

Outreach Activity Report 2014–2015

June 2014–May 2015 Summary

Prospective Student Campus Visit	25
High School Visit	12
Community College Visit	5
Events	18
Campus Visits by School	3

Major Events

- North Alabama Science Olympiad
- Alabama Science & Engineering Fair
- Week of Welcome Open House
- Open Houses (5 total)
- Huntsville & Birmingham College Fairs
- College Picnic

Outreach Activities

The number of high schools and community colleges I visited this year increased significantly, primarily due to the change in Admissions' policy allowing me to visit schools alone. These visits focused on local targets suggested by the Huron Enrollment Management Plan report. Activities ranged from setting up a table during lunch to meeting with groups of students interested in science to speaking to a classroom.

I transitioned the College's website to the new UAH format. Per the Huron suggestions, I increased prospective and current student interactions through a social media plan, and I set up the College's first newsletter service. The newsletter is now being used for general interest inquiries, admitted students, and current students.

I instituted several improvements to our 2 signature events: the North Alabama Science Olympiad and the Alabama Science & Engineering Fair. For the former, we established a volunteer check-in table, acquired a PA system for the Shelby Center Lobby, provided floor maps to teams to help find event rooms, and relocated larger school teams to separate rooms (to cut down on the noise and crowds in the lobby). For the Science & Engineering Fair, we were able to move the banquet to the Space & Rocket Center, increase UAH and the College of Science's visibility, and provide campus tours for students and families.

In December, I was honored by the Hudson-Alpha Institute for Biotechnology for my work with their APPLE program. Through this program, students, faculty, and staff from UAH have been able to visit many local high schools to help run a biology lab.

Student Retention Activities

I worked to increase student retention for the College of Science through activities that encouraged research. These included a student workshop, student 1-on-1 mentoring, promoting research opportunities through our newsletter service, and working with Student Research Coordinator David Cook to establish the first Research Horizons Day at UAH.

Additionally, I taught one section of FYE and worked to transition our orientation programs from a lecture format to a workshop format.