

UAH College of Education
Assessment of the 2016-17 Recruitment and Retention Plan
submitted by Dean Beth N. Quick
May 31, 2017

I. Recruitment

a. For Undergraduates

i. Communication Plan to recruit new students and to convert admitted students to enrolled students

The academic advisors and department chairs are the primary points of contact for communicating with potential students and admitted students. Each department sends electronic correspondence to all potential and admitted students. Advisors actively communicate with admitted students to assist with course registration, development of programs of study, etc. The websites are reviewed and updated regularly for accuracy and timeliness of information presented.

ii. High School Visits

Mr. David Kyle represented the Department of Kinesiology and the Ability Sport Network (project funded by the Alabama Commission on Higher Education) at James Clemens High School on January 31, 2017 and shared information about degree programs. Mr. David Kyle and Mrs. Liz Redding attended the Transitions Expo at Calhoun Community College on May 5, 2017. This event included all high school students with disabilities from Madison County, Madison City, and Huntsville City Schools interested in attending an area college or university. Additionally, on March 27, the Exercise Science faculty hosted an informational meeting and laboratory experience on campus for students enrolled in the Biomedical Sciences Internship at Bob Jones High School (Madison City Schools).

iii. Community Colleges

Dean Beth Quick met with Dr. Rachel Dunbar, Program Coordinator for Early Childhood Education at Calhoun State Community College, to explore possible ways to strengthen collaboration. A table was staffed at Calhoun Community College's Open House event for Child Development on March 6, 2017 at its Nashville campus. Faculty and staff in the Department of Kinesiology are

working collaboratively with Shannon Nichols and others to add course requirements related to its degree options to the STAARS agreement. Mrs. Liz Redding attended a student recruitment event at Calhoun Community College on April 17-18, 2017.

iv. University Events

The College of Education participates in all University recruitment events, and faculty and advisors routinely staff tables for events such as Charger Preview and Admitted Student Day. Additionally, department chairs and the Dean regularly meet with individual students visiting campus when requests are communicated by Vangie Harris in UAH Admissions. In Fall 2016, the College hosted its first Week of Welcome event, chaired by a faculty and staff committee led by Dr. Sarah Roller. Each department creates and provides updated tabletop banners, brochures, and print resources to share with potential and admitted students at University events.

b. For Graduate Students

i. College/Department/Program Recruitment

The College currently offers graduate programs in the Department of Curriculum and Instruction, including a Master of Arts in Teaching (MAT) and a Master of Education (M.Ed.) degree. Dr. Derrick Smith, Department Chair, coordinates recruitment efforts with assistance from individual faculty members. Dr. Smith advises M.Ed. students, and Mrs. Chantaye Robinson-Jones advises MAT students. An updated website is maintained. Dr. Whitney Meade attended the Alabama Autism Conference and the Alabama MEGA Conference to recruit graduate students for the M.Ed. Autism program.

ii. University Events

Dr. Derrick Smith and faculty members in the Department of Curriculum and Instruction participated in the Graduate Admissions Fair. Dean Berkowitz provided travel support for Dr. Meade as she recruited at statewide events. Dean Quick and Dr. Smith serve as contacts for University events.

II. Retention

a. Key Actions to Retain

i. Actions by College

The College has two full-time academic advisors: Marti Moore (teacher education) and Liz Redding (kinesiology). In teacher education, students are assigned a primary faculty advisor when they are admitted to the teacher education program. Advisors actively work to communicate with and support students who have not yet registered for courses in the upcoming semester. These initiatives are reported to the Dean.

ii. Actions by Departments

The Department of Curriculum and Instruction utilizes ED 301, Introduction to Education, as a foundational course to provide information to prospective teacher education candidates, concerning course sequences, requirements, and expectations. A long-range program of study is completed by each student enrolled in the course. The academic advisor in each department is actively using the EAB Success Collaborative Dashboard to document specific advising notes for students. The KIN department is working actively with EAB to establish success markers for their degree programs.

b. Faculty Specific Actions

Upon admission to teacher education, students are assigned a primary faculty advisor in their selected subject matter or discipline.

