

# **Recruiting for MSE**

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**It's a Materials World!**

# Recruiting

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**HOW DO YOU DO IT?**

**WE EARN IT,  
ONE AT A TIME!**

# Activities

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## ■ HS Women Summer Interns

### ■ PWSE Research Interns

- Female HS juniors in research groups for 6 weeks
- On the average 3 in MSE every summer

### ■ Internet Explorers

- Industrially Supported
- web pages and lesson plans on engineering topics at 6<sup>th</sup> grade level
- 5 years, 76 interns, half minority, >90% in SMET majors, 8 in MSE at ISU

# Internet Explorers

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# Activities

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## ■ Materials Demos

- Hands-on, interactive, fun
- Relate to Titanic, Challenger, and others
- Events on campus
  - Scholars' Day, Minority Preview Day
    - Started by MSE, now college-wide
  - PWSE "Road Less Traveled" Career Conferences
  - Destination Day, Legacy Day, Science Bound, Iowa Science Center, etc.
  - **Open House for undeclared freshmen**

# Activities

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- **Faculty and students off campus**
  - High school “Engineering Night”, classroom visits
  - College Fairs
- **Distance Ed./Engineering for HS**
- **K-12 Teachers**
  - Summer workshop on materials
  - WebSEM

# Activities

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- **MSE PowerPoint Show**
  - Used by college and university recruiters
  - Used by student “ambassadors” in college
- **3D Bulletin Board**
- **MSE Brochure**

# Activities

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## ■ **Personal time with faculty**

- Visits with prospective students one-on-one
- National Merit winners, Honors students
- Women, minority students
- At fairs, “Experience Iowa State Days,” etc.
- Any student who asks for a visit gets an hour visit + tour



# Recruiting Tips: Top 10 list

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1. Make Materials a recognizable term for K-12
2. Focus on best, women & minority students
3. Stress the hands-on excitement of curriculum
4. Offer participation in research projects
5. Tour the Facilities
6. Offer personal time with faculty
7. Stress personal attention
8. Stress the quality of instruction
9. Talk about jobs: type, salary, flexibility
10. Offer Scholarships

# Motivate faculty

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- Future of MSE depends on it
- Listed in *Performance Objectives*
- Fun to teach larger class & **better** students
- Feeds the research
  - ugrad research helper, graduate recruitment
- Offer reward, and MEAN IT!
- Make yourself available
- Set example

# Results

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- Enrollment: from 67 to 106
- Women: from 15% to 35%
- Minority: from 5 % to 12 %
- $\approx$  1/2 Honors Program students
- 11 National Merit winners
- Industry now recognize the quality
  - Design projects, scholarships, co-op/interns, recruitment

# SUMMARY

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- There is no silver bullet
- It takes time and hard work
- What works for us may not work for others
- What can we learn from your experiences?