

## Chapter 4A: Undergraduate Recruiting

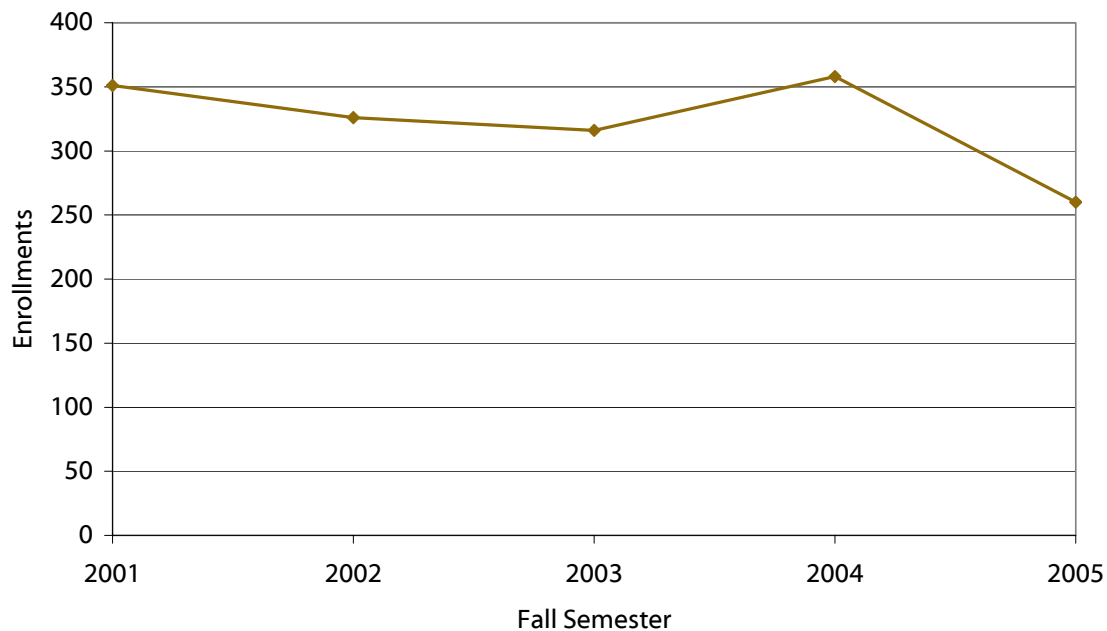
### Starting Points

A summary of undergraduate enrollment trends is presented in Chapter 4 (page 4-1). While enrollments in the College of Engineering have steadily increased during the last ten years (15%; Table 4.3), there was a one-year enrollment decline between FA'04 and FA'05 (Figure 4.4; page 4-6) and there was a significant decline in the number of new freshmen entering the College of Engineering in FA'05 (Figure 4A.1).

The decrease in the number of new freshman observed in FA'05 may have been caused by several factors including the implementation of supplemental tuition or CSU's negative press during the 2004/2005 academic year. It is clear, however, that the decline in new freshman in FA'05 was due to a reduction in applications; yield rates for the College as a whole have remained relatively constant (35%-39%) over the last five years (Figure 4A.2; Table 4A.1).

Therefore, the purpose of this strategic plan is to develop strategies to reverse the decline in new freshmen observed in FA'05 and to recruit a well prepared, well balanced, and diverse student body.

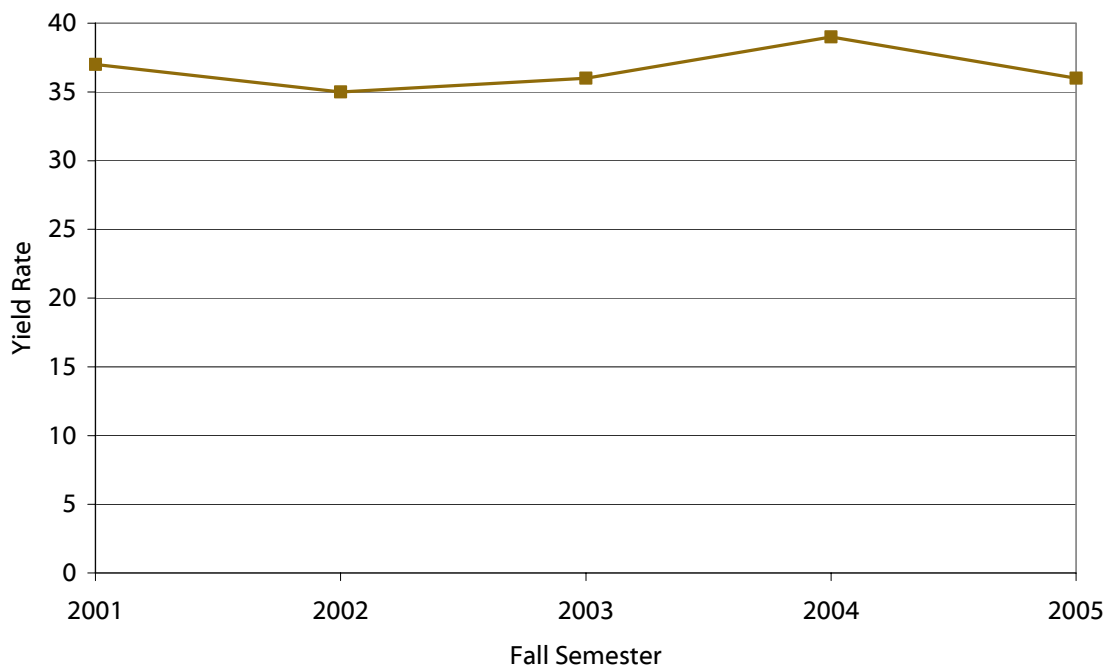
**Figure 4A.1 New Freshmen Enrollment Trends**



