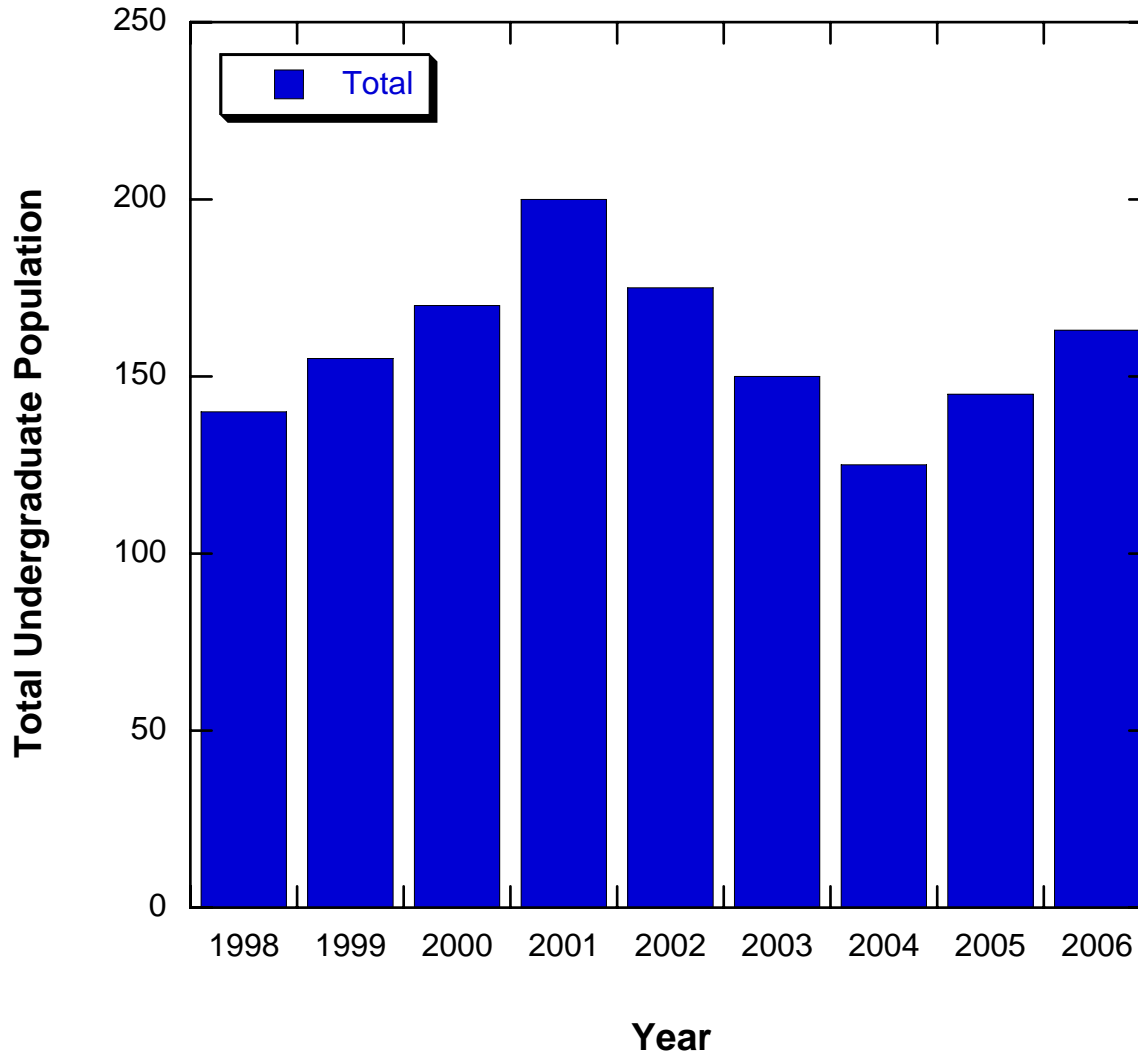


# **UNDERGRADUATE RECRUITING**

# The Total Undergraduate UF-MSE Population



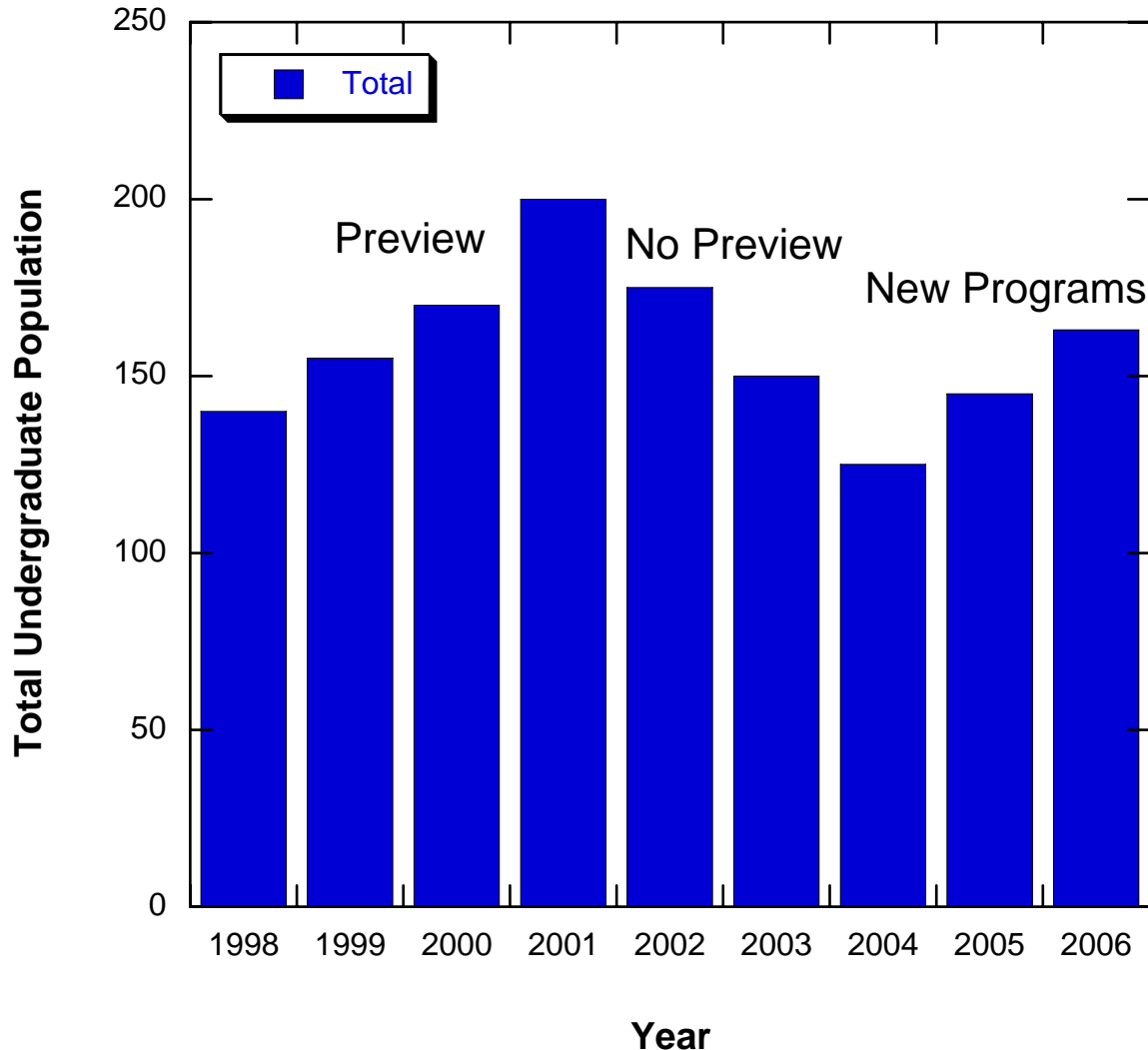
- Significant growth in the late 90's and again recently
- Several factors contribute to cycle
- Goal ~200 total

# Preview

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- Preview is a 2 day freshman orientation session
- All engineering students coming into UF attend Preview
- MSE helped to coordinate and run Preview
- Provides opportunity to get the word about MSE out

# The Total Undergraduate UF-MSE Population



- Significant growth in the late 90's and again recently
- Several factors contribute to cycle
- Goal ~200 total

# New Programs

## Addressing Undergraduate Enrollment Drop

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- **Most Effective Approaches (starting 2005)**
  - Assembled a Poster (with Cornell's Permission) and 2 brochures on REM and Nanotechnology
    - » Sent 1000 packages along with personal letter to Florida High Schools (heads of Science, Math and Councilors)
  - Promote MSE in summer Preview sessions
  - Teach 2 sections of Intro to Engineering per week Fall, Spring and Summer
  - Started REM (Research Experience in Materials) Program Fall 2005
    - » Lab experience, 32 freshmen, \$10/hour, 10 hours/week, 2 semesters
- **Less Effective Approaches**
  - Participating in COE Step-up Program, CPET SSTP program
  - Teaching Freshmen ENG 1817 Engineering Innovations
  - Engineering Dormitory Seminar Series on Materials
  - Helped organize two all engineering sections of Freshmen chemistry
    - » 3 of the 4 TA's for the engineering sections are from MSE