III. Assessment of Planned Actions

As the College of Education continues to grow in enrollment, strategic and intentional plans for recruitment and retention continue to evolve.

Some positive results from actions thus far include strengthened and positive relationships with the Child Development Program at Calhoun Community College under the leadership of Dr. Rachel Dunbar. She is interested in formalizing an articulation agreement with UAH. The academic advisors and faculty do a tremendous job in monitoring students' progress, academic achievements, and providing support toward completion of degree requirements. Active use of data provided by Dr. Wren, registrar's office and Institutional Research staff has greatly assisted in proactively monitoring and communicating with students. The Facebook

pages of the College of Education and The Department of Kinesiology are effective means of communicating information with the community at large, alumni, and currently enrolled students. The College of Education maintains a Twitter account as well which is regularly updated by Mrs. Gina Thayer.

Some areas where additional efforts or initiatives will be focused in the upcoming academic year include: (a) reaching out to other community colleges, potentially to create articulation agreements or strengthen relationships, (b) development of a digital College newsletter for dissemination, (c) creation of an advisory council for the Department of Kinesiology. An additional webpage identifying faculty members' areas of expertise and contact information as guest speakers could also be created to add as a resource. The greatest challenge to overcome in realizing these initiatives will be identification of personnel dedicated to these tasks.

Summary Statement

The College of Education continues to grow, and at the heart of its success, is the personal commitment and contributions, of its faculty and staff to ensure student success. Deliberate and focused efforts related to recruitment and retention drive many of the College's efforts and success since its founding in October 2015.

The College currently offers undergraduate and graduate degrees in the Department of Curriculum and Instruction (B.A. in Elementary Education, B.S. in Secondary Education, Master of Arts in Teaching, M.Ed. in Differentiated Instruction) while the Department of Kinesiology currently offers a B.S. in Kinesiology (exercise science and physical education concentrations).

Student Enrollment	Curriculum and Instruction		Kinesiology	GRAND TOTAL
Semester	Undergrad	Grad	Undergrad	
Fall 2014	37	21	0	58
Spring 2015	10	5	0	15
Fall 2015	45	20	63	128
Spring 2016	17	9	27	53
Fall 2016	67	32	151	250
Spring 2017	57	22	188	267

UAH College of Education Recruitment and Retention Plan for 2017-18 Submitted by Dean Beth Quick

The College of Education was approved by the Alabama Board of Trustees in Fall 2014. It is comprised of two academic departments (Curriculum and Instruction; Kinesiology) and one service and outreach center, The UAH Early Learning Center.

The College currently offers undergraduate and graduate degrees in the Department of Curriculum and Instruction (B.A. in Elementary Education, B.S. in Early Childhood Education and Early Childhood Special Education, B.S. in Secondary Education, Master of Arts in Teaching, M.Ed in Differentiated Instruction) while the Department of Kinesiology currently offers a B.S. in Kinesiology (concentrations in Exercise Science and P-12 Physical Education).

The College of Education seeks to continue to increase student enrollment in its undergraduate and graduate programs through a variety of initiatives outlined below. Additionally, the College focuses its efforts on retaining students and assisting them in realizing their goal of degree completion.

Recruitment is an ongoing initiative that continues year-round in the College of Education. Activities are supported through the Dean's Office as well as the two academic departments.

Dean's Office (Dean Beth Quick responsible)

I. Recruitment

A. For Undergraduates (incoming freshmen students)

1. Communication Plan to recruit new students and to convert admitted students to enrolled students

Regular updates are provided for newly admitted students, as well as inquiries from potential students or those enrolled in community college who have expressed interest in UAH College of Education. Personalized emails are sent from the academic department chairs to each identified student.

Dean Quick is working collaboratively with Joyce Maples to create a PDF or digital magazine or newsletter to be distributed twice in each calendar year as a recruitment tool.

