviewers.

Begin working on recommendations for PSC staffing in high market areas and parts of Texas with limited presence.

Begin working on recommendations to grow Transfer staffing dedicated to recruitment.

Problems or Barriers Encountered and Solutions Identified:

None at this time.

Deliverables Completed:

Completed review of recruitment staff by college and units.
Created a draft working list of current recruiters by college and units.

Timeline for Completion of Remaining Deliverables:

Will have clear timeline after the March 23rd meeting.