

Implementation of a Successful Undergraduate Student Recruitment Program

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ABSTRACT

Nationally, enrollments in engineering are decreasing, and there is much concern that the US will not be to meet the demands of the future's engineering needs. There is also a recent movement at universities to increase, or at least stabilize, enrollments and to attract the best and brightest students to their engineering programs.

The current undergraduate recruitment program at the University of Arkansas' College of Engineering began as a single department effort in Industrial Engineering. Its success resulted in the IE department becoming the largest department in the College. Two years ago, this effort was expanded to the College level to include all seven departments. Although nationally engineering enrollments are decreasing, at our College of Engineering at the University of Arkansas, we have increased the number and quality of entering students through our strategic and aggressive recruitment program.

This paper will give an overview of our successful recruitment program, including specifics on how build a recruitment program, how to identify your market and find quality prospective students, and how to follow-up with these students to interest them in engineering and your programs. Tips will include what does and doesn't work and how the program can be adjusted to fit your budget.