2. High School Visits – Dean Quick is willing to visit any high school club meetings, teacher education-focused career clusters, or provide guest lectures on child development, early literacy, or other relevant topics.
3. Meetings with High School Students Visiting Campus
4. Develop and update print, electronic, and web-based resources
5. Dean Quick coordinates efforts with other College Deans via email, meetings, and collaborative planning for events. She works directly with Vangie in UAH Admissions to coordinate and plan campus visits of potential students visiting campus who have expressed interest in the College of Education.

- B. For Community Colleges (transfer students)
 - 1. Meet with the liaison or program coordinator at each community college; Deliver print resources and offer to speak to student groups.
 - 2. Work to complete articulation agreements with area community colleges
- C. Other New and Ongoing Initiatives
 - 1. Create a College Advisory Board to build community support and awareness
 - 2. Promotion of the College as a sponsor and participant in local school district and community events.
 - 3. Continue to engage in Admissions initiatives, such as the UAH Note Writing Campaign, Faculty Phone-a-Thon, College Fairs, etc.
 - 4. Continue to collaborate with Graduate Studies at College Fairs and Events.

II. Retention Initiatives and Advisors' Actions

- A. A report is generated by the Registrar's Office and shared with the College to identify students who fall below a 2.75 cumulative GPA. Each student is contacted and an individual counseling session is provided.
- B. A report is generated at the end of each semester to identify students who have withdrawn or are inactive. Each student is contacted and an individual counseling session is provided.

Department of Curriculum and Instruction (Dr. Derrick Smith responsible)

I. Recruitment

- A. For Undergraduates (incoming freshmen students)
 - 1. Communication Plan includes updating and revising print and digital resources to reflect all current degree program options, as well as designing and ordering new tabletop banners
 - 2. High School Visits
Curriculum and instruction faculty and staff will visit with Principals, teachers, and school counselors when observing at practicum and internship sites. Faculty will also attend any college fairs at local high schools coordinated by the UAH Admissions Staff. Each faculty member will be expected to visit at least two area high schools each academic year. This information will be included in the faculty activity report submitted each spring semester.
 - 3. A list of faculty areas of interest and expertise will be generated and posted to the College of Education website to allow local school districts to request a "guest lecture" by a faculty member.

4. Efforts will be made to secure the locations and names of faculty advisors for all “teaching” related clubs and career clusters in area high schools so a contact can be initiated.
5. Updated program information is listed on the Alabama State Department of Education website regarding graduate degree options and licensure.

B. Community Colleges (transfer students)

1. Dr. Smith will work in collaboration with Dean Quick to determine interest and opportunities to visit and recruit at community colleges, with priorities including Calhoun Community College, Wallace State Community College, and Motlow State Community College (TN).

C. Other Initiatives for Recruitment

1. Curriculum and instruction faculty will attend all university-sponsored recruitment activities on campus.
2. Attend any university-sponsored recruitment activities off-campus (e.g., Dr. Smith presented at James Clemens High School in fall 2015 in collaboration with Nursing and Arts, Humanities and Social Sciences).
3. Dr. Derrick Smith will continue to send an emails to all inquiries and all accepted students identified on weekly reports from admissions.
4. Faculty will continue to meet with all students interested in teacher education when they schedule campus visits. This is facilitated through Admissions.
5. Faculty will participate in the notecard writing initiative and the phone calling initiative for newly admitted students coordinated by Admissions.
6. UAH Teacher Education Facebook Page is updated regularly.

D. For Graduate Students

1. The Department recruits at the Alabama Autism Conference and the annual Alabama State Department of Education MEGA Conference. This will provide an opportunity to recruit students for the M.Ed. autism degree and the graduate autism certificate program.
2. The Department will distribute informational flyers to all participants of the Alabama Autism Conference.
3. The Department will electronically distribute informational flyers in spring to all the local school districts to recruit for the summer and fall M.Ed. cohorts.

