Leverage campus & community collaborations

Leveraging campus and community connections to strengthen, amplify, and align efforts allows departments to increase program visibility to prospective students and improve student outcomes overall. While engaging computing faculty and staff in efforts is essential, maintaining connections outside of the department creates opportunities for programs to align and amplify efforts rather than duplicating them. Collaborative partnerships create a unified network of resources, expertise, and opportunities that enhance impact, foster belonging, and more effectively support student success.

When implementing initiatives on your campus, consider how you can leverage partnerships with offices, colleagues, and other partners and influencers below–as well as others–to amplify your efforts. Collaborators will vary by institution and context, but consider **the examples below as a starting point:**

1. **Recruiting & Admissions Offices**
   Recruiting and Admissions Offices can play a vital role in increasing program visibility by connecting computing programs with a broader pool of prospective students and highlighting inclusive pathways into the field. Through coordinated outreach, strategic messaging, and data-informed strategies, these offices help attract students from a variety of backgrounds to your program. Due to their ability to reach a high number of potential students, it's important to ensure staff and student workers (e.g., campus tour guides) in these offices understand your program and the ways in which you want your program presented.

2. **Advising Offices**

   Advising offices—both those serving undeclared students and those embedded within colleges of computing or computing departments—are essential partners in guiding students toward successful academic pathways. By providing clear information about program opportunities, curricular requirements, and support resources, advisors help students make informed choices, stay on track, and feel supported throughout their degree journey. Strong advising partnerships can boost recruitment into computing majors, as well as retention and timely graduation in undergraduate computing programs.

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3. **Career Services**

   Career Services Offices can strengthen student outcomes by connecting computing students to internships, co-ops, and career opportunities that make their academic experience more meaningful and goal-oriented. By aligning career readiness resources with program goals, these offices help students build professional networks, gain relevant experience, and envision clear post-graduation pathways, which can increase both engagement and persistence.

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4. **Marketing/Communications Offices**

   Marketing/Communications Offices are often responsible for the creation and design of program promotion materials and even departmental websites. As such, it's important they understand your program and how you want it portrayed. These offices can amplify your program visibility by showcasing student achievements, faculty expertise, and unique learning opportunities to a wide audience. Through strategic storytelling, branding, and outreach, they help attract a wide range of prospective students, build a strong program identity, and reinforce messaging that supports student recruitment and retention efforts.

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5. **Institutional Research Offices**

   Institutional Research Offices can provide critical data and insights that inform evidence-based strategies for recruitment,

retention, and graduation in computing programs. By analyzing trends, identifying barriers, and highlighting areas of strength, they can help departments make informed decisions, measure impact, and align initiatives with broader institutional goals to support student success. Moreover, data provided by IR Offices can potentially be used by Marketing/Communications Offices in program promotion materials or on departmental websites.

6. Administrative Offices

Administrative offices, such as the dean's or president's office, can play a key role in elevating and sustaining student support initiatives. By providing resources, recognition, and institutional backing, they help ensure that student-centered efforts are prioritized, visible, and impactful. Their support can amplify program goals, foster a culture of student success, and encourage broader campus collaboration. Including them–and department chairs–as collaborators or stakeholders can help set your efforts up for success and sustainability.

7. Outreach Programs

Existing student outreach programs—such as camps, open houses, new-student events, and orientations—offer powerful opportunities to build early connections with prospective and incoming computing students. By intentionally integrating program visibility, strategic messaging, and community-building activities into these events, departments can strengthen recruitment pipelines, foster belonging from the start, and support long-term student engagement and success.

8. Student Support Programs/Offices

Offices that provide student services—such as academic support, disability services, mental health resources, and student affairs—as well as on-campus mentoring and scholar programs (e.g., program for first generation college students) play a crucial role in creating a strong foundation for student success. By connecting computing students with tailored support, these offices help address academic and personal barriers, foster a sense of belonging, and promote persistence.

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Undeclared students in some of these programs might also be potential students for your major. Collaborating with these programs can strengthen recruitment, retention, and graduation outcomes, especially for students who have historically been underrepresented in computing fields.

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9. Other Academic Programs

Collaborating with other academic programs that share similar goals and challenges—such as engineering and other STEM fields—can amplify student support and success efforts. By sharing resources, aligning strategies, and co-developing initiatives, departments can reduce duplicated efforts, broaden their impact, and create a more cohesive and supportive environment for all students pursuing technical or STEM degrees.

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10. Other Area Colleges/Universities

Partnering with other area colleges and universities can amplify program visibility and student success, whether by connecting two-year and four-year faculty and advisors to strengthen transfer pathways or co-creating regional inter-campus programs/consortia that offer students unique, innovative learning and career experiences. Aligning efforts across institutions can enhance program visibility and recruitment efforts, as well as overall student engagement opportunities.

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11. Offices Supporting Faculty & Staff Professional Development

Offices or centers that provide faculty and staff professional development—such as Centers for Teaching and Learning, Centers for Community Engagement/Service Learning, Digital Scholarship Centers, and more—can play a key role in fostering student-centered practices. By equipping faculty and staff with evidence-based, student-centered practices and pedagogical strategies, these centers help create more equitable, engaging learning environments that better promote student success in computing programs.

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12. Current Students

Current students—especially those serving in teaching, advising, outreach, or ambassador roles, as well as those active in student clubs—are powerful partners in enhancing program visibility and student success. By sharing their authentic experiences, supporting peers, and fostering a welcoming community, they help attract new students, strengthen retention, and build a vibrant program culture. Their leadership and peer-to-peer engagement can make pathways into and through computing more visible and welcoming, while also increasing engagement and sense of belonging among the current students who are participating.

13. Alumni

Alumni can be valuable advocates and partners in promoting program visibility and persistence. By sharing their career pathways, mentoring current students, participating in outreach or networking events, or even sponsoring internship opportunities, alumni help demonstrate the real-world value of a computing degree. Their stories and engagement build program visibility, foster a sense of community, and inspire students to persist and succeed.

14. Parents

Parents of prospective students are influential partners in shaping students' educational choices and sense of belonging. By sharing clear, strategic messaging that highlights program strengths, career pathways, and supportive learning environments, departments can build trust, address concerns, and help parents feel confident encouraging their students to pursue computing. This engagement can strengthen recruitment pipelines and support student persistence.

15. Industry Partners

Industry partners can play a critical role in enhancing program visibility and student success by offering internships, mentorship, project collaborations, and career pathways that make computing education more tangible and relevant. Through

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strategic partnerships, they help attract prospective students (particularly current employees who are looking to upskill), support retention by connecting coursework to real-world applications, and strengthen graduation and post-graduation outcomes. Their involvement reinforces program credibility and aligns academic experiences with workforce needs. Industry partners might even be willing to sponsor specific initiatives or events.

16. High School Educators & Counselors

High school educators and counselors are key influencers in guiding students toward computing pathways. By building strong relationships with these partners–particularly at known feeder schools, departments can increase program visibility, provide accurate and inspiring information about computing opportunities, and create smoother transitions for students. Their early encouragement and support can help strengthen recruitment pipelines and foster long-term student success.

17. Community K-12 Student Groups (particularly those focused on high school students)

Community student groups geared toward high school students can be powerful partners in expanding access to computing pathways. By engaging with these groups through outreach, events, or collaborative programs, departments can spark interest in computing among prospective students, build trust and "brand recognition" within these communities, and strengthen recruitment pipelines.