

Minutes Sept., 21, 2018
DAC Arts and Humanities

Present: Barrett Fisher, Rhonda Gilbraith, Diane Krusemark, Marion Larson, Donna LeGrand, Gary Long, Diana Magnuson, Chris Moore, Ripley Smith, Jonathan Veenker, Jeff Wetzig, Daniel Yim, Samuel Zalanga, Meg Zauner Guest: Michael Vedders, Chief Marketing Officer

1. Prayer: Meg Zauner
2. Alphabetical order of minute-takers was determined.

Sept: LeGrand
Oct: Gary Long
Nov.:Diana Magnuson
Dec: Chris Moore
Jan. (?)
Feb. Ripley Smith
Mar.: J. Veenker
April Jeff Wetzig
May: Daniel Yim

3. Minutes approved unanimously.
4. Mike Vedders: He and Bret Hyder will work collaboratively. Mike's goal is to take some of the work he led in the nontraditional school and do it for the undergrad. Changes ahead:
 - Use digital marketing for all programs for CAS
 - Make contacting BU convenient for parents and prospective students
 - Increase sources for acquisition of contacts
 - Have the ability to get data about how website is being used, by whom, how many devices. (Data from Haworth)
 - Focus on value proposition, as holistically as possible and in a diverse way
 - Affordability: the average net amount of money that families contribute has gone up no more than 1% in 10 years. Value of liberal arts.
 - Quality of academics. (Last year, Marketing was able to tell about 3x number of stories than in prior years) news@bethel.edu
 - Our faith: authentic and true to who we are, not dogmatic. It's not possible to placate both sides, and simply responding and reacting will not be beneficial

Comments and suggestions from committee members:

- Humanities are given lip service. Marketing needs to rethink marketing liberal arts when we don't have all the arts.
- Meeting with DACs is helpful; make it really easy for every faculty member to be on message, such as a sell sheet for all faculty. Mike will make sure every faculty member gets one.
- Are we marketing "faith-based" too narrowly? Mike said "we go as wide as we can" when requesting data, for example from NRCCUA (does not include, Buddhist, Mormon, Muslim, atheist). Word of mouth drives about 62% of the enrolled students.

- Legacy students are not tapped. Mike says that Salesforce will tag legacy students.
- Diversity in student body? There are 425 students of color (including 12 non-resident aliens) in CAS (not counting BUILD, but including PSEOs) out of total enrollment of 2,479. There are 67 unknown race/ethnicity students, a lot lower than nearly 300 a couple years ago. Dividing 425 by 2,412 known race/ethnicity = 17.6% students of color. This is a record high for CAS overall.
- Act Six had a halo effect in attracting students, drawing students who applied to the program but did not get into it; creating a shuttle to Hmong Academy to bring students here and create another funnel (remove barriers, create personal references, tailor communications, manage media and advertise well).
- Application: There has been one overhaul to the application and a second is almost completed. Committee members would like to see a PDF of application.
- Suggestion that Marketing send out messages to C-faculty, not just put in e-announcements.
- Other ways in which chairs or DACs can support the marketing team? If you notice other natural pipelines or natural feeders, please let Mike's team know. Also, share and like BU posts (organic gets prioritized over paid fields). A form has been created for us to refer people and get directed attention from Bret's office.

4. Meeting adjourned.

Respectfully submitted,
Donna LeGrand