

## UNITING SILOS

## Development of a Comprehensive College Recruitment Plan

**Andrea Lutz** 

Assistant Director
Undergraduate Recruitment

**Zac Brown** 

Assistant Director Student Recruitment & Retention 2,823

Undergraduates

10%

Underrepresented Minority Undergraduate Students

62%

Female Students

**75**%

Indiana Residents

21%

Out of State

4%

International



## ACADEMIC DEPARTMENTS

Food Science

Agricultural Economics

Agricultural Sciences
Education &
Communication

Agricultural & Biological Engineering

**Animal Sciences** 

Forestry & Natural Resources

Entomology

Botany & Plant Pathology

Biochemistry

Horticulture & Landscape Architecture

Agronomy

Natural Resources and Environmental Science



- Office of Academic Programs (OAP)
- Office of Multicultural Programs (OMP)
- Agricultural Communications



## Core Recruitment Team

- Maureen Manier Department Head, Agricultural Communications
- Zac Brown Assistant Director for Student Recruitment and Retention, OMP
- Rusty Nelson Assistant Director of Pathway to Purdue Ag & Transfer Programs, OAP
- Anna Williams Early Outreach Initiatives Coordinator, OAP
- Crenel Francis Summer Programs & Outreach Coordinator, OMP
- Scott Haan Senior Administrative Assistant for Recruitment & Outreach, OAP
- Andrea Lutz Assistant Director for Undergraduate Recruitment, OAP



## Temporary Collegewide Subcommittees

- Recruitment Committee
- Student Recruitment Culture Committee
- Marketing Communications Committee



## What did leadership want to accomplish?

- Holistic effort for Purdue Agriculture undergraduate academic programs
- Involve and support academic departments
- Identify key audiences
- Plan and implement intentional recruitment strategies
- Clear and consistent messaging and look for Purdue Agriculture academic programs
- Increase yield



## Temporary Collegewide Subcommittees

- Provided findings and suggestions
- Many ?s remained Core Recruitment Team dove in!



## Development of Comprehensive College Recruitment Plan

- Identified recruitment goals and primary, secondary & digital audiences
- Established main messages
- Identified recruitment priorities and strategies collaboration, communication, events, programs, partnerships



## Examples of Key Audience Considerations

- CoA undergraduate enrollment
- CoA applications, admits, matriculation
- County demographics
- Number of public high school graduates by county
- School enrollment by ethnicity
- % of students enrolling in college by county
- % of students meeting early college success criteria by county



## Initial Focuses & Steps

- Strengthening collaboration and communication with college and university partners
- Started monthly all CoA Recruitment meetings
- Created CoA Recruitment Resources OneDrive
- University-branded, college-distinctive look for CoA recruitment communications
- Identified and began to engage with optimal external partner relationships & events
- Developed & implemented cohesive yield communications plan

## CoA Majors Brochure





ors - the most majors ed States.

s you with the skills, network and e.edu/majors/agriculture



riketing, sales, strategy and supply chain to nds of the food and agricultural industries. ig, Commodity Marketing, and Food Marketing. edu/agecon - agecl@purdue.edu

tanding of agriculture, food and science issues. Build n public relations, journalism, marketing and new irsue careers in marketing, media, video production

### edu/asec - asec@purdue.edu

decision-makers shape the olobal agricultural e Analysis, Data Analytics and Policy & Pro-Law prepare you for graduate school.

