

Extension Services Supporters: NSF, Google, Johnson & Johnson, WiTNY

# Let's Talk R&R: Expert Advice on Undergraduate Recruitment and Retention

- Leisa Thompson
- Sherri Sanders
- Extension Services Consultants

May 23, 2017 2:00 PM - 3:00 PM

Location: Arizona 10 & 11

Topic	Context	Consultant(s)
Creating Effective Marketing Strategies	<ul> <li>∀ Marketing tools used for messaging (i.e., social media, websites, videos)</li> </ul>	∀ Rebecca Dohrman
Evaluating Recruitment and Retention Efforts	<ul><li>∀ Evaluation planning, utilizing assessment data</li></ul>	<ul><li>∀ Angel Arndt</li><li>∀ Michelle Slattery</li></ul>
Developing a Sense of Community	<ul><li>∀ Sense of belonging for students</li></ul>	<ul><li>∀ Elsa Macias</li><li>∀ Sally Bond</li></ul>
Promoting Success through Curriculum Changes	<ul> <li>∀ Restructuring for experienced and inexperienced programming sections</li> </ul>	<ul><li>∀ Leslie Grier</li><li>∀ Travis Tatum</li></ul>
Recruiting Transfer Students	<ul><li>∀ Recruiting from community colleges, articulation agreements</li></ul>	∀ Kellye Jones
Fostering Retention through Pedagogy	∀ Issues and challenges with pedagogy	<ul><li>∀ Eugene Judson</li><li>∀ Rebecca Lowe</li></ul>
Recruiting Undeclared Students or Minors	<ul><li>     ∀ Attracting students already on campus   </li></ul>	<ul><li>∀ Rita Powell</li><li>∀ Cathy Brawner</li></ul>



## NCWIT Extension Services for Undergraduate Programs

#### **NCWIT Provides**:

Consultant, seed funds, research-based advice and tools for evaluation, large community of change leaders

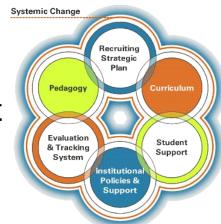
#### Clients:

Design and implement locally relevant, strategic recruitment and retention plans

Submit evaluation data

### Philosophy:

Greatest return
on investment
Shortest time to
bring benefits



Smallest resource commitment
Change how the major is
experienced by all students