Teacher Education Recruitment Plan 2018-2019

Recruitment Committee

Wesley Campbell, *Teacher Education Recruiter*

Dr. Jacquelyn Thomas-Miller, *Director of Academic Advising and Recruiting*

Dr. Kathryn Obenchain, *Associate Dean for Learning, Engagement, and Global Initiatives*

Dr. Dorothy Reed, *Assistant Dean for Engagement*

Ms. Shana Jones, *Director of Diversity Initiatives*

Ms. Tonya Agnew, *Director of Communications*

Students

*College of Education Ambassador Leadership Team*

Recruitment Strategy Meetings

Bi-Monthly Meetings – Dr. Jacquelyn Thomas-Miller, *Director of Academic Advising and Recruiting*

Monthly Meeting -Dr. Kathryn Obenchain, *Associate Dean for Learning, Engagement, and Global Initiatives*

Quarterly Meetings – COE Recruitment Committee

Quarterly Meetings – Purdue Recruitment Council (*Admissions*)
Strategies and Targets

As we continue to build upon the previous recruitment plan, the strategies are aligned with the College of Education’s Strategic Plan: 2016-2020. The recruitment committee will provide consistency across the College and ensure accountability. Through joint efforts with the Office of Admissions, the College of Education, support Purdue’s overall recruitment and admissions strategy.

- Strengthen Education programs that prepare outstanding professionals
- Recruit high caliber students
  
  Continue to collaborate with P-12 schools and P-12 teachers to create experiences where pre-college students can learn about teaching as a career
  
  (COE – Launching the Future Strategic Plan: 2016-2020)

- Following the Plan outlined in the attached addendum titled
  
  “Strategies for Recruiting Undergraduate Teacher Education Students”

Goals

<table>
<thead>
<tr>
<th>Fall 2018</th>
<th>Fall 2019</th>
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<tbody>
<tr>
<td>138 Incoming Students</td>
<td>156 Incoming Students</td>
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<tr>
<td>▪ 125 New Beginning</td>
<td>▪ 141 New Beginning</td>
</tr>
<tr>
<td>▪ 13 Transfer</td>
<td>▪ 15 Transfer</td>
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This includes a 13% increase Underrepresented Students

Retain High Quality Students –

A. Conduct Habitudes workshops with Ambassadors
B. Serve as a mentor for S.E.E.D. participants (Diversity & Inclusion Initiative)
Office of Admissions

- **Boiler Tracks Day**
  - Friday, March 22, 2019
  - A full day on-campus event hosted by current Purdue students. This day is for prospective students to shadow a Purdue student mentor, attend classes, enjoy lunch in a student dining court, and meet other students.
  - Boiler Tracks Day is a recruiting event to expose students to Teacher Education and to help the student visualize what being a teacher is like.

- **Boiler Up!**
  - Saturday, September 8, 2018
  - Do it all during this action-packed campus visit experience. Explore campus, learn more about Purdue majors AND cheer with thousands of other Boilermaker fans at a Big Ten football game! Meet Purdue students and representatives from our academic colleges and schools at an information fair for Prospective-students.
  - Boiler Up is an event to expose students to the College of Education and to encourage them to consider teaching as a profession.

- **Destination Purdue**
  - Saturday, March 2, 2019
  - Join us for Destination Purdue - a special visit program just for minority students. It's the perfect first step toward your brilliant career. We'll show you around, answer all your questions and so much more. Learn more about your academic program. Meet face-to-face with current minority students to find out what being a Boilermaker is all about
  - Destination Purdue is a yield event targeting minority students. It is designed to help minority students see the benefits of Purdue and a career in the teaching profession. And to encourage them to choose Purdue.

- **Experience Purdue**
  - Monday, July 23, 2018
  - Invitation-only program for prospective students offered in the summer. Allows students to sample classes, enjoy lunch in an award-winning dining court, and learn what it's like to be a Purdue student.
  - Experiencing Purdue is a recruiting event which helps the students learn about the next steps for becoming a boilermaker and visualizing themselves as a Teacher.