### ag.purdue.edu/agecon - agecl@purduo.edu

Learn best methods to teach at the front of high school classrooms, in training efforts for major companies or in informal youth/adult settings (including extension education). You'll quality for an Indiana Educator License (which is recognized in 40+ states) and gain essential leadership development skills. ag.purdue.edu/asec - asec@purdue.edu

(Machine Systems Engineering) Improve and refine technologies for the future of energy. food and water in a program with deep ties to the College of Agriculture and College of Engineering, You'll be ready for careers in agriculture machinery, construction, forestry, hydraulics, precision or digital ag and more. engineering.purdue.edu/ABE - joinabe@ecn.purdue.edu

### Agricultural Systems Management

Develop environmentally sound, technology-driven systems for grain, machine, and precision or digital apriculture industries. You'll understand connections between infrastructure and agriculture products, and choose from concentrations in Agrosecurity, Data & Information Systems, and Leadership & Management. engineering purdue edu/ARE - loinabe/Recn purdue edu

## an purdue edu/biochem - biochem-bollers@gurdue.edu

## Optimize agricultural practices in ways that help producers

Solve challenges for pharmaceuticals, food production or bio protect and manage their crops, Concentrations include technology in a program where you'll experience deep ties to the Agronomic Business & Marketing, Crop & Soil Management, and College of Agriculture and College of Engineering. Concentrations International Agronomy. You can enjoy careers in field-production include Bioenvironmental Engineering, Cellular & Biomolecular management, land-use management, seed & chemical sales, extension programming or other technical areas. Engineering, Food & Biological Process Engineering, and Pharmaceutical Process Engineering. ag.gurdue.edu/agry - agronomy@ourdue.edu engineering.purdue.edu/ABE - joinabe@ecn.purdue.edu

Explore life's molecular foundations, build your passion for research

and prepare for a variety of careers in biotechnology or life sciences

dental or veterinary school, and has both Pre-Medicine and

Environmental & Natural Resources Engineering

The program also provides a strong foundation for graduate, medical,

Explore genetics, nutrition, physiology, behavior and more in a Learn how to modulate plant behavior in ways that maintain and hands on program that can lead to praduate or professional improve their quality, such as better transport of nutrients and stronger school and careers in production, sales or research. Act on your response to water stress. The broad curriculum offers you diverse inspiration to work with animals in the following concentrations: career options, including field agronomy, research support, sales Animal Agribusiness, Animal Production & Industry, Behavior/ Well-Being, Biesciences, and Pre-Veterinary Medicine. ag.purdue.edu/agry - agronomy@purdue.edu

### ag.gurdue.edu/ansc - ansc4vou@gurdue.edu

## Applied Meteorology & Climatology

Forecast weather patterns, predict extreme weather events, consider careers in government agencies, consulting or agriculture. and offer input to help mitigate climate change threats to the a program with deep ties to the College of Agriculture and College of such as the National Weather Service or Desartment of Defense. environmental consulting firms or insurance/grain trading companies.

## ag.purdue.odu/agry - agronomy@purdue.odu

Understand the function of aquatic ecosystems - in concentrations of Fisheries or Marine & Freshwater Biology by getting outdoors and finding leading-edge ways to pres them. You can pursue research/management of fisheries, lakes

## ag.gurdue.edu/fnr - joinfnr@purdue.edu

Build your expertise in proactively managing family or professional farms. developing advanced knowledge of grain or livestock production, finance, marketing and management strategies. ag.purdue.edu/agecen - agecl@gurdue.edu

Discover ways to use microbes as biotechnological factories to produc goods of societal value, from foods to biofuels to pharmaceuticals. You'll be prepared to apply scientific knowledge and economic principles to biotechnology and fermentation operation, research, development and marketing, or pursue graduate studies in biotechnology, applied microbiology

### ag.purdue.edu/foodsci - foodsci@purdue.edu

Create a world in which foods and beverages are more accessible, sale, nourishing and great-tasting. Chemistry, biology, calculus and physics in product development, ingredient functionality, food safety and more. ac purdue edu/feodsci - foodsci@gurdue.edu

manage tenestrial ecosystems. Get outside for hands on work and consider careers in government, municipalities, private industry or consulting. Concentrations include Forest Management. Forest Science. Sustainable Rismaterials and Lithan Engates

### ag.purdue.edu/frir-joinfrir@purdue.edu

Help feed the world and improve quality of life through the science of growing and carring for plants. You can pursue commercial career or those in research, management, design and policy Concentrations include Horticultural Production & Manketing, Landscape Contracting & Management, Landscape Besign, Landscape Enterprise Management, Plant

## ag purdue.edu/hla - hlacareers@purdue.edu

Build your knowledge of insects and biology to help solve challenges related to ecceptame, diseases, endangered or invasive species, food security, education, medicine, genetics and oriminal justice. Pursue careers in research, business, education, public health, law enforcement/government and more. Optional concentration of Ferensic Entomology available.



