

Incorporating Faculty in Student Recruitment | 03.25.2016

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Please find a list below of additional resources from the “Incorporating Faculty in Student Recruitment” webcast. If you wish to print only certain resources, you may click their respective links to jump directly to them in the packet.

Pre-Webcast Resources

1. [Guidelines for Faculty](#) – Page 2
2. [Augustana’s Guide for Students](#) – Pages 3-4
3. [Summer Visit Day Outline](#) – Page 5
4. [Questionnaire for Faculty](#) – Pages 6-7

Faculty-led academic sessions at Augustana summer visit days

Audience: the majority of visitors are rising high school seniors who will be applying to colleges late summer and fall. They want a more concrete sense of the college's academic reputation, and want to know they will be well educated in their major (if known) and overall. Professors are the most credible representatives of academic programs, and personal connections with faculty are memorable and motivating for prospective students. Use real examples and stories, but don't shy from the "big picture," either. Ideally, visitors will feel a personal connection to the academic program and will know whom to contact with specific questions later. One note: a few days prior to your session, you'll receive a list of visitors and their indicated majors – please consider adjusting your presentation and examples accordingly.

Academic Session Topics

- Excite students and parents about Augustana's academic programs and majors in your area.
- Describe how the liberal arts provides the ideal general education foundation, and supports majors in your area specifically.
- Highlight hands-on learning in those majors.
- Highlight internship, research, job shadow/job experience opportunities.
- Highlight uses of Augie Choice (study away, internships, research).
- Talk about alumni success.
- List next steps for learning more about specific majors.

Sample Program:

- Introduce yourself, perhaps with a personal story about teaching at Augustana.
- Note academic programs covered by this session.
- Explain briefly how general education works at Augustana: general education/LSFY, major classes, Senior Inquiry and career preparation through CORE. Augustana advises and mentors students through these phases.
- Describe classroom experiences in these disciplines (size, style, character and qualifications of profs).
- Highlight hands-on learning.
 - Show multi-media? See <http://www.augustana.edu/academics/majors--areas-of-study/geology> OR <http://www.augustana.edu/academics/majors--areas-of-study/multimedia-journalism> Or even: <http://wqad.com/2015/04/08/augie-students-create-childrens-book-in-3-days-and-thats-not-all/> Or use pieces of our general student videos from fall visit days: <https://www.youtube.com/watch?v=kBGImVBDbIM>
- Discuss how students might use Augie Choice and the clear advantage this offers. Use examples.
- Talk about alumni success in grad school and careers, using examples of 2-3 grads from different majors.
 - Consider examples from More Than I imagine profiles online for departments where you may not be as familiar with the successes.
- Provide next steps to learn more about the specific majors and details: visit individually with faculty, sit in on a class, ask for a meeting with a student in the department, email faculty members.
- Take questions from the audience.

Materials:

- Each visiting family will get the academic department flyer(s) and "More than I Imagined" handouts correlating with the major(s) they listed at registration.
- Each academic discipline session will have handouts including:
 - List of the academic programs "covered"
 - Specific departmental contacts
 - Next steps to gather more info on majors (individual appointments, etc.)

Optional additions:

- The "Augustana" PowerPoint template
- Video and multi-media suggestions, and the media itself – Please provide requests by June 5
- As requested, further PowerPoint slides and/or suggestions for messaging



Questions to ask faculty during a college visit

When you're visiting a college, you can make the most out of a conversation with a faculty member by asking meaningful questions. A more typical list might include basic questions such as class size, student-faculty ratio, etc. But what you really want to know is what it feels like to be in the middle of an academic term with that very professor you are just meeting. What will that professor really mean to your college experience, and to your future?

That's why the sample questions below are more valuable. Some may not apply directly to the college you're visiting or the major you have in mind—but if some of these questions make you think, "yes! I want to know that," then use them. Alter the wording to your own conversational style. Add questions more specific to your own goals and wishes. With these questions, you'll discover much more than a fact sheet can tell you about the character of that professor, major department and college.

One-on-one attention

- What is your favorite way to work with students one-on-one in your courses or outside of class?
- In what ways do you work with students to help determine their career path or next step after Augustana?
- What exactly is Senior Inquiry and how does it work within your department? What are some of your favorite examples of your work with students on Senior Inquiry?

