WWMT Interview Notes with Josh Roe

John M. Dunn
Western Michigan University, john.dunn@wmich.edu

Follow this and additional works at: https://scholarworks.wmich.edu/dunn

Part of the Higher Education Commons

WMU ScholarWorks Citation

This Speech is brought to you for free and open access by the Office of the President at ScholarWorks at WMU. It has been accepted for inclusion in WMU President John Dunn by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.
Ch. 3 interview
Friday, April 10--in studio at the station.
Need to be inside by 6:30 a.m.
Interview with morning anchor Josh Roe.

Topic:
Pegged on recent news stories about how (and why) colleges are reaching out and staying in touch with admitted students, and what an unusual recruiting year this is because of economic issues.

I've told Josh that in the past two years, we have increased our efforts to stay engaged with students.
• Contact--phone, e-mail and mail--from faculty in the disciplines they're headed for
• Receptions in home communities
• Contact with alumni in their home communities.
• Lots of regular contact to answer questions about financial aid, campus life, orientation,

Why? Josh asked if we just want to ensure the students come to WMU, or is our interest more global.
• Both--we think the best choice is WMU

• But we know how important it is for students and for our state that they get a degree. Michigan unemployment is at 12%, but for those with a degree, unemployment nationally is 4.1% (updated numbers)

• So we've made a commitment to work with students and honor their choices to start at community college, for instance, and to engage them early and make sure they can move easily to a four-year program.

Directions
(I will be there a couple of moments before 6:30 a.m., but here are the directions just in case another spring blizzard delays me.)

Back entrance to Ch. 3 (590 W. Maple St. across from Girl Scout Bldg.)
Call one of the newsroom lines when you arrive to have someone let you in. 388-9339 or 388-4398 (Josh Roe's number)

Josh Roe--morning anchor since Oct.
-Came to station from Dallas
-University of Tennessee grad
-former Marine and runner of marathons and half-marathons