

PROGRESS REPORT

Working Group Name: Undergraduate Recruitment and Retention

Working Group #: 6

Chair: Susan Ballabina

Date: May 5, 2022

Update on Actions Taken Since Last Report:

This is the sixth report for Workgroup #6. Workgroup #6 – Team 1, met on May 5, 2022. Workgroup #6 - Team 1 met to discuss and review draft recommendations for creating a vision for the Prospective Student Centers (PSCs) across the state, including linkage with various former student clubs and other relevant organizations. Five recommendations were put forth for consideration:

- Largest Markets to increase staff – Houston and DFW
- Austin – create a Prospective Student Center
- Transfer – increase transfer recruitment team and strategically place them in areas of need across the state
- Renovations/Remodel - A more streamlined look and branding for PSCs
- Establish Community Outreach & Inclusion Coordinators (COI)

Additional items relevant to the PSC vision were vetted and will be included in the recommendations:

- To enhance PSC's targeted and recruited students' interest in Texas A&M; use video and print testimonials former students of what Texas A&M has meant and the experience while at Texas A&M.
- Improve recruiting efforts coordinated at the PSC level with college recruiters to reduce duplication of effort.
- Provide open and communal areas in the PSCs where college recruiters feel welcomed and can utilize conference room space for meetings with prospective students and families.
- COI staff should leverage resources and establish relationships that will assist recruitment efforts in rural Texas communities.
- Texas A&M should consider applying and maximizing HIS grants and other funding to assist with recruitment, college readiness, and financial literacy programming for Hispanic communities.

Next Major Issue to be Addressed:

Meet with AABS representative to include financial projections for recommendations.

Problems or Barriers Encountered and Solutions Identified:

None at this time.

Deliverables Completed:

Finalized recommendations for creating a vision for the Prospective Student Centers across the state, including linkage with various former student clubs and other relevant organizations.

Timeline for Completion of Remaining Deliverables

In progress.