



Addressing 5P1 and 5P2: Recruiting and Retaining Nontraditional Students

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Starting Disclaimers

- Our focus has been on increasing female enrollment in traditionally male programs
- We are looking at the 30,000 foot view - so broader generalizations



If what you are doing is working
. . . then continue doing it

The definition of insanity is doing the same thing over and over again, but expecting different results

Albert Einstein
(or Mark Twain or Benjamin Franklin)

Our Goal For Students



. . . a sense of belonging

Have you ever skipped an event because you didn't feel like you belonged?



Belonging Where?

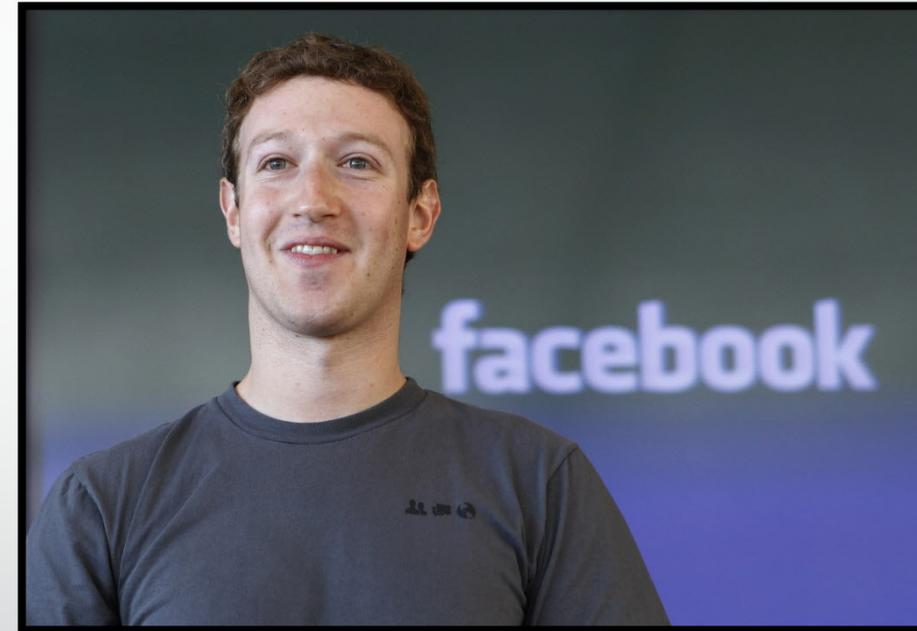
- Campus
- Recruiting
- Program
- Other students
- Faculty





So what are we trying to overcome?

When you think computer professional, who comes to mind?



When you think of a nurse, what picture comes to mind?



If I say college student, what picture comes to mind?





Do these pictures look
like our students?



Or the
students
we want?

Underlying Facts

- First generation students do not have role models in their family
- Marketing points tend to focus on traditional students
- Student do not see themselves in many professions





First Generation

90% of lower-income first-generation students don't graduate on time

“Unlike freshmen with parents, siblings, or cousins who have gone to college, first-generation students are largely learning the pressures of staying above water during their first year in school without any experienced guidance from home.”

<https://www.theatlantic.com/education/archive/2016/03/how-to-help-first-generation-students-succeed/473502/>

What to expect - what to do (informal mentoring)

- Student Services
- Faculty
- Everyone



Marketing



Why do we tell people to major in STEM programs?

Reasons Women Choose Careers

- Help others
- Work in teams
- Solve problems



Reasons Men Choose Careers

- Job potential
- Good salary
- Use technology



Adapt Your Message to HOW Students Choose Careers

- Men → Salary, job potential and the technology
- Women → Help others, work in teams and solve problems



Consider YOUR message
for someone unfamiliar
with the career



Civil Engineering (BEFORE)

A course of study that prepares students to use basic engineering principles and technical skills to carry out planning, documenting and supervising tasks in sustainable land development and public works and facilities projects. Includes instruction in the communication and computational skills required for materials testing, structural testing, field and laboratory testing, site analysis, estimating, project management, plan preparation, hydraulics, environmental technology, and surveying.

