



**NCWIT Summit
on Women and IT**

practices and ideas
to revolutionize computing

May 22-24, 2017 | Tucson, Arizona

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

Lifetime Partner: Apple

*Strategic Partners: National Science Foundation,
Microsoft, Bank of America, Google, Intel, and Merck*

*Investment Partners: Avaya, Pfizer, AT&T,
Bloomberg, Hewlett Packard Enterprise, and
Qualcomm*

*Extension Services Supporters: NSF, Google, Johnson
& Johnson, WITNY*

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



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

