

Recruiting Engineering Students to do the Extraordinary

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URI IEP

Not the norm by any means!

- Between 2-3% of U.S. UG study abroad per year.
- 56% went for less than a semester. (IIE, Open Doors 2005)
- 2.9% of those were engineers. (IIE, Open Doors 2005)
- = 5,548 engineering students
 - 9% of engineering degrees conferred in same year
 - 1.5% of total FT UG engineering enrollment

URI's IEP

20% of all COE FT UGs are:

- completing a 2nd degree in a foreign language
- spending at least one semester abroad (most 11-12 months abroad)

Approach will vary by program design, but generally 3 main audiences

- Prospective students (high school students/transfers)
 - Pre- and Post- Acceptance
- Current Engineering Population
- Students in your program
 - retention
 - expansion of opportunities

Essentials

- WEB, WEB, WEB
 - An easy URL

www.uri.edu/artsci/modlang/germ/iep

www.uri.edu/iep

- Easy to get to from relevant pages
 - Admissions
 - COE main page
 - Departmental level pages
 - Study Abroad Office
 - University Index
- Professional Brochure

Partner with Admissions Office

- **Explain** your program to them
- **Involve** yourself in recruitment
 - **Pre-Acceptance**
 - Meet the University (3 Saturdays in Oct/Nov)
 - **Post-Acceptance**
 - Enroll-a-thon
 - Centennial Scholar Recognition Day
 - Welcome Day
- **Get in** their publications (web and paper)
- **Use** their mailing lists

Directly to teachers and schools

- Mailings to foreign language, math, science teachers, guidance counselors
- Have a presence at regional and national professional organizations such as:
 - AATG, AATSP, AATF... ACTFL
- Visits to local high schools
- High School Visits to campus
- **CURRENT STUDENTS!** Send them back.
 - **"IEP Profiles" (target audiences)**

Be Accessible.

Eliminate Obstacles.

- Prioritize returning messages
- “Drop in, Drop Everything” visits
- Customized Visits
- Be informed about your campus. Connect them with other resources.
- Parents are part of the process too...
- Know about scholarships.
- Even better, give scholarships out!

Current Students

- Freshman Orientation
- University College Advisors
- EGR 105 class
- Promo Tables with Returnees
- Study Abroad Fair
- “Peer Pressure”: apparel, IEP House
- Open House
- Keep initial application simple (“intake form”)

Retention & Group Spirit

- Returnee and alumni panels
- Collaborate and support student groups (SHPE, NSBE, SWE, Theta Tau)
- Newsletters
- Listserv – key
- If all else fails....

Open a residence hall.

Hire a great chef.