Combine your creativity with sustainable science, sociological saws an campuses or even new communities. A Pre-Landscape Architecture opt is available for transition into the program. ag.purdue.edu/hila - Nacareers@purdue.edu

science in an interdisciplinary program with a basis in both the physical a social sciences. Concentrations include Climate & Energy Solutions, Erner Environmental Challenges, Environmental Policy & Analysis, Envir Quality & Restoration, Sustainability Science, and Watershed Ma

Build your knowledge of advanced genetic and breeding methods to optimize plant characteristics, including performance and yield. After graduation, you can perform research to enhance critical traits of plants or investigate technical careers in industry, government or academic

### ag.purdue.edu/agry - agronomy@purdue.edu

Discover how to improve the use of plants in food filter and fuel environment. The broad-based curriculum helps you pursue careers in plant ag.purdue.edu/btny-plants@purdue.edu

Interested in plants but unsure which of our majors suits you? By starting here, you can take applicable courses, investigate options for plant-related majors in the College of Agriculture and explore career paths in research, design, landscape design, business, marketing

## purdue.ag/proplantstudies - purdueag@purdue.edu

Considering a career as a veterinarian but aren't sure which academic actions within the College of Agriculture while taking courses in biology.



Enhance your sales and marketing skills to develop long-term relationships with customers and help them meet business goals. You

### marketing organizations, logistics firms and more. ag.purdue.edu/agecon - agecl@purdue.edu

### Soil & Water Sciences

Preserve the quality, safety and availability of these indispensable natural resources. A strong scientific curriculum emphasis maximizes your flexibility for careers in public or private industry which include soil conservation, water systems management, environmental management and more.

### ag.purdue.edu/agry - agronomy@purdue.edu

## Sustainable Food & Farming Systems

Discover the future of evalving smaller-scale American agriculture, including organic and urban agriculture systems. This comprehensive to enter a wide variety of professional apricultural or environmental

### ag.purdue.edu/hla - hlacareers@ourdue.edu

## Turf Management & Science

Learn the science and cultural management behind producing professional-level turf conditions on stadium athletic fields and polf courses. Business aspects let you pursue lawn landscape management or turf industry sales while science components can premare you for graduate school.

### ag.purdue.edu/hla - hlacareers@purdue.edu

Protect animal populations - from forests and fields to urban Apply your knowledge to careers with government agencies, nonprofit

## ag.purdue.edu/fir - joinfir@purdue.edu

- Landscape Management
- Landscape and Turf Management
- Natural Resources and
- Enginemental Science Pet Food Processing
- Plant Biology
- Plant Pathology
- Fam Management
- Sustainable Food and Farming Food and Apribusiness
- Fond Science
- Forest Ecosystems - Wildlife Science
- Wood Products Manufacturing
- Technology

Nearly 15% of our undergraduates transfer from other colleges and universities. To learn more about your path to Purdue Agriculture, please visit

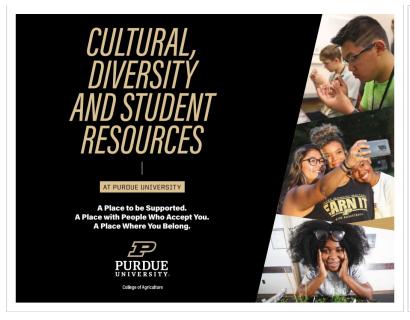




Amatic Sciences

## Cultural, Diversity, & Student Resources Brochure







## STUDENT

### ACE FOOD PANTRY

The ACE Food Pantry makes food more readily available to those experiencing food basis. All you need is your Purdue ID. The causes of hunger, including culturally food availability.

