

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

Dr. Jenna P. Carpenter Founding Dean, School of Engineering Campbell University







- Campbell University's new School of Engineering launches Fall 2016
- B.S. in General Engineering, concentrations in Mechanical & Chemical
- Robust, project-based 1st
 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









- 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** 80% Percent of Faculty who are 70% 12% 60% Percent of Engr Students 10% 50% Women ASEE Mech 40% 8% 30% ASEE Gen 6% 20% CU CU Engr Acc 4% 10% ASEE UG Enroll 0% 2% ASEE Mech ASEE Gen CU 0% CU & ASEE by Discipline Black Male Black Hisp **Hisp Male** Female Female **CU & ASEE Engr - Women** Gender + Race/Ethnicity 45% Percent of Women Students 40% 35% 30% 25% CU MECH Acc 20% ASEE Mech Deg 15% CU CHPH Acc 10% ASEE CHEM Deg 5% 0% ASEE CU MECH ASEE Mech CU CHPH CHEM Deg Acc Deg Acc CU & ASEE by Conc/Major

Women Faculty