



CAMPBELL
UNIVERSITY
SCHOOL OF ENGINEERING

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

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



Background

- 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





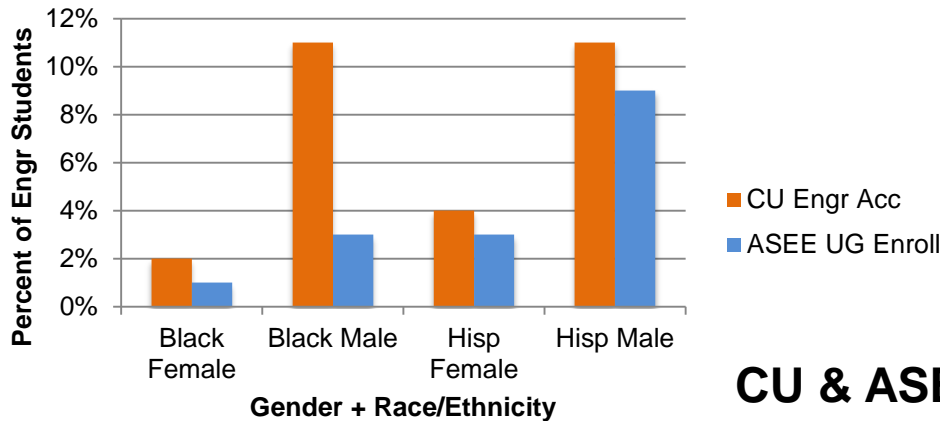
Strategies

- 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

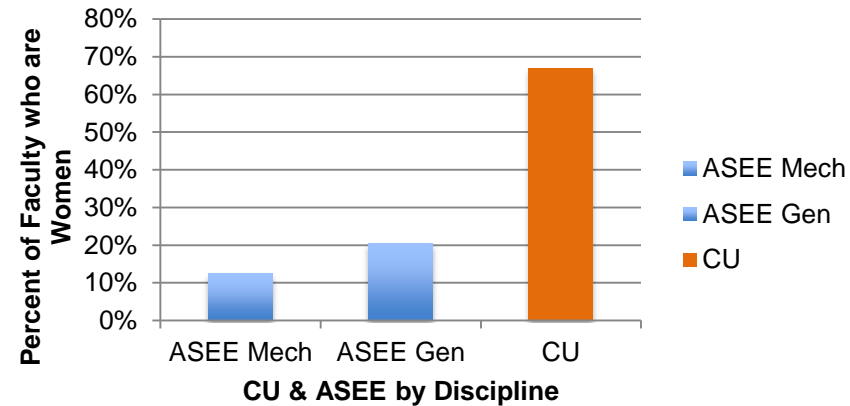


Progress-to-Date

CU & ASEE Engr by Race/Ethnicity



Women Faculty



CU & ASEE Engr - Women

