

**Strategic Planning Town Hall Meeting: Community Leaders
Meeting Notes
September 25, 2019**

I. Attendance:

Community Leaders

Ms.	Selena	Barber	Centennial Bank
Honorable	Marvin	Day	Craighead County Officials
Mr.	Brad	Edwards	First Security Bank
Mr.	John	Freeman	Evolve Bank & Trust
Ms.	Gina	Gomez	Hispanic Community Services, Inc.
Mrs	Susan	Heern Christian	Ritter Communications
Mr.	Robert S.	Jones	Waddell, Cole & Jones, PLLC
Dr.	Brook	Laurent	NYIT College of Osteopathic Medicine at Arkansas State
Ms.	Shelle	Randall	Jonesboro Unlimited
Mr.	Joe	Williams	BancorpSouth
Ms.	Lindsey	Wingo	Downtown Jonesboro Association

Steering Committee Members: Kelly Dampousse, Len Frey, Russ Hannah, Bill Smith, Summer DeProw, Alan Utter, Susan Hanrahan, Tom Risch, Bryan Terry, Thilla Sivakumaran

Staff Support: Julie Wyatt, Danielle Childers

II. Overall impression of the goals:

- A-State has been behind compared to others in recruitment efforts. Local students receive mail from other schools and not A-State
- There needs to be a rural community focus. Suggestions:
 - Connections with communities
 - Community scholarships
 - Events to bring students on campus (word of mouth marketing)
- Look at events we should be sponsoring to increase visitors on campus
- There needs to be a focus on the family for all students because of the connection to home
- There needs to be a focus on the Hispanic community for recruitment, this also ties into the family connection

- Hispanic staff needs to be more active in the community as mentors and promote the idea that everyone can attend college
- There is a significant need to build relationships between the University and International students; noticed a lack of connection for these students; nothing that makes them want to come back
- Also, lack of connection between International students and community
- Suggested a mentor program between community leaders, one example was a lunch buddy program. Also suggested mentors could include ambassadors, student leaders, staff, faculty, etc.
- Recruitment idea: Hispanic event celebrating the Hispanic community to focus on Hispanic students (Dr. Risch mentioned ABI annual event)
- Liked that the goals tied into the economy and market, since that is what drives all of this and it is imperative that they match
- The skill set we are producing is not matching the demand in the area
- Students are leaving the area for better quality of life and better opportunities
- There needs to be conversation to discuss skill sets and jobs available in the community
- Agree with goal #5: The students are perceived to not have spirit and/or passion for their institution.

III. Priorities of the plan:

- Getting students here
- All high school events should be held at A-State, counselors should be hit hard
- Need for club sports- men's soccer
- Use facilities to the max

IV. Additions to the strategies:

- Niches- manufacturing and farm technology; should be leading in certain areas
- Recruitment is the biggest deal
- Our brand is the largest aspect of recruitment; branding=recruitment
- Community can help engage students
- NYIT is a great example of exciting the community
- Integrating a mentorship program and placing students in organizations within the community
- Stories need to be told on the recruitment side (100% will have a job)
- What's the job placement rate?
- Podcasts- connect with other schools and students
- Want A-State to be very clear on what we need from the community and region