Technology and DE committee

Technology and Distance Education Committee Mar 23rd, 2023

In attendance : Jason & Kevin at ETC, Scott – edugator central, Magdi, Sondra, Helena, Matt, & Kristi

Jason - Sharing form re: recruitment; funnel idea.

- · don't have advance customer relationship tool.

- · Working and pulling in data and monitoring then go to coordinators with data.

- · Looking to see how we see better return on investment re: recruitment.

- · The funnel idea of recruitment is vital.

- · Helpful if we knew what info the participants from summit are seeking re: recruitment

Magdi –

- · we can send out a survey that can inform your presentation and inform you.

- · Summit will help Jason and etc as well.

- · Need to know the process at follow up.

Scott-

- · interviewed all program coordinators.

- · Has perspective what worked what did not. Would be helpful to know about coordinators electronic follow ups; encouragement.

- · Disparity b/w the # of applicants submitted and these enrolled. e.g., Ed tech 14 accepted and 1 enrolled.

- · Do you want me to talk about what I learned re: recruitment of the "populations in question"

- · How we are trying to work together with ETC? systematic way to follow up?

Magdi –

- · gather resources from you all and what are those resources.

- · How marketing uses data ?

- · our main focus is on recruitment

Kristi

· Will re send invite for anyone who is involved in recruitment

· when she sends reminder will bold that part

Magdi –

· Should we sending out questions ahead of time of the summit to inform the presentation?

· What are Qs that would help Scott and Jason – email to the committee?

Jason and Scott will email specific questions re: "what do participants need/ want to know" that committee with replay to participants.

Magdi -

· explains agenda

Jason

· 25 mins is probably enough would rather hear questions from program coordinators; orchid #s. recognizing us as a scholar. Wil try to talk about how the funnel works.

· We will Bring things we know they are going to ask about.

Jason & Kevin, sign off.

Scott –

· maybe do summit 2x a year.

· Understands what to do to prepare for the summit.

· Will also send out questions.

· Will focus on things he does broadly and then about follow up.

Scott leave meeting.

Magdi –

· break down presentation time 20 mins.

· Jason and kevin can only be there from 3-4pm so they have to be 2nd to present.

· Bringing laptops to summit?

Sondra

· Only 5 participants right now.

· Consensus: keep simple – we will talk to ppl in our own areas.

· will get info from Jason then we will talk to our ppl in our departments to get a sense of questions.

· Agenda to be printed and copied. Jennifer in Tom's office can do? Or someone in HDOSE can do that.

· Will get Summit reflections on paper.

· Logistics- for set up.

· Food – Jennifer will provide snacks.

· Plan to meet at 1pm.

· Debriefing afterwards.

· Calendar invite for 1-5pm.

Magdi

· wants to get together afterward. J

Tasks:

· Kristi- invite reminder

· Jason & Scott: send us questions

· We will discuss with our own ppl in dept in person what their questions re: recruitment and summit

· Get the agenda printed on the day of.