

Recruitment Techniques applied by Engineering Student Services at UNM

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Abstract

Engineering Student Services (ESS) coordinates all undergraduate recruitment efforts for the School of Engineering at UNM. The goal of the ESS Recruitment Program is to increase the number of students coming into the Engineering and Computer Science fields from local, statewide and out of state high schools and two-year community colleges. The author will discuss the various techniques applied in these recruitment efforts and analyze how these techniques have affected enrollment for the School of Engineering in the past two years.