

DEVELOPING STRATEGIC PARTNERSHIPS FOR OUTREACH INITIATIVES

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**PURDUE
UNIVERSITY**

College of Agriculture

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WHO WE ARE



ANNA WILLIAMS

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Objective

Reach underrepresented youth audiences through the use of strategic outreach partnerships.

Target Audience

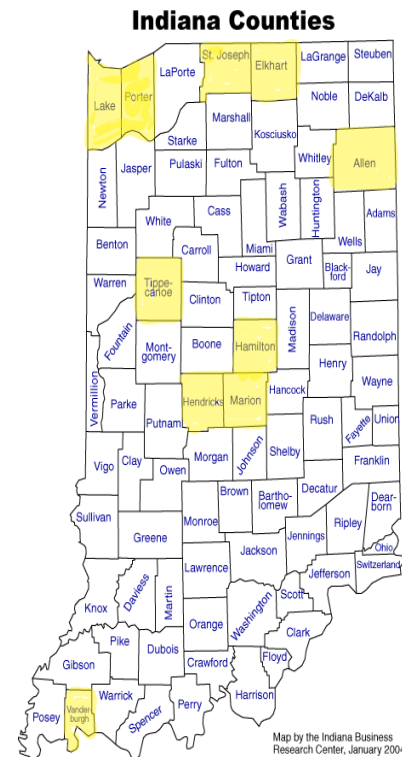
How do we determine which youth audiences we wish to reach?

- Evaluate our College of Agriculture enrollment data to determine where the “holes” are in our current enrollment
- Utilize our Indiana Census data to target certain geographical areas in the state
- Research the existing schools and youth serving organizations in those areas and their adult leadership

Target Audiences

Where do we put our efforts?

- Focus outreach efforts to engage with students & educators from racially/ethnically diverse Indiana counties/schools
- Increase the number of Black & African American Indiana resident applications to 50 by fall 2027 (tripling the 2020 number)



Strategic Partnerships

Junior Achievement of Northern and Central Indiana

- JA JobSpark Career Expo
 - Central Indiana – Fall 2022 at Indianapolis State Fairgrounds
 - > 10,000 8th Grade students attended the event
 - Northern Indiana – Fall 2022 at Education Center near Fort Wayne
 - >4,000 8th grade students attended
 - Hands on activities to demonstrate careers in agriculture
- JA JobSpark Virtual Spring Event
 - Approximately 200 Youth interacted with our Purdue CoA Session



Strategic Partnerships

Youth Serving Organizations/Community Centers

- Center for Leadership Development - Indianapolis
 - Attended the CLD College Prep Conference and Career Fair
 - Hosted CLD for a custom College of Agriculture campus visit
- Felege Hiywot Center - Indianapolis
 - Hosted students for a custom College of Agriculture campus visit
 - CoA Faculty & Staff members are guest presenters during their summer programming
- Hawthorne Center - Indianapolis
 - Facilitated a lesson on Apple Genetics for their summer programming to middle school youth



Strategic Partnerships

Purdue Extension - 4-H Youth Development Program

- Juntos 4-H Program
 - Juntos 4-H is a program that helps Latino youth (grades 8 – 12) and their families gain the knowledge and skills they need to bridge the gap between high school and higher education.
 - Guest presenters at multiple Juntos 4-H Programs throughout the state
 - Lake County, Dubois County, Marion County, Jackson County
 - Hosted a specialized visit for 50 Juntos 4-H middle school youth on our campus
 - Facilitated a pre-conference event for Juntos 4-H high school youth and their families on our campus



Action Steps

Expanding Outreach

- Identify your target market
 - Leadership at your institution can provide guidance
 - Analyze your current enrollment data
- Research your target communities
 - Existing youth serving organizations and the adult leadership
 - Area schools and their student population information
 - State Department of Education is a good resource



Action Steps

Expanding Outreach

- Attend Community Events/Expos
 - School Career Fairs/Days
 - Local Conferences with the same target audiences
 - Indiana Black Loam Conference
- Utilize any existing network connections
 - Faculty & Staff already connecting with target audiences
 - Cultural Center Resources



Action Steps

College Level Partnerships

- Find your Outreach people!
 - Department Contacts

- Include your college Departments in outreach efforts
 - On or Off Campus Events
 - Planning Process

- Show off your education and research spaces or facilities
 - Greenhouses
 - Student Farms
 - Engineering Labs
 - Meat Science Lab
 - Plant Phenotyping Facility



Outreach Partnerships

Our Next Steps

- Partner with Pike Library – Indianapolis to offer a career exploration event
 - Continue with curricula with other Libraries in key areas
- Create a custom visit request form for any group to tailor a visit to our Purdue College of Ag campus
 - Promote this option to educators and adult leaders during any type of tabling event
- Continue to expand on our existing partnerships

Questions?

THANK YOU!

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