**Table 4A.1 Yield Rates by Major (%)<sup>1</sup>**

<b>Engineering Major</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>
Chemical	31	38	32	34	34
Civil	53	42	46	47	45
Computer		39	48	33	47
Electrical	46	38	34	47	48
Open Option	12	10	14	26	17
Engineering Science	18	33	24	29	32
Environmental	33	39	35	47	44
Mechanical	52	55	50	48	42
<b>College</b>	<b>37</b>	<b>35</b>	<b>36</b>	<b>39</b>	<b>36</b>

**Figure 4A.2 College of Engineering Yield Rate**



### Objectives and Goals

College of Engineering's primary objective for undergraduate recruiting is to:

**Objective: Develop and build an undergraduate student body that is well prepared, diverse, and well balanced among the departments.**

Our recruitment objective supports Goals 1, 12, and 3 within the University Strategic Plan by fostering manageable growth of a diverse student body.

<sup>1</sup> The yield rate is the ratio of matriculated students to acceptances.

- Goals:** Our 4 key goals related to recruitment are to:
- Goal:** Increase the number of high ability students,
- Goal:** Balance our female-to-male student ratio,
- Goal:** Increase our numbers of targeted students, i.e. transfer, diverse, first generation, international, and non-resident students, and
- Goal:** Create an effective, efficient, and sustainable recruitment program for the College of Engineering.

**Strategies:**

We will accomplish these goals by implementing the following strategies:

**Focusing our efforts**

- ✘ Form an active college recruitment team that shares strategy, technology, information, successes, outreach and challenges on an ongoing basis and encourages and supports the development of departmental recruitment initiatives,
- ✘ Develop an awareness program that promotes the College of Engineering as an environment supportive of women and minorities,

**Planning, assessing, and improving our recruiting efforts**

- ✘ Evaluate and regularly assess the effectiveness of our recruitment efforts and activities,
- ✘ Design survey and assessment tools to determine the effectiveness of recruitment of our prospective students,
- ✘ Gather information on the recruitment practices of our peer institutions,
- ✘ Review recruitment events within the college and make recommendations for college-wide participation,
- ✘ Identify and foster professional development opportunities in recruitment training for COE employees,

**Providing financial support**

- ✘ Establish scholarships specific to targeted groups of students,
- ✘ Increase the number of scholarships for new freshmen,

**Increasing our contacts with potential students and partners**

- ✘ Strengthen connections with community colleges to ensure more contact with transfer students,
- ✘ Develop reciprocal agreements with international academic institutions,
- ✘ Develop relationships with key high schools in conjunction with the Admissions Office,
- ✘ Improve our communications with prospective and admitted students to meet their needs,
- ✘ Implement an inquiry-based web tool (learning primer) tailored to prospective students,
- ✘ Strengthen the college's participation in university recruitment events and programs,
- ✘ Survey companies who employ our graduates and determine the qualities and skills that companies are seeking in our students, and

- ✘ Evaluate and regularly assess the number of students in each program to provide effective resources to meet the needs of all our students.

**Metrics:**

- ✘ The College Recruitment Committee and the engineering departments will track enrollment numbers and yield rate trends throughout the year to evaluate success. Data will be analyzed by index ranges, ethnicity, gender, resident and non-resident status, and domestic and international status. In addition, all departments have agreed to review data specific to their respective majors and develop strategies to increase targeted freshmen populations within their departments.