4. Dr. Derrick Smith will continue to field calls from prospective students and send a letter to all newly admitted graduate students and those listed on the inquiry reports.
5. UAH Teacher Education Facebook Page is regularly updated.
6. Updated program information is listed on the Alabama State Department of Education website regarding graduate degree options and licensure.

E. Key actions to retain students and graduate cohorts

1. Actions by Department

a. Departmental Initiatives

- a. A department-wide attendance policy was piloted during the 201-17 academic year, and results overall increased student attendance in classes. Faculty will continue its implementation in 2016-17 and will review policy and revise/update as needed.
- b. Promote student participation in student clubs and honor societies.
- c. Assignment of a faculty advisor to each student admitted to the teacher education program
- d. Development of professional development plans for each student with identified academic or disposition concerns
- e. Semester reviews by faculty of students' progress or status related to professional development plans

b. Course Specific Actions

- a. Provide referrals to the Student Success Center as needed coordinated with faculty and the teacher education advisors
- b. Faculty review of student performance and participation in Block I teacher education courses and at identified key assessment checkpoints

c. Actions to retain and graduate 2012, 2013, and 2014 cohorts

- c. Require students to meet with faculty advisor each semester

2. Faculty specific actions

- a. Faculty will conduct school visitations and offer to provide information or guest lectures as requested.
- b. Faculty will make themselves available for student meetings and seek out opportunities for student mentoring.
- c. Faculty serve as advisors for student clubs and honor societies.

Department of Kinesiology (Dr. Shannon Mathis responsible)

- I. Recruitment for Undergraduates (incoming freshmen students)
 - A. Communication Plan
 - Update all print and digital marketing and publicity resources.
 - Continue to contact all admitted students and students who inquire or express interest in the department via email.
 - B. High School visits
 1. Kinesiology faculty and staff will visit with Athletic Directors, Physical Education teachers, and school counselors. Faculty will also be available to attend any college fairs at local high schools.
 2. Liz Redding will be responsible for identifying opportunities and coordinating these visits.
 3. Ms. Redding will telephone, email other colleges and university admissions and assist in setting up faculty visits.
 4. Dr. Shannon Mathis will focus her efforts on seeking ways to be involved with high school chapters of Health Occupation Students of America (HOSA).
 - C. Community Colleges (transfer students)
 1. Calhoun Community College will be the first priority for a visit. Others will be contacted to determine interest and opportunities to visit and recruit.
 2. Liz Redding will be responsible for coordinating these visits.
 3. Ms. Redding will telephone, email other colleges and university admissions and assist in setting up faculty visits.
 - D. Other Initiatives for Recruitment
 - UAH Kinesiology Facebook page has been created and has over 250 followers. The Department will continue to regularly update posts and information.
- II. For Graduate Students: Not Applicable
- III. Key actions to retain students and graduate 2012, 2013, and 2014 cohorts
 - A. Actions by Department
 1. Require students to meet with Liz Redding, academic advisor, each semester.
 2. Promote Kinesiology Club participation, volunteering with the Ability Sport Network, participation in the UAH Cycling Club, etc.
 - B. Course Specific Action – Identify key assessments in specific courses for each degree program and/or concentration. Explore the possibility of creating a process for admission to upper division courses in the major.

IV. Faculty specific actions

- A. Faculty will conduct school visitations and complete the course specific actions.
- B. Faculty will make themselves available for student meetings and seek out opportunities for student mentoring. Faculty members have begun working with a group of students on a research project with the goal of the students presenting at a national conference next year.

Assessment of Planned Actions

The College of Education faculty and staff are highly engaged in recruiting new students and retaining enrolled students. A full assessment of print and digital marketing and publicity materials is needed, as well as development of a strategic plan for marketing and communicating College of Education accomplishments and initiatives to potential students, high school counselors, teachers and administrators, as well as community college faculty, staff, and administrators. Hosting several regional educational training events at the UAH Early Learning Center provides an additional means to promote and recruit students into the programs of the College.