

1977-1978 ANNUAL REPORT FROM THE UNIVERSITY SENATE ADMISSIONS COMMITTEE

SUBMITTED BY
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ADMISSIONS COMMITTEE
APRIL, 1978

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The Admissions Committee is charged to consider, recommend, and evaluate recruiting policies and standards and requirements for admission to undergraduate programs of the University and to evaluate such individual applications for admission as may be referred to it by the Director of Admissions.

The focus of the Committee's activities this year has been directed at recruitment of talented undergraduate students. Specifically, it has identified recruitment opportunities. They have been defined as those interactions which serve to make potential Oakland students aware of Oakland's strengths in their scholastic interest areas. Since this type of recruitment stresses an academic focus, the faculty need to serve as the magnet to Oakland. Therefore, the Committee has sought to identify academic activities which have been successful in recruitment, and which have sufficient potential to be undertaken. The findings of the Committee have been sent to academic departmental chairpersons for their information, and are included in this report. This listing of recruitment opportunities which might be nurtured by the faculty should be recirculated to the faculty by the Committee at the beginning of the fall semester when such activities might be most usefully implemented.

April, 1978
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DEPARTMENT OF CHEMISTRY

Area 313 377-2320

April 10, 1978

MEMORANDUM

TO: ACADEMIC UNITS

FROM: SENATE ADMISSIONS COMMITTEE

The quality of Oakland's educational programs depends in large part on the talents and interests of the students enrolled at the University. Therefore, it is to the advantage of faculty, staff and current students to attract high quality students to our campus. While this activity is primarily the responsibility of the Admissions Office, it can be enhanced by the supportive efforts of students and faculty. We have concentrated our efforts this year on identifying such supportive opportunities for the faculty. It is the purpose of this memo to share our findings with you.

There are two target groups, the prospective students and the teachers of the prospective students. Locally, both are located principally at the area community colleges and high schools. The Admissions Office contacts them through the counseling office in each school and is generally limited to two visits to the campus in a year. Faculty who have academic contacts with the staff at an area community college or high school could visit the school whenever such a visit is arranged, presumably to interact with a teacher and/or to visit a class. Such interaction has a high probability of giving appropriate students contact with specific aspects of Oakland's programs. Alternatively, such students and/or teachers could come to this campus or elsewhere for a mutual academic event. Many such potentially beneficial recruitment activities can be accomplished quite simply. Descriptions of such opportunities are listed below.

1. Speakers Bureau

Faculty in your department provide a title of a talk they are willing to give to a local group. Send a list of such to area high school and community college faculty in your academic area (see Admissions Office for names and addresses). Several departments have had substantial response, especially from high schools.

2. Seminars

If your department or group has a speaker or exhibition scheduled, send an announcement to area community college teachers and high school teachers. Schedule the event for late afternoon (3:30 p.m.). Response seems to be marginal.

3. Student Research Conference or Competition
Sponsor a conference or competition and invite local student participation. The Foreign Language Fest of the Modern Languages Department is a large-scale version (1500 students) of such an activity. Such an undertaking requires considerable contact with area teachers to be successful (see points 1,4,5, and 7).
4. Open House/Workshops/Symposia
An Open House (usually on a weekend) provides interested students/teachers with an opportunity to see what Oakland has to offer. Activities such as performances, demonstrations and panel discussions are particularly suited. Attendees may be encouraged to participate actively as well. Such events might be coordinated amongst departments throughout several buildings. Publicity is important. Several groups have had considerable success in attracting community college and high school teachers.
5. Participate in Michigan professional organizations related to your field such as the Michigan Speech Association, Michigan Chemistry Teachers Association, etc. Many opportunities for contacts with area teachers are provided.
6. Sponsor Oakland students to participate in academic competitions and to give demonstrations at high school competitive events. These events are particularly appropriate for performance groups (music, art, debate, drama, foreign language skits, science experiment/demonstration, etc. They might be included as an extra attraction to a regional high school competition (Art Fair, Science Fair, etc.) or in a college level competition.
7. Host a community interest group in your academic field to a meeting on the Oakland campus. Also provide it with a list of your Speakers Bureau and Seminar Schedule.
8. Invite a talented local expert to speak to an appropriate class at Oakland. Such people can be located by nurturing contacts with and through local interest groups and teachers (as described above). We will try to develop and encourage financial support for this type of activity.