

# PROGRESS REPORT

**Working Group Name:** Undergraduate Recruitment and Retention

**Working Group #:** 6

**Chair:** Susan Ballabina

**Date:** April 5, 2022

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## **Update on Actions Taken Since Last Report:**

This is the fourth report for workgroup #6. Workgroup #6 – Team 1, met on April 4, 2022. Workgroup #6 - Team 1 meeting listened to presentations by Dr. Luis Ponjuan and Kelli Hollinger.

Kelli Hollinger's presentation focused on the role and scope of the Visitor Experience. Information was shared on the location, the number of campus visits and tours, and Howdy Team information. She also shared the challenges associated with Covid and how the Visitor Center and the team adapted to host campus tours. As a result of Covid, smaller tours (10 or less) were offered and well received. Offering tours in Spanish was also discussed, and how to scale services to meet the demand and request for more high school tours, community engagement with the twin cities, and walk-ups. Sustaining tiny tours for targeted and recruited students will be explored further to assist with recruitment goals.

Dr. Ponjuan presented on the decline of Marginalized Students' Enrollment patterns. He shared research on how the pandemic has impacted groups, specifically marginalized groups, the role TAMU now has as a Hispanic Serving Institution (HSI), and innovative strategies to help improve trends for marginalized groups. Several resources were shared with the workgroup for further research and tools to assist with our recommendations. Extensive discussion was centered on how representation matters throughout the life cycle of the student experiences with TAMU (prospective student through graduation, to former student). Literature was shared to help the group understand the challenges and opportunities of HSI designation and how to leverage recruitment practices to have intentional impact on future classes.

## **Next Major Issue to be Addressed:**

Workgroup will begin drafting recommendations and following up on any questions or data needed to begin the drafting process.

## **Problems or Barriers Encountered and Solutions Identified:**

None at this time.

## **Deliverables Completed:**

Reviewed the role and scope of the Visitor Experience and how it impacts recruitment.  
Reviewed research on enrollment trends of marginalized student groups.

## **Timeline for Completion of Remaining Deliverables**

In progress.