Recruiting Women & Underrepresented Students: Translating the Dean’s Diversity Pledge into Action

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Background

- Campbell University’s new School of Engineering launches Fall 2016
- B.S. in General Engineering, concentrations in Mechanical & Chemical
- Robust, project-based 1\textsuperscript{st} Year LWTL curriculum emphasizing broad skill sets
Dean’s Pledge Focus

Student Recruiting
• Messaging & Images (website, letters, banners, flyers)
• Curriculum (broad base, Engineer of 2020 skills)
• Concentrations (MECH and CHPH)

Faculty Hiring
• Ad language and distribution
Strategies

- Used NAE “Changing the Conversation” report and other similar language
- Paid attention to millennials’ interest in having an impact, sustainability
- Focused on innovation, design and creativity vs. “must love math and science”
- Used diverse groups of students in images
- Avoided “stereotypical” images
- Searched for and hired more diverse faculty
Progress-to-Date

CU & ASEE Engr by Race/Ethnicity

Women Faculty

CU & ASEE Engr - Women

CU & ASEE by Discipline

CU & ASEE by Conc/Major