# Modified Recruiting Process

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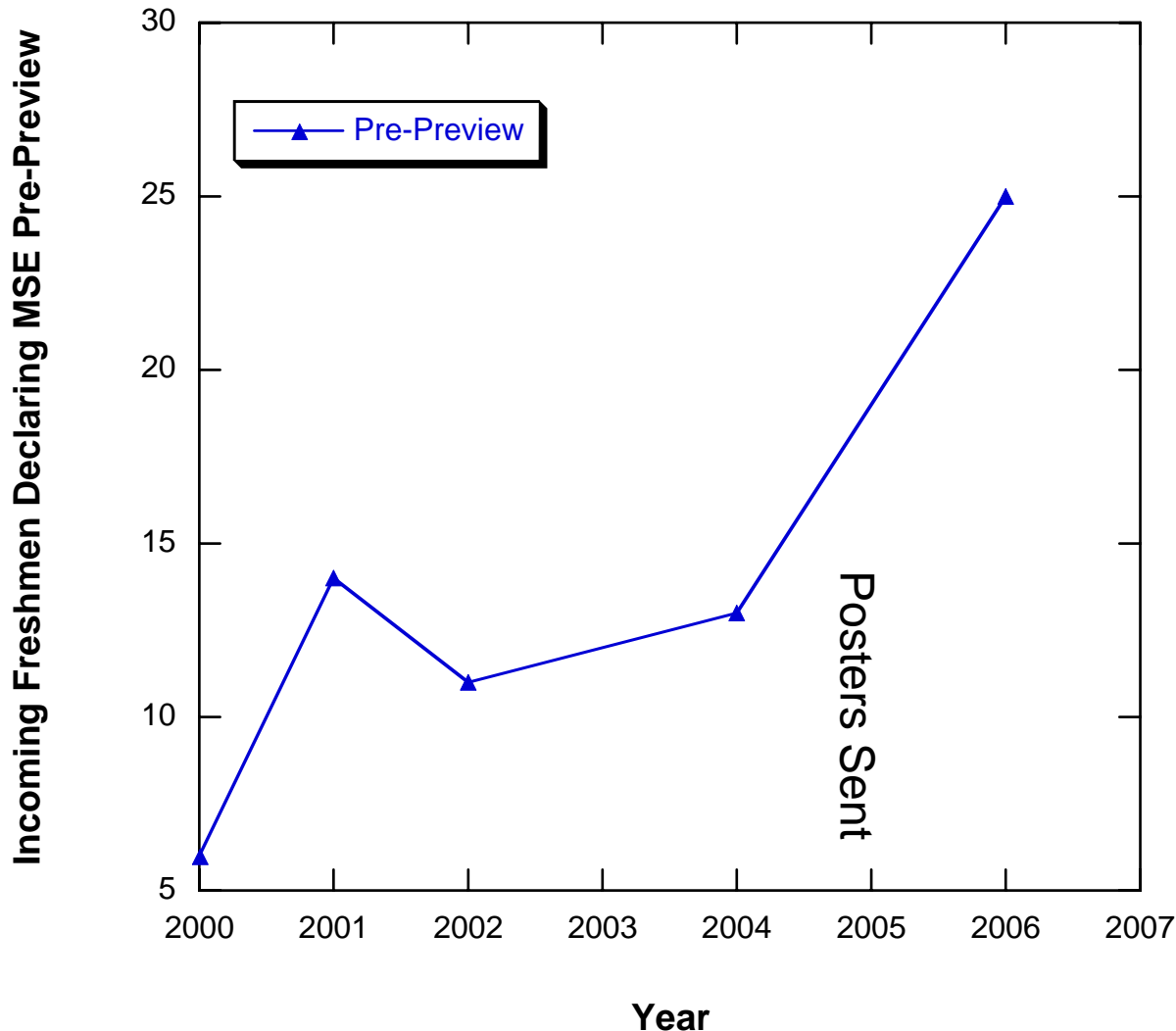
Fall 2005 and Spring 2006  
**Posters** sent to all FL High School Science  
and Math Teachers and Guidance Councilors