- **Explore Purdue**
  - Fall: Saturday, October 13, 2018  Spring: Saturday, March 30, 2019
  - A full-day campus visit program focused on minority students. Open to all students grades 8-11, find out first-hand what campus life is all about and the Teacher Education program majors in the COE.
- Explore Purdue is a recruiting event targeting minority students. It is an excellent opportunity to speak to underrepresented students to encourage them, answer questions and challenge them to consider becoming a teacher.

- **Fall Preview Day**
  - Friday, October 12, 2018 (& Transfer FPD October 12); Friday, October 19, 2018; Wednesday, October 24, 2018; Friday, October 26, 2018; Friday, November 9, 2018
  - Six Fall Preview Days starting in October and concluding in early November. High school students are invited- some could be seniors who have applied or are thinking about applying. The Admissions Office sponsors an informational fair- Ambassadors work the table answering questions and tell students and families about the College of Education during the academic sessions. The College of Education Ambassadors are integrated into the presentation by answering questions, talking about Purdue, and sharing their stories.
  - Fall Preview Day is both recruiting and a yield event. We are introducing some students to the College of Education and the teaching profession and we are encouraging the seniors to apply to the Teacher Education program and why Purdue is the right choice.

- **Family Day**
  - Friday & Saturday November 2-3, 2019
  - Family Day is held every year in September. Student Ambassadors and COE staff come together to help set up displays, meet and greet parents and faculty, work with registration table, and help tear down at the end.
  - Family Day is an opportunity to welcome the families of our current students and get to know them better. It serves as a retention program and a time for bonding with our current Purdue Teacher Education program students.

- **Introducing Purdue**
  - Friday, March 29, 2019; Friday, April 5, 2019; Friday, April 12, 2019; Monday, April 15, 2019; Friday, April 19, 2019
  - Prospective students speak with representatives from Purdue's academic colleges/schools. Learn about the COE majors and explore opportunities for students within these academic programs.
  - Introducing Purdue is a recruiting event designed to exposes students to our Teacher Education program and encourage them to consider choosing Purdue.

- **Purdue’s For Me**
  - Monday, February 18, 2019; Monday, February 25, 2019; Monday, March 4, 2019; Monday, March 18, 2019; Monday, March 25, 2019; Monday, April 1, 2019; Wednesday, April 3, 2019
  - Purdue's for Me is a full-day program that allows admitted students and their families an opportunity to meet current students, advisors and faculty; explore extracurricular activities; tour campus and residence halls; eat lunch in a student dining court; and ask any questions they might have. Join the disciplinary college to which you are admitted for an information session. Learn more about your area of study from students, faculty, and staff.
- Purdue’s For Me is a yield event. We bring the students in to answer the final questions they have and to encourage them to choose Purdue.

**College of Education**

- **Become A Teacher Day**
  - Thursday, April 11, 2019
  - Hosted by COE for prospective High school students who are currently enrolled in some sort of teacher education /cadet teaching program attend this college fair. Ambassadors give out information and answer questions about Purdue, the College of Education, and being a future teacher.

  - Become a Teacher Day is a recruiting event designed to encourage students to choose teaching as a profession and Purdue as the school of choice.

- **Benton County Visit**
  - Thursday, October 4, 2018
  - Provide general information about the College of Education Teacher program for 5th, 6th and 7th grade students from Benton County schools. Held at the Co-Rec on October 4, 2018.

- **IGNITE Workshop Fall**
  - Fall: October 18, 2018
  - During the fall semester it is a visit for prospective high school students, space is limited to 15- priority is given to seniors. Attend academic classes and participate in sessions related to teacher education, and eat in residence halls. Ambassadors serve as chaperones and are asked to help with all events.

  - IGNITE Fall is a yield event. The focus of this IGNITE is for seniors to complete the application process and to expose them to the advantages of choosing Purdue and the Teacher Education program.

- **IGNITE Workshop Spring**
  - Thursday, Spring 2019 (TBD)
  - During the spring semester for prospective high school juniors and seniors experience the teacher education program. During this one day event participants attend academic classes, participate in sessions related to teacher education, and eat in residence halls. Ambassadors are asked to help with all events.