Civil Engineering (AFTER)

The Civil Engineering Technology curriculum trains future technicians to help make our community a better place. Civil Engineering Technicians ensure clean rivers and streams, design efficient and sustainable buildings (often retrofitting old ones), improve safety on roads to help reduce accidents, develop mass transit alternatives, ensure safe drinking water, preserve natural ecosystems for wildlife, and design infrastructure that saves lives.



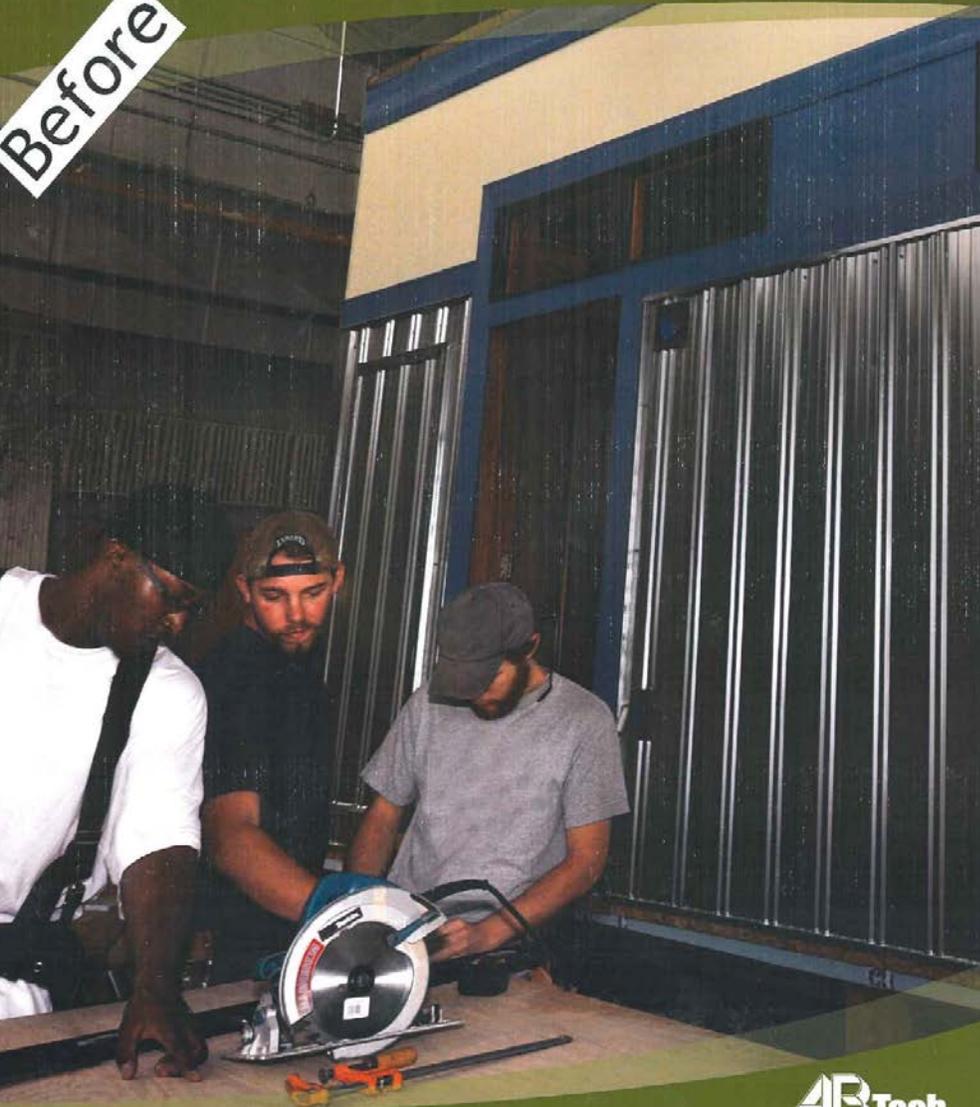
Picture Themselves



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After



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MULTIPLE LOCATIONS

VARIED SEMESTER LENGTHS

NUMEROUS PROGRAMS

FINANCIAL AID

Working together - focus on people





I've learned that people will forget
what you said, people will forget
what you did, but people will never
forget how you made them feel.

Maya Angelou



Questions

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