



UNIVERSITY OF
FLORIDA



**BEST PRACTICES IN UNDERGRADUATE
RECRUITING**

**UMC Presentation
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**Reza Abbaschian
Department of Materials Science and Engineering
Gainesville, Florida 32611-6400**

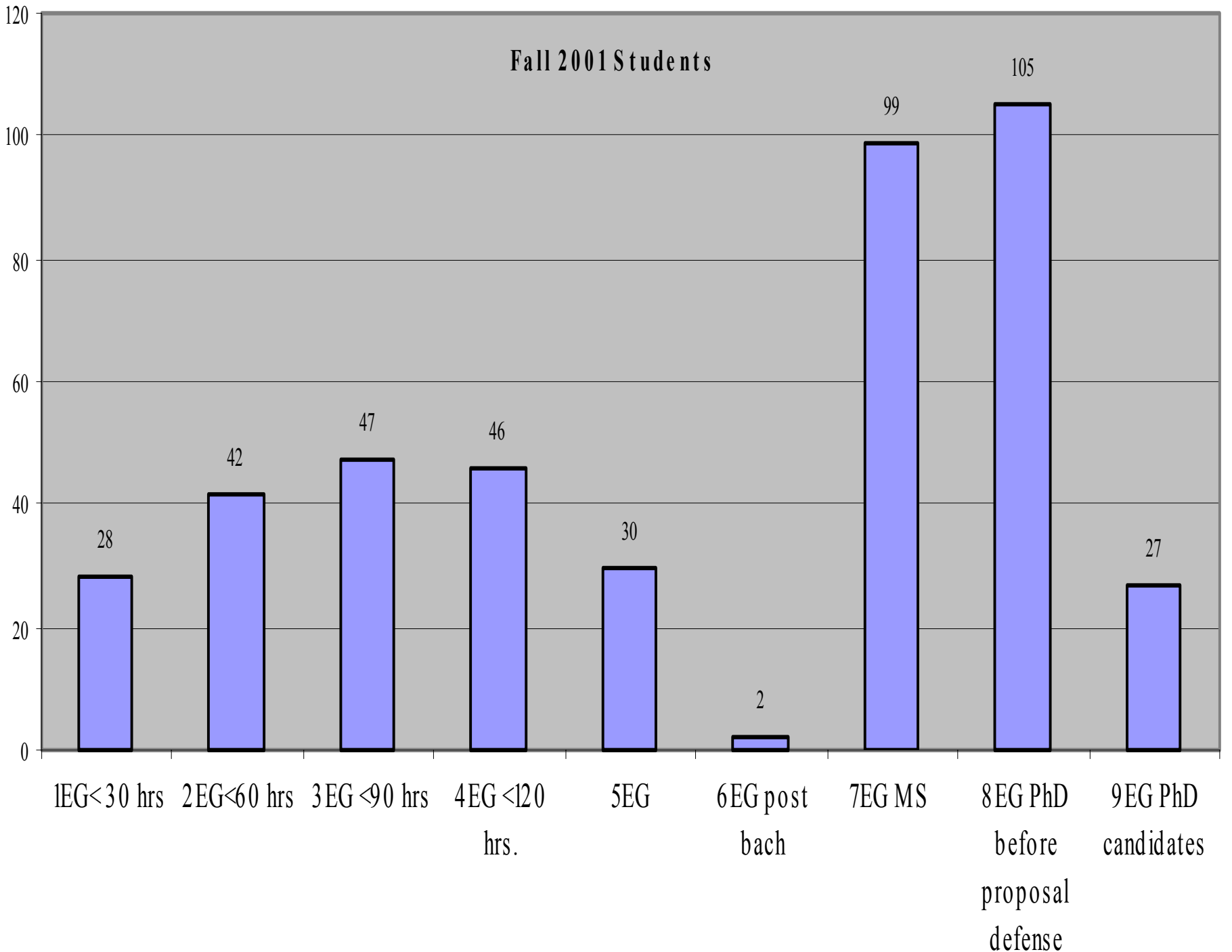
BACKGROUND INFORMATION

- **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)**

