

Outreach Activity Report, January-March 2016

At-A-Glance

Events:	7
Event participants:	~1,000
Number of schools visited:	10
Student tour visits:	12

Events

During the reporting period, I engaged current or prospective students at 7 events:

- Orientation
- Week of Welcome Coffee & Cocoa
- Science Olympiad
- Charger Preview
- Gatton Academy Campus Visit
- Cane Bay High School Campus Visit
- Alabama Science & Engineering Fair

School Visits

I increased the number of school visited during this reporting time compared to last year (7 vs. 0 in 2015). These visits included presentations to math classes, AP Biology labs with HudsonAlpha, and a visit to Northeast Alabama Community College. In addition, 2 high school groups visited campus and toured the Shelby Center. The high school math presentation has been well-received, and I have gotten referrals. One teacher expressed a wish that it could be more interactive/collaborative; I will work on ideas towards this improvement over the summer.

Other Recruitment and Outreach Activities

I met with 12 prospective students visiting campus (up 2 from this quarter last year), and I coordinated the college's participation in the March Charger Preview.

Two major campus events occurred during this reporting period: the Science Olympiad and the Alabama Science & Engineering Fair. For the Science Olympiad, I coordinated volunteer check-in and the Question Table. This included recruiting student volunteers to help, setting up volunteer registration, and working the event. For the Alabama Science & Engineering Fair, I set up and updated a new website for the event, helped in the planning, and coordinated the safety check-in at the event (including recruiting student volunteers). The safety check-in continues to be the best way for the university and college to have a meaningful and positive interaction with these guests.

Orientation season began significantly earlier this year, so I updated our orientation/new student websites, drafted a scaled-down workshop presentation and plan, and began a monthly email

(through Constant Contact) to admitted students regarding orientation readiness. I took the lead on hiring and training students to help with registration over the summer.

I also set up an entertainment computer page on our website, worked with Admissions on our new brochures, and created program-specific recruitment emails directed at transfer students.

Student Retention

I reloaded our current students into Constant Contact with additional list labels, so that we can more effectively communicate with different cohorts. Additionally, we significantly increased the number of communications to our current students, covering topics from registration, research opportunities, volunteer opportunities, internship availabilities, and scholarships. Based on the open and click-through rates of these emails, I was recognized by Constant Contact as being in the top 10 percentile of their users.

Additionally, I worked through the issues with the Shelby Center TVs (which had been off for around a year) and set up a digital signage system. This system will allow us to better celebrate science student achievement and promote our clubs' activities.

I continue to increase my academic advising competencies, and I set up a table in the Shelby Center when registration began to increase student awareness and answer questions about degrees and courses.

Next Period Goals

My focus on the period of April-June will include:

- Complete brochures (in final draft)
- Coordinate orientations, graduation reception, and other events
- Complete assessment of Spring 2016 outreach and recruitment activities
- Complete outreach and recruitment plan for 2016-2017 academic year
- Aid advising in the completion of student retention activities assessment and planning
- Continue visiting community colleges and local high schools
- Begin grant writing in June