Hands-on learning

- What types of internships, research, service learning or similar opportunities for hands-on learning are available within your department?
- Do you use particular projects or assignments in which students directly apply what they've learned in course discussions of topics? What are your favorite examples?
- Do you use a particular project or assignment that may help your students determine their career path or calling?
- What is Augie Choice, and can you describe how student majors in your department might use Augie Choice to benefit their career paths?

Special opportunities

- Are any of Augustana's more than 150 student clubs and organizations related to your field? Do your students make connections between their academic studies and their activity outside of class? What are some examples?
- Do students in your department participate in any of Augustana's international study programs? What are examples of locations, types of programs and courses specific to your field?

Location

- How do students in your department take advantage of internships, community events, research or study opportunities in the Quad Cities?
- Do certain courses in your department use the location and resources of the Quad Cities area as part of their class work? What are some examples of this, or of any plans for the future?

Outcomes and success stories

- What are the kinds of liberal arts skills your department develops that will help me excel in this field?
- What are the kinds of hands-on learning opportunities in your department that I can use to my advantage in a career or graduate program?
- What other majors and minors do students usually combine with this major? Are there examples where the other major has helped lead the career direction within this field?
- What are one or two of the students you mentored doing now? How do you think being a part of this department at Augustana prepared them for that?
- What are a couple of your favorite success stories of former students and the lives they lead now?

Teaching style

- What types of group projects do your students accomplish? How do these projects benefit their education beyond class work and one-on-one learning?
- Do you teach in related areas such as Augustana's general education series, learning communities or other courses that combine topics or fields, or international study programs?
- Do you do any research or other projects that have an effect on what you teach at Augustana?
- At Augustana, what is the most important thing you've learned about how to teach?
- What are your favorite recent examples of student learning in your classes?
- What are students surprised to find that they learn in your class?
- What's the most important thing for me to know about taking class with you?

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Faculty Participation Form

Name

Department

Major/Program passion

- Meet with prospective students interested in your area of study
- Allow prospective students to attend class
- Meet with a prospective student before or following a class visit
- Represent major/department during academic exposition for campus visit day (Oct, Nov, April)
- Represent major/department during summer visit day
- Represent major/department for Departmental Open House/Scholarship Competition (Jan)
- Represent department for Scholars' receptions (Feb, March)
- Conduct interviews for applicants to the honors programs
- Write to inquiries about the program within which you teach
- Write applicants only about the program within which you teach
- Telephone applicants who expressed interest in your area
- Telephone applicants who are undecided about a major
- Telephone "hot" inquiries with interest in your academic area who have been screened for interest in Augustana
- Telephone "hot" undecided inquires
- Participate in off campus recruitment events in the fall (college fairs, receptions)
- Participate in off campus recruitment events in the winter (college fairs, receptions)
- Participate in off campus recruitment events in the spring (college fairs, receptions)
- Participate in off campus recruitment events in the summer (send-off picnics, receptions)
- Join prospective students and parents for lunch on campus
- Meet with parents informally
- Make presentations to parents
- Meet with prospective students while traveling to new recruitment areas (conference travel, sabbatical, etc.)
- Identify current students who could host prospective students in your area of specialty
- Identify alumni who could speak to prospective students

- Coordinate alumni who concentrated in your field to assist with student recruitment
- Provide pre-enrollment advising to prospective students
- Identify prospective students of color for the Office of Admissions
- Telephone accepted students of color
- Write/e-mail accepted students of color
- Join prospective students of color and family members on campus for lunch
- Join prospective students of color and family members for lunch or dinner off campus
- Represent Augustana College at a college fair
- Distribute Augustana Admissions materials to youth at your church

Public Relations Contributions -

- Talk with the media on a subject in which you have expertise or interest
- Make presentations in high schools
- Discuss the college search and decision-making process
- Make presentation on your area of expertise in the local community

Internships and Careers -

List any current or former students in your department who have participated in interesting internships. Please list where they interned.

List any recent grads in your department who have interesting job placements. Please include the name of the company where they work.