BEST PRACTICES IN UNDERGRADUATE RECRUITING

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Reza Abbaschian
Department of Materials Science and Engineering
Gainesville, Florida 32611-6400
BACKGROUND INFORMATION

- 31 faculty and 3 Academic Office Staff

- Undergraduates do not have to declare majors during the first two years

- Those declared majors can be advised in the department

- Among 962 freshmen entering College of Engineering in Fall 2001:
  - 757 declared major
  - 206 undecided
  - 29 declared MSE

- Articulation agreement with community colleges (AA degree)
ACADEMICS

- BS degree in MSE with specialization in Ceramics, Electronics, Metals and Polymers
  - 125 Semester Hours:
    - 49 General Education
    - 17 Engineering Basics
    - 38 MSE Core
    - 21 MSE Specialization

- Joint BS/MS degrees
  - 125 + 30 – 12 Credits

- BS/MS with Biomedical Eng Program

- BS/JD with Law School

- MD/PhD with Medical School
STUDENT ENROLLMENT TRENDS
FALL 2001

- Lower division undergraduate enrollment 70 students (decrease of 9% over Fall 2000)
- Upper division undergraduate enrollment 124 students (increase of 20% over Fall 2000)
- Total undergraduate enrollment 194 students (increase of 13% over Fall 2000)
- BS graduates averaged 3.08 for 2000-2001 academic year
- Graduate enrollment 232 (increase of 13% over Fall 2000)
- Total enrollment (1-9 EG) 426 students (increase of 13% over Fall 2000)

Demographic for Fall 2001:
- 132 Female (increase of 23% over Fall 2000)
- 29 African American (increase of 16% over Fall 2000)
- 25 Hispanic (increase of 4% over Fall 2000)
- 37 Asian American (increase of 28% over Fall 2000)
RECRUITMENT

Multi-Level Approach

- University, undeclared engineering
- Community College level
- High School Level

- MSE Teach for Teachers
- Posters
- Scholarships and Fellowships
- Invitation Letters
- Tours
- Introduction to Engineering
- Materials Chemistry
- Patent Research for Freshmen
UNDERGRADUATE RECRUITING HIGHLIGHTS
2000 – 2001

- Mailed 1,200 posters to high schools and community colleges
- 360 Welcome letters to undecided students
- 300 Welcome letters to Intro to Engineering students
- Hosted 22 preferred engineering Preview sessions
- Scheduled 28 individual and group tours for prospective students
- Held presentation for Step-Up minority students resulting in 5 transfers
- MSE Summer Teach, hosted 143 teachers in six years (student impact ~ 16,000)
SCHOLARSHIPS AND FELLOWSHIPS
2000 – 2001

Undergraduate Students:

- 44 received departmental awards ranging from $250 - $1,000 each
- 18 received COE scholarships ranging from $1,000 to $1,250 each
- 4 received University Scholars Program awards $2,500 each
- 2 received GE-MEFDI Summer Research awards $2,000 each