

# Outreach Activity Report, May-July 2015

## At-A-Glance

Events:	4
Event participants:	~270
Number of schools visited:	1
Student tour visits:	6

*\*1 school visit to campus*

Orientations were the primary event for the College of Science during this reporting period. The number of incoming freshmen and transfer students was up 50% for the college. This increase led to a change in our orientation strategy and to an additional orientation session. In addition, the University hosted 2 Charger Previews.

## Orientations

This summer we switched to a workshop format for our first-day First Time Freshmen presentation. Students were provided degree checksheets and a list of suggested courses, and an advisor went through a presentation on how to select classes as Orientation Leaders, the other advisor, Science Ambassadors, and I walked around and helped. This format dramatically cut down the amount of time spent 1-on-1 advising with students on the second day of orientations and helped us complete registration in record time (and with record numbers of students) for the college.

## Charger Previews

During the summer, Admissions held 2 Charger Previews, an smaller version of our traditional open houses. The academic portion of this event was held at Charger Union, where all of our departments and the college advisors were represented.

## Other Recruitment and Outreach Activities

Two other events I attended were the Huntsville City Schools Cyber Security Camp open house and the HudsonAlpha Institute for Biotechnology BioTrain poster session.

I coordinated with HudsonAlpha to ensure that our students once again get to participate in their APPLE high school outreach program. This presents a great opportunity for our Biology and Chemistry students to get out to local schools.

## Student Retention

The current focus for increasing student retention is to increase student research opportunities and increase the number and participation in College of Science student organizations. Sign-up sheet for student groups, many of them defunct like BioSoc, will be provided at the Week of Welcome Open House. I will work with each department to provide logistical support in getting our student clubs growing. I am also working with David Cook to seek undergraduate research grant opportunities.

## **Next Period Goals**

My focus on the period of May to August will include:

- completing brochure updates,
- creating and carrying out a communication strategy for the fall and spring,
- updating our 4-year plans,
- creating web- and print-based promotional material for gaming & animation,
- coordinating numerous outreach events (college fairs, Charger previews, etc), and
- visiting high schools and community colleges to promote the college.