
Outreach vs Recruitment vs Retention: How do and should they inform each other?

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we want the College of Music to have?

what kind of impact do

Recommendations for Next Steps in Outreach

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Recruitment:

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Recommendations for Next Steps

Recruitment

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Yield/Student Enrollment

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- Music Day Review

How is faculty buy-in for Music Day?

Faculty participation is inconsistent. Some areas are very quick to respond with super rich offerings to be

graduate students, so I wouldn't want to compromise the way faculty recruit undergraduate students as a tradeoff in adding in the grad student audience.

Could we instrumentalize CoM performances to attract students?

Yes! Faculty would just need to plan to have performances that day. We can add almost anything to the agenda quickly and easily (before it's printed).