

# Outreach Activity Report, April-June 2016

## At-A-Glance

Events:	9
Event participants:	140
Number of schools visited:	7
Student tour visits:	12

## Events

During the reporting period, I engaged current or prospective students at 3 events:

- Admitted Students Day
- College of Science Graduation Reception
- Morgan County STEM student visit

## Orientations

In addition to these events, I helped implement the College's new student orientations (6 total). My roles include communicating with students via Constant Contact, coordinating and overseeing our Science Registration Specialists, setting up our spaces and computer labs, and checking students out. I also have attended the dinners for families at orientations.

## School Visits

I increased the number of school visited during this reporting time compared to last year (7 vs 1 in 2015). All but one of these visits were Admissions-sponsored events at community colleges, while one was to a private local high school in Huntsville. Assessment of the time and effort I expended for these community college events versus the number and quality of interactions with prospective students leads me to strongly recommend the college not participate in these visits next year without some change in strategy by Admissions.

## Other Recruitment and Outreach Activities

I met with 12 prospective students visiting campus (up 6 from this quarter last year), and I coordinated the college's first graduation reception for its graduating students.

Dr. Waddell and I met with the North Alabama Center for Educational Excellence to get a better idea of what we could do to more effectively recruit and support under-represented minorities and first generation students. I presented this information to the Office of Proposal Development, and we have agreed to work together to apply for grants towards this goal. I have recently received a list of grants from them that we can begin working on, with the first due in November.

I continue to improve and update the college's website, including a comprehensive review, a spelling check, and a dead links check.

Our new brochures have been completed and ordered.

## **Student Retention**

Student retention activities this quarter focused on planning for the next year. Current ideas that I am taking the lead on include:

- an overhauled Week of Welcome Open House that encourages students to visit their departments, get information from the academic advisors, and sign up for student groups
- a collaboration with the Student Success Center to provide help for students struggling with lab reports
- workshop for sophomores on how to get into research, co-op, and internship positions
- re-starting the Computer Science Club
- creating a under-represented minority and first-generation science student mentoring group.

I also will help Dr. Waddell create and implement a one-day transition workshop for those students.

## **Next Period Goals**

My focus on the period of July-September will include:

- Coordinate Week of Welcome, student groups, and volunteering
- Implement CoS Fall 2016 Recruitment plan
- Work with advisors to develop and implement sophomore recruitment strategy
- Identify and begin work on grants to increase recruitment and retention of under-represented minorities and first-generation students
- Complete and implement new classroom talks in Chemistry and Physics
- Represent the college in recruitment events, including the Madison County College Fair and NACAC in Birmingham
- Increase relational database skills through professional development