DEVELOPING STRATEGIC PARTNERSHIPS FOR OUTREACH INITIATIVES

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WHO WE ARE

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Objective

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