Rantist Student Foundation (Rottom Floor & 200 N. Russell St., W. Lafayette, IN 47906 f ACECampusFoodPantry ⊗@acefoodpantry

### ACADEMIC SUCCESS CENTER

At the Academic Success Center, our goal is to help you achieve yours. With services such as Supplemental Instruction, Peer always working to help you be successful

Academic Success Center Wiley Hall, Room C215 & 500 N. Martin Jischke Dr., W. Lafayette, IN 47906 □ academicsuccess@purdue.edu
 □ purdue.edu/asc
 □ 765-494-4700

## COUNSELING & PSYCHOLOGICAL SERVICES (CAPS)

is a team of multiculturally sensitive professionals delivering comprehensive psychological services to the students of Purdue University. CAPS has a strong commitment to meet the needs of diverse people. In all the service areas provided by CAPS, our staff strives to create an environment where all people feel welcome.

Purdue University Counseling and Psychological Services

& 601 Stadium Mall Drive, Room 224 W. Lafayette, IN 47907

### DISABILITY RESOURCE CENTER

Purdue University is committed to an inclusive and welcoming experience for all students. The Disability Resource Center (DRC) is the office designated by Purdue to provide services, resources, and programs to facilitate equal access for disabled students, resulting in their full participation in curricular and co-curricular offerings.

Young Hall, Room 830 & 155 S. Grant St., W. Lafayette, IN 47907 © purdue.edu/drc

PURDUE | College of Agriculture

## CULTURAL AND DIVERSITY RESOURCES

A diverse and inclusive community is an integral part of your experience in the College of Agriculture and at Purdue University. Here is information about resources related to culture, diversity, inclusivity and social services available to you as a Boilermaker.

### MULTICULTURAL PROGRAMS

Purdue Agriculture's Office of Multicultural Programs (OMP) serves as a resource to the college, sponsoring educational and outreach initiatives and community building efforts and providing assistance to students, faculty and staff.

Agricultural Administration Building, Rm. 106 & 615 W. State St., W. Lafayette, IN 47907 omp@purdue.edu 4765-494-9586 @ac.purdue.edu/omp

## **DIVERSITY RESOURCE**

Encouraging, developing, administering, and assessing programs and activities that foster a climate within Purdue which celebrates the diversity of all members of our university initiatives, learn about upcoming events, and discover the many diversity programs available on Purdue's campus. Please join us in honoring diversity.

Material Sciences & Electrical Engineering Building & 501 Northwestern Ave., Suite 386 

## ASIAN AMERICAN AND ASIAN

The AAARCC was founded in 2015. As a unit under the Division of Diversity and Inclusion, the AAARCC's mission is to weave diverse Asian and Asian American experiences into the fabric of campus life. The AAARCC is open for everyone and there are multiple ways to get involved - with initiatives and programming in the intersections of pedagogy (teaching and learning opportunities), cultural arts and performances, as well as advocacy

CENTER (AAARCC)

## **BLACK CULTURAL CENTER (BCC)**

Founded in 1969, the BCC has grown into a vibrant force for collective growth. Through programming and services concerning art, history, and cultural understanding, the BCC brings together the wonderful diversity of the presenting the rich heritage of the Black and African American experience.

& 1100 3rd St., W. Lafavette, IN 47907 @purdue.edu/bcc f PurdueBCC1969 

### LATINO CULTURAL CENTER (LCC)

¡Todos son bienvenidos! (All are welcome!) is the guiding philosophy The LCC was established in 2003 as a place to gather, learn, share and seeks to enhance diversity through education and programming as it also acts as a home away from