

Students: Group 1 (October 14, 2015, Noon)

9 participants: *Student Government*

## Student Life

*Student contributions to enrollment growth are more likely if/with/when...*

- We have a **new student leadership model** where students actually lead rather than automatically following/agreeing with what KWC admin staff suggests. We would be challenged to overcome a fear of risk taking and **demonstrate a willingness to do something new.**
- We embrace **more sophisticated marketing tactics** and overcome a tendency to shotgun messages to a "general" audience. *An immediate need:* significantly reduce student emails (most are ignored because there are so many)
- We **engage ALL campus organizations in producing one big, significant event** (spread ownership, increase engagement, attract major attention). *Take a chance:* plan a big event which links groups and spotlights the variety of experiences available through them; *make it optional, not required;* be willing to see what really appeals to the greater majority of students
- We develop specific strategies to target the needs of **commuter students**
- We create **weekend events to keep people on campus** (now limited to athletes and upperclassmen)
- We **redesign/revamp KW1101**
  - Conduct more **market research:** increased feedback from KWC students and more data on what other schools (our competitors) are doing
  - Adopt an **experiential approach**, i.e. less passive, more active curricula, *something unique* that can be marketed to prospective students
  - **Differentiate** from our competitors by capitalizing on the "**FIND YOURSELF**" theme (demonstrating its impact, sharing specific concrete examples of what that looks like)
  - **Quit isolating freshmen.** *Engage the entire campus in welcoming them.* Focus everyone on **creating connections.**
  - Conduct freshman orientation all year long! **Create experiences** which are less about giving individuals information and more about **building/reinforcing the notion of a campus community** (less "I" and more "We")
  - **Approach students as young adults.** Create a new approach: new opportunities and new choices. Overcome the use of "required" to create captive audiences. **Make a clearer break between high school and college** (much of what we do now is an extension of a high school mentality; need to overcome a "Rules! Rules! Rules!" mentality)
- Develop **strategies to attract/engage bigger groups of students:** reinforce the value of *affiliation* and expose students to *greater diversity* – all part of the Wesleyan experience, all part of moving away from high school and home and into the larger world

## Branding & Marketing

- **Employ media that actually reaches students and prospective students, e.g.**
  - Brescia's Pandora commercials
  - Ted Talks
  - Snap chats
- **Host more community events which specifically target high school students throughout the region**
  - Use basketball games more creatively to cultivate connections with small groups of high school students
- **Target small groups within regional high schools, e.g.**
  - KWC cheerleaders host high school cheerleaders for special events
  - KWC music and choir programs host high school band and choir members for special events
  - KWC athletes and coaches host high school athletes for off-season activities, e.g. "Come practice with us, shoot around, play, etc" [Sell the personal connections between coaches and administrators and students, such as Bart palying a round of golf with students]

Students: Group 2 (October 14, 2015, 1:15)

11 participants

## Student Life

*Student contributions to enrollment growth are more likely if/with/when...*

- **Campus activities are more student-led** ("by students, for students"...rather than "corny" ideas from faculty and administrators)
- **We do a better job of gathering student input and test specific strategies to expand student involvement** beyond a small group of "usual suspects"
- **We eliminate the barriers that separate students** (e.g. the isolation of students within dorms) and create activities that help us know each other better, to make more meaningful personal connections with each other
- **We increase the participation of off-campus students by giving them a reason to engage**
- **We can develop a more marketable experience (i.e. an engaged student body)** because we understand exactly why more people don't get involved in campus activities
  - Overcoming the assumption that others won't go, so neither will we
  - Poor advertising (NO emails, please!)
  - More on-campus signage – a "can't be denied" strategy to keep messages flowing everywhere (e.g. for every single sporting event)
- **We create effective incentives** to get students to attend events – engaging Owensboro businesses as sponsors
- We make better use of the Quad
- **We create big, attention-getting weekend activities, something big that everyone wants to attend**

## Branding & Marketing

- **Create a message that differentiates**, focusing first on the internally generated image:
  - We have a weak spirit shop – need better designs, more options. The KWC logo, other than its connection to athletes, isn't promoted. We need to spread the visual image, make the case it represents.
- **Better publicize financial aid.** We believe that not enough people know about KWC scholarships.
- **Advertise the faculty** – the personal attention they provide, how they care about students
  - **IDEA: Promote the faculty as a top asset. Select one week (e.g. each semester) when ALL students are encouraged to post Facebook messages about their favorite professors. (Create incentives. Make it fun.)**
- **Create more opportunities for interaction with faculty outside the classroom.**
- **Improve the promotion of campus events** (e.g. KDUB IDOL): employing easily edited electronic signage (via current software) **at highly visible/multiple locations across the entire campus**; and more effectively using social media to create a buzz (Twitter, Face Book, Snap Chat, etc)
- **Build anticipation:** Focus on special events. Create a multi-week calendar, *doing more than advertising the week before.*
- **Create a big, splashy presence via on-campus events** and a ubiquitous, easily recognized presence throughout the community.