  - IGNITE Spring is both a recruiting and a yield event to expose students to consider entering Teacher Education as a profession and choose Purdue as the place where they will pursue this profession.
ITEACH – BGR College Welcomes
- Friday, August 17, 2018
  - Welcome for entering COE Purdue freshmen. Goal integrate students into College. Held in the afternoon on Friday during BGR. Students attend an info session, participate in team building activities, and have meet and greet time with faculty, staff and ambassadors
  - ITEACH is a retention event as well as an opportunity to bond with our entering freshmen

Shadow an Ambassador
- Student ambassadors are the face of the College of Education. They represent the college at various events throughout the year, and they’re deeply willing to talk with prospective students. They can tell you about their real experiences at Purdue and within the College of Education.

TE!ACH
- Diversity & Inclusion initiative Think Education! Appreciate Culture Happening Assist with summer camp/workshops
- TE!ACH is a recruiting event to expose minority students to the Teacher Education program at Purdue and encourage them to consider teaching as a profession and Purdue as their school of choice.

Off – Campus Events/Visits

Off – Campus Events

Chicago Scholars
- (TBD)
  - Assist the Director of Diversity & Inclusion with her recruitment efforts focused on URM’s from the Chicago area.

  - Chicago Scholars is a recruiting event to expose students in the Chicago area about Purdue’s Teacher Education program and encourage them to consider Purdue.

Counselor Visit Fall
- Friday, August 24, 2018; Friday, August 31, 2018
  - Networking session with elementary, high school and middle school counselors and administrators. Held in various locations throughout the state during the month of August.

  - Counselor Visit is a recruiting tool to establish contacts in order to set up Teacher Education program presentations at high schools within the State.

IBE (Indiana Black Expo)
- Friday, July 20, 2018 & Saturday, July 21, 2018
  - Indiana Black Expo, Inc. has been a pillar of the community for nearly 40 years. It has encouraged, uplifted and celebrated the accomplishments and achievements of African Americans throughout Indiana.
Indiana Black Expo is a recruiting event. The focus is to expose minority students to opportunities within the Teacher Education program and invites them to consider Purdue as their school of choice.

- **Preview Purdue Fall**
  - Tuesday, August 14, 2018; Thursday, August 23, 2018; Tuesday, August 28, 2018
  - *Paired up with Fall Counselor Breakfast*: Provide general information about the College of Education Teacher program for counselors and families. Held in various locations throughout the state during the month of August.
  
  - Preview Purdue is a recruiting event to expose prospective students to the Teacher Education program at Purdue and encourage them to consider teaching as a profession and Purdue as their school of choice.

**Off – Campus Visits**: 30 per year

- **College/Career Day**
  - (TBD)

- **GEAR-UP presentation to students** (8/9th graders)
  - (TBD)
    - Generate and cultivate an interest in teaching

- **High School & Middle School Classroom Visits**
  - (TBD)
    - Incorporate Habitude Leadership Principles – in-school presentation, qualtrics survey (teachers) and paper survey (students)

**Data Collection**

- **Track participants during events, programs, office visits, and college/high school visits**
  - Qualtrics survey to collect data
  - Index cards to collect data (yellow sheet)

- **SLATE capture all perspective students**
  - Slate is the Constituent Relationship Management (CRM) tool Purdue uses for undergraduate admission and communication with prospective and admitted undergraduate students.
Middle school and high school are important times for early postsecondary planning, and many educational organizations and The U.S. Department of Education recommends that students begin planning for College as Early as Sixth Grade.  https://eric.ed.gov/?id=ED483849

**Recommendations**

Four policy recommendations: [https://files.eric.ed.gov/fulltext/ED483849.pdf](https://files.eric.ed.gov/fulltext/ED483849.pdf)

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1. College readiness should begin in the middle school.
2. Schools should explain to students and their parents the effects of taking a challenging curriculum on their future educational, career, and income options.
3. Schools should use multiple sources of information, including standardized assessments, to help inform students and their parents of the students’ progress toward college readiness.
4. Schools should work with families to calculate college costs and develop a plan to meet these costs.

Public education in U.S. falls short, Obama says

"From the moment students enter a school, the most important factor in their success is not the color of their skin or the income of their parents, it’s the person standing at the front of the classroom... America's future depends on its teachers."

— President Barack Obama