Summer 2005  
Help coordinate **Preview**

Fall 2005  
Began **REM** Program

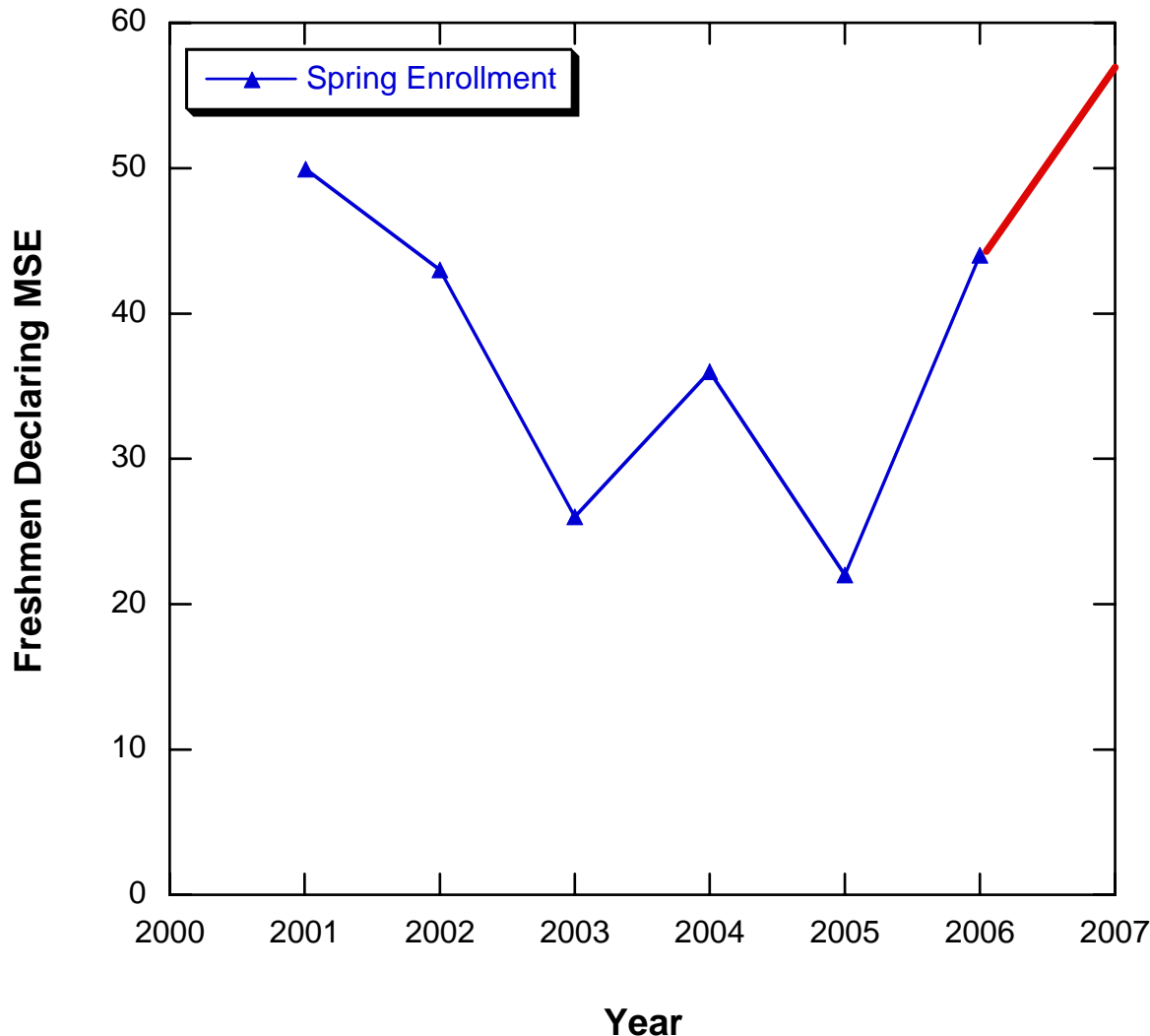
Fall 2005, Spring 2006  
Recruit in **Intro to Engineering** Course

# Freshmen Enrollment Before Preview



- Sent Posters out in 2005
- Jump from 10-12 to 25 from posters

# Freshmen Enrollment after recruiting



- This is the total freshman class at the end of Spring Semester
- Stopped Preview in 2002
- Implemented new measures in 2005

