



## Use strategic messaging

Positive, strategic messaging is crucial for attracting students to computing generally and to your program specifically. Messaging is often explicit – contained in what you “tell” people – but can also be communicated subtly by, for example, the types of people and activities featured in images and examples.

### **Positive messaging includes address how computing:**

1. Solves real world problems.
2. Helps people and makes a difference in the world.
3. Involves teamwork and collaboration.
4. Is relevant to many fields and interests.
5. Offers good jobs.

Positive messaging also relays that many types of people belong in computing and that beginners are welcome. It should counteract negative stereotypes about computing, ideally without specifically repeating those stereotypes, because research shows that the more we hear something, the more we believe it’s true.

**Consider the many ways that messaging reaches prospective students to determine where and how to focus messaging efforts. Potential messaging outlets might include:**

1. Departmental website(s).
2. Admissions/marketing materials.
3. Social media.
4. Introductory courses.
5. Individuals who represent your program.

**Also be intentional about your recruiting events and the communications that are sent to prospective students:**

1. Utilize well-designed events and personalized communication to motivate prospective students to enroll.
2. Ensure that departmental/program recruiting events (open houses, online events, panels etc.) emphasize the real-world relevance of computing and the broad range of people who belong.
3. Have program representatives such as student ambassadors reach out directly to good candidates (and be sure to pay students for their efforts).