QUICK TIPS

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Engage with potential students to achieve a high yield in the short-term

To get the greatest return on investment, strategic recruiting efforts should focus on appealing to students who have interest relevant to computer science, such as those generally considering STEM majors, those interested in computing-related hobbies, and more. Efforts should also focus on students who can be in your program within the next 1-3 years.

Potential candidates might include:

1. High school students, particularly those from well-known feeder schools or who are taking any dual-enrollment courses.

2. Transfer students, including those from two-year colleges with which your institution has strong articulation agreements or partnerships.

3. Nontraditional students, including those who might be re-entering the workforce, seeking a career change, or desiring to upskill. Community and industry partners might help serve as messaging outlets to reach potential students in the workforce.

4. Students already interested, applied, accepted, or enrolled at your institution. Use this interest as a starting point to convince them why your institution, and your departmental program, is the place for them.

5. Students in your intro courses. Intro courses are a great way to generate newfound interest among undeclared students and continued interest among newly declared majors for your program.

** **Note:** This does not include students in middle school or younger. While fostering engagement with–and excitement about–computing with young audiences can be rewarding, they will experience substantial competing messages about majors and institutions before they are ready to make application and enrollment decisions, making them an ineffective audience for strategic recruiting in the short-term.