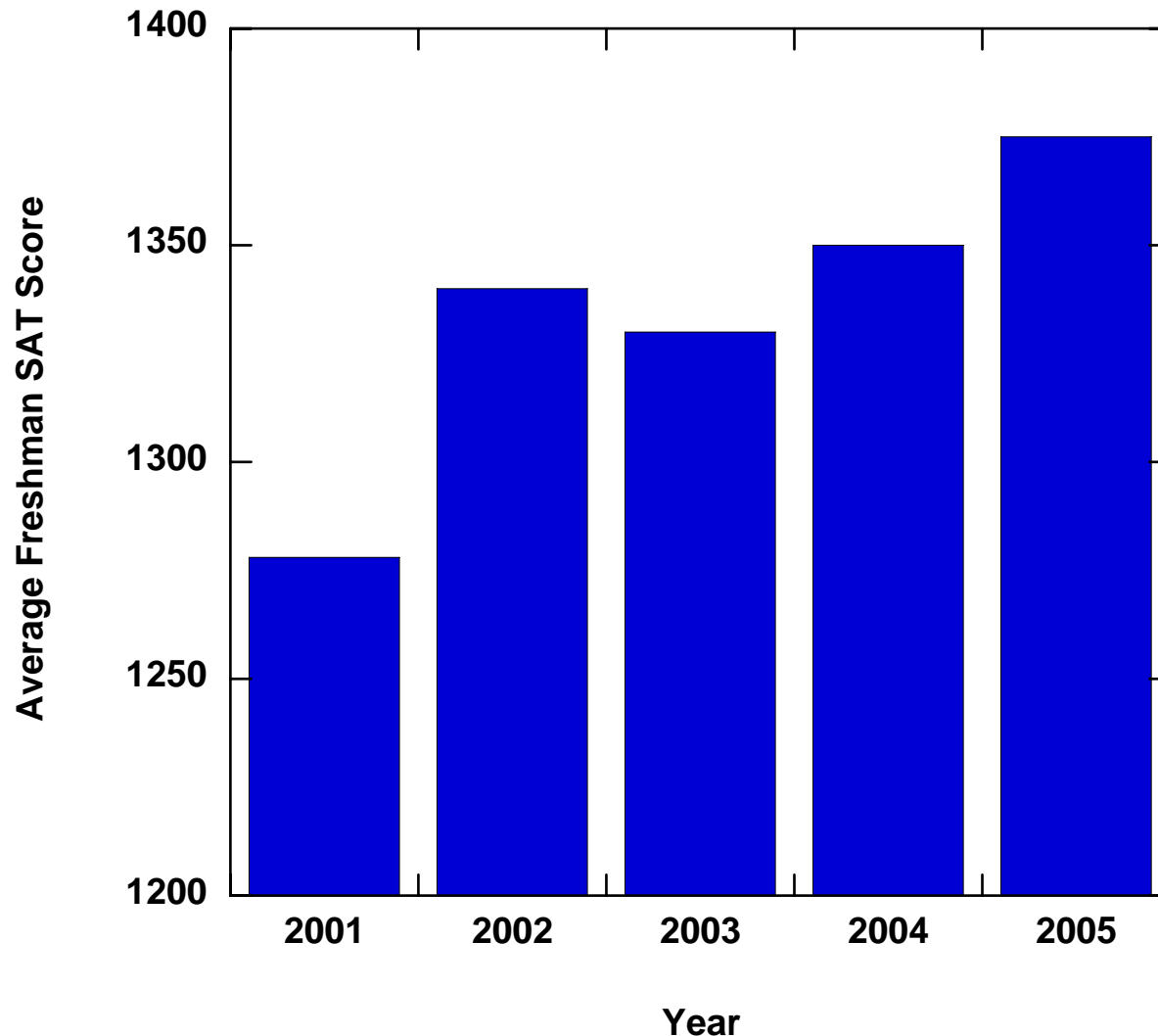


# Addressing Student Quality

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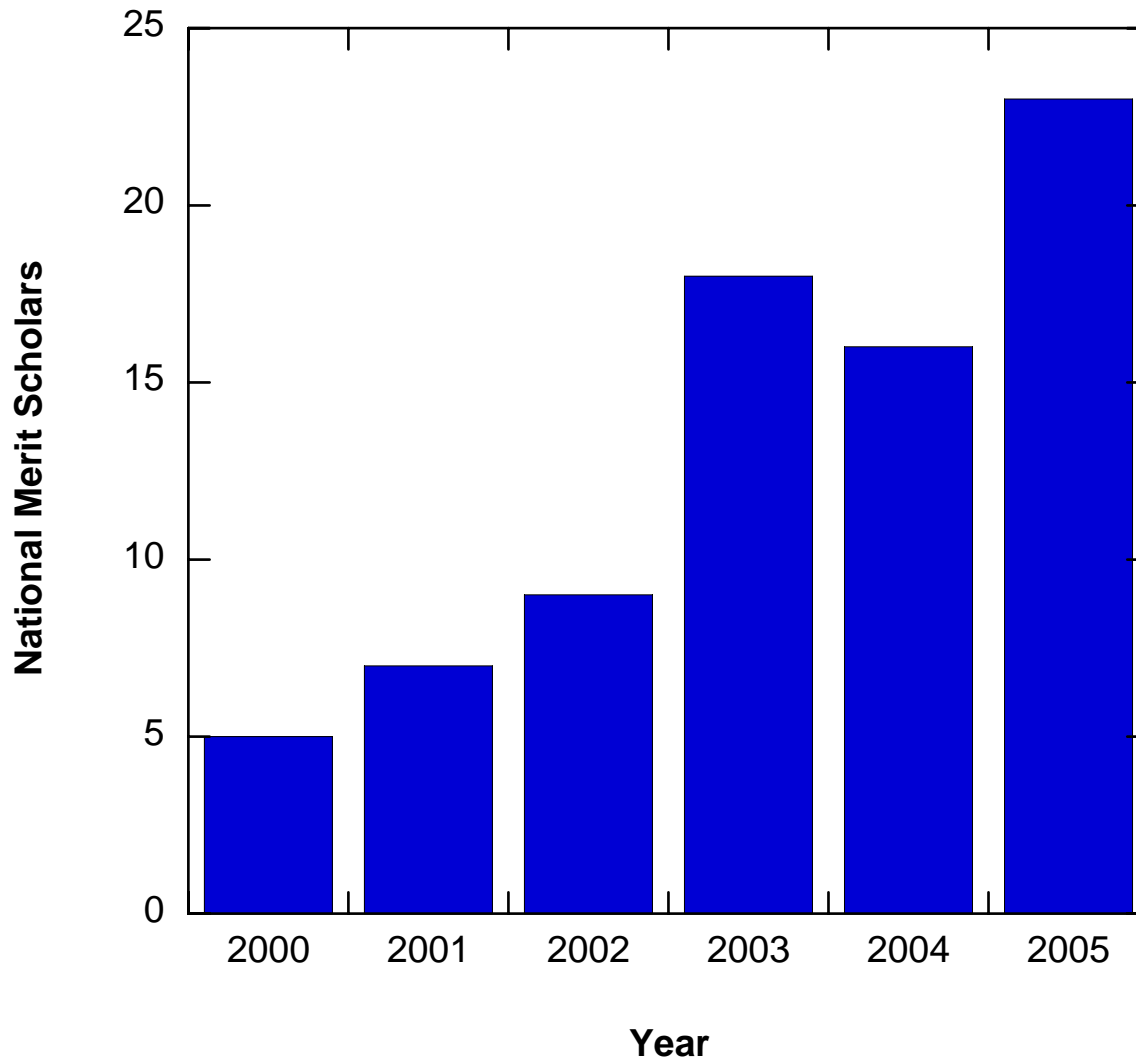
- Met with councilors in honors program 5 years ago
- Explained Program
- Rolled out red carpet to each individual student they referred
- Built up trust system with this office

# Freshman SAT Score



- SAT scores have climbed with interaction with honors college

# Undergraduate Quality



- National Merit Scholars at all time high
- 24 students is 17% of the UG program
- Far more than any other department on campus (40,000 UG Students)

# Additional Activities

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- **Middle and High School Teachers Workshop**
  - 1 week on-campus summer workshop called MSE Teach
  - Funded by from ASM, COE and County School systems
  - Average 12 teachers for the last 5 years:
  - 25 are signed up for this summer
    - » 3 more on a waiting list
    - » Poster?

# Conclusions

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- Marketing is the key to Undergraduate recruiting
- Increased average class size to ~45-55 (meets target)
- Marketing Processes that worked for us
  - Posters ~15-20%
  - Preview ~30-40%
  - Intro to Engineering ~20-30%
  - Honors Advisors 5-10%
- REM for increased retention
- Working with Honors Advisors significantly increased National Merit Students