

**Scholarship Hall Strategic Planning Committee Meeting Minutes  
November 30, 2018**

Present: Diana Carlin, Robert Girard, Ashley Grande, Stephen Hass, Alex Hyler, Amy Robbins, Keesa Shrader, Jessica Small, Sara Vancil, Levi Wakeman, Aramis Watson, Katharine Weickert, Phillip Wrigley

Absent: Kyle Berkley, Christian Espinosa, Katie Keenan, Randee Wisdom

**I. Updates on items from previous meeting – Keesa Shrader**

- Keesa reviewed the housing application on the resident portal.
- Beginning this year there is a \$50 non-refundable application fee for new students. There is no application fee for a student returning to housing. If students receive an admission fee waiver they automatically receive a housing application fee waiver.
- Scholarship Hall students are unable to change rooms/halls online. They have to email Keesa as she changes rooms/halls manually as space allows.
- The committee suggested adding a sentence to the website explaining that if student doesn't get placed in a Scholarship Hall they are able to select a space in a Residence Hall.

**II. Meeting topic - Website/marketing overview-Katharine Weickert**

- Katharine talked about two broad areas in marketing: audience and messaging. She said that Housing has to fit in with KU marketing plans. Currently Admissions is using the word “experience” to target a variety of audiences and the message is a core component that matches KU.
- She reviewed some of the past campaigns and described the changes in protocols.
- Aramis said the committee can help solve why students aren't finding Scholarship Halls as well as help retain them once they are here.
- The committee's consensus was to market the “experience” and “community.” But they also want to inform students about affordability.
- Aramis suggested the committee review the OIRP information on Admissions to see who our audience is – demographics, financial, etc.

**Next meeting topics/discussion items**

- **December 7<sup>th</sup>** –Katie Keenan-current staffing structure overview
- **December 14<sup>th</sup>** –Introduction of assessment Data
- **December 21<sup>st</sup>**-Review of assessment data
  
- **Preparation for upcoming meetings**
  - Staff positions descriptions will be sent out by December 7 meeting to review.
  - Assessment data will be sent out by December 7<sup>th</sup>. Please do an initial review of the information to be familiar with the data collected by December 14<sup>th</sup>.
  - Scholarship Hall Strategic Planning Committee SWOT Analysis Worksheet due by January 7<sup>th</sup>