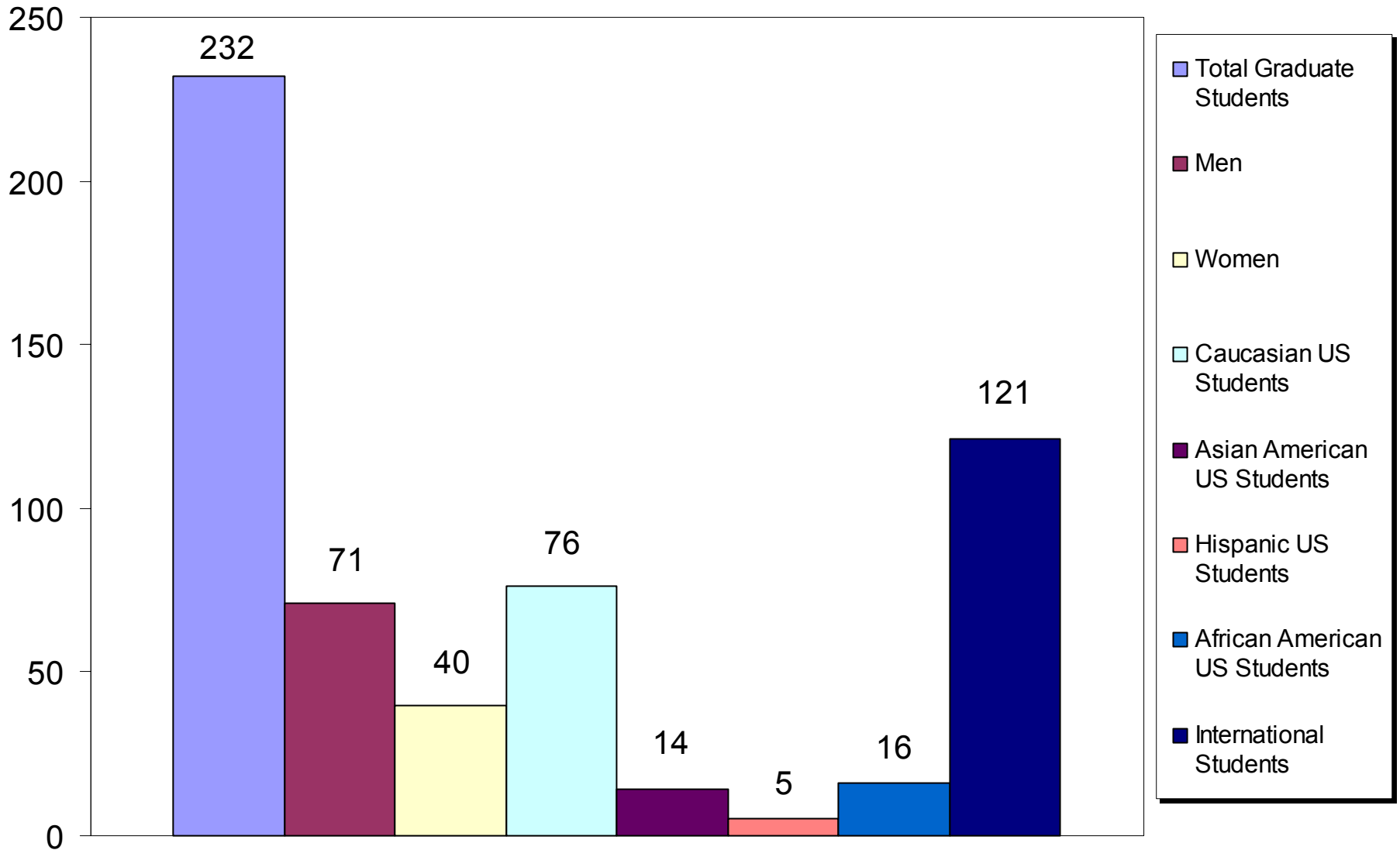
ACADEMICS

- **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**

Fall 2001 Students



GRADUATE STUDENTS FALL 2001



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**
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- **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**