
Gretchen Adams
Distinguished Teacher-Scholar
March 13, 2015
Collaborate

- Eat lunch!
- Catch up!
- Discuss with your group the results of your “assignment”.
  - Identify at least one area of funding you would like to pursue. Develop a strategy to obtain it.
March Focus

- Recruitment Strategies: How to Recruit Underrepresented Students into Your Programs
Recruiting Students into the Merit Program: Some Background

- January of 2003
- 80 students participating in the Chemistry Merit Program
Recruiting Strategies

- Looked at marketing strategy
- AUDIENCE, AUDIENCE, AUDIENCE!
  - Initial invitation
  - Multi-media: Information videos
  - One-on-one meetings (face-to-face meetings)
  - MERIT: face-to-face during summer registration
  - RECRUITING MAJORS: personalized meetings and tours as much as possible; offer scholarships
Recruiting Strategies

- Who do the students spend a lot of time with? Where do they spend their time? Can you get access that way?
- ADVISORS!
  - Made case to advisors as to how the Merit Program helps
  - Protocols all over campus to let advisors know who our target group is
Recruiting Strategies

- Who do the students spend a lot of time with? Where do they spend their time? Can you get access that way?
  - Instructor referrals
  - RSO’s on campus
  - OMSA
  - University housing
  - High school guidance counselors and teachers
Feeding the “Pipeline”

- Outreach!
  - Schools – elementary school, middle school, high school
  - Off campus
  - On campus
## Getting Involved

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Assignment

- Identify one area where your department or program can improve recruitment efforts.
See you on April 10th!

- Evaluation: Why Is This Important and How Do You Do It?
- Administrative Buy-In: How Do You Obtain It?
Group Activity

- Collaborate and brainstorm recruitment ideas for your discipline.
- Please write on whiteboard to share!