

North Carolina A&T State University
School of Education Undergraduate Recruitment Plan
2013-2014

The School of Education (SOE) is committed to recruiting and developing highly qualified professionals in Elementary Education and Sport Science and Fitness Management. Currently, the School of Education is experiencing an increase in undergraduate enrollment in Sport Science and Fitness Management but a continued decrease in enrollment in the undergraduate Elementary Education program. Enrollment in education across the state and nation is experiencing a decline due to many factors associated with education in general. However, the School will partner and align with the Undergraduate Admission Office and the UNC Teacher Recruitment Plan to develop and implement effective recruitment strategies.

Goals and Objectives

- **Goal 1:** To establish and promote a collaborate relationship between the School of Education Recruitment Coordinator and the School of Education Community College Coordinator.
 - **Objective 1.1:** Recruit and hire a School of Education Recruitment Coordinator.
 - Mr. Dominique Harrison was hired as the SOE Recruitment Coordinator effective November 4, 2013.
 - **Objective 1.2:** Design and implement innovated strategies for recruitment of new students and transfer students.

- **Goal 2:** To actively and aggressively pursue academically strong high school students from diverse backgrounds throughout the academic year.
 - **Objective 2.1:** Identify highly qualified students interested in SOE programs.
 - **Objective 2.2:** Communicate with students that have expressed interest in SOE programs via email, phone, and personal interactions.
 - **Objective 2.3:** Develop new SOE recruitment materials, letters, emails, and handouts to be used at all recruitment events.
 - **Objective 2.4:** Organize SOE scholarship opportunities and disseminate to prospective students.
 - **Objective 2.5:** Continue to update SOE website with information regarding SOE activities.
 - **Objective 2.6:** Continue to develop partnership with underrepresented groups i.e. Hispanic/Latino community organizations.

- **Goal 3:** To engage faculty, staff, and undergraduate students in the SOE recruitment activities.
 - **Objective 3.1:** Create a SOE Student Recruitment Team.
 - Student Recruitment Team will assist through active participation such as calling, emailing, school visits and special programs.
 - **Objective 3.2:** Host SOE specific recruitment program.
 - Prospects will be paired with an SOE student to shadow for a day.
 - **Objective 3.3:** Collaborate with the Center for Academic Excellence to recruit any students interested in SOE programs or have been identified as an undeclared major.

- **Goal 4:** To strategically partner with Enrollment Management, Admissions, Transfer Student Program and Financial Aid to assist with the recruitment process.
 - **Objective 4.1:** Participate in University wide recruitment events hosted by the Office of Undergraduate Admissions and Transfers Student Program.

- **Goal 5:** Increase the number of community college partners by two each academic year for the next five years.
 - **Objective 5.1:** Identify and meet with representatives of community colleges to provide and discuss potential partnerships.
 - **Objective 5.2:** Determine community college partner's needs and match with the needs of Teacher Education and School of Education undergraduate programs.
 - **Objective 5.3:** Develop and establish agreements.
 - **Objective 5.4:** Increase the program areas wherein formal agreements are developed to include all undergraduate teacher education programs and all school of education undergraduate programs.

- **Goal 6:** Recruit students from partnering community colleges.
 - **Objective 6.1:** Visit partnering community colleges at least once per semester for the sole purpose of recruitment.
 - **Objective 6.2:** Develop recruitment materials to disseminate on recruitment visits.
 - **Objective 6.3:** Update NC A&T Transfer Student Handbook to reflect newly established agreements.
 - **Objective 6.4:** Maintain communications with community colleges through the Advisory Council.

Expected Outcomes

The expected outcomes of the plan are:

- To increase enrollment in the School of Education by 20% for the 2014-2015 academic year.

- To increase the number of transfer students enrolled in education programs by 10% for the 2014 -2015 academic year.
- To increase partnership agreements with community colleges by 5% for the 2014 -2015 academic year.
- To increase recruitment contacts with underrepresented populations on the campus by 5% for the 2014-2015 academic year.
- To increase correspondences with potential students through a systematic process to track enrollment entry and output data.