Minutes  
CBE Student Advisory Board  
November 28, 2011 5:00 – 7:00 PM

The CBE Student Advisory Board met for the following agenda.

Agenda
1. Update of AACSB accreditation
2. Report on Internship efforts and Internationalization (last year’s focus)
3. Report on new Communication Manager
4. CBE Social Media efforts and production of a video

The Dean provided an overview of the AACSB visit and maintenance process, and expressed his gratitude to the board members for positively and effectively. He also reported on the outcome of the work of the internship and globalization subcommittees in the last academic year. A new Internship Manager, Jackie Hughes, has been hired to coordinate internship activities and staff an office in 23A South Hall serving students 8-2:30 p.m. on Tuesdays, Wednesdays, and Thursdays. A new Globalization policy requires students to document an international experience before graduation and provides CBE students with stipends to participate in CBE Education Abroad study tours.

The board started discussing ways to improve communication to prospective students and alumni in January 2011. The College is in the process of hiring a half-time Communications Specialist, and the Dean asked for the Board’s advice about how to best connect with prospective students and alumni, through social media in particular.

Student feedback:  
Prospective students and alumni may be interested in different messages and different types of messages. Prospective students may be more active in social media, but alumni are also using social media to stay in touch with past classmates. Incentives like gift cards and drawings are effective in driving continuing interest in social media pages. A postcard might be used to ask a prospective student to Like a social media page, which could be used to drive eyeballs to a video and then the main CBE website. Different messages could be tailored to specific groups through different types of pages.

The Dean noted that CBE’s yield rate of admitted students who eventually enroll is 60% and moving the yield up to 70% could lead to growth in faculty members and sections offered.

Student feedback:  
It would be interesting to know why students who applied here and went elsewhere chose another alternative, but it will be difficult to get feedback from students at other institutions. Current students have been queried about why they are here, and common answers include academic reputation, affordability, and proximity to the student’s
permanent home. A student inquired about efforts to understand best practices at regional schools. AACSB helps to document best practices across institutions, and the ETS Major Field Test helps compare learning outcome results across institutions. The use of aspirant and comparative institutions is most promising for sharing best practices, while competitor schools tend to share less information with each other.

UW-Milwaukee advertises on Pandora. Theater ads provide a captive audience with virtually no distractions. Suggestions were made to produce a video with a funny twist, using real students, that differentiates the UWRF CBE from other institutions and colleges. Access and affordability, close to home, and faculty accessibility were suggested as aspects that could demonstrate differentiation. A professional video, with genuine personal stories, is likely to draw funny fan videos. The University of Wisconsin brand could also be highlighted.

The Dean will contact the board asking for volunteers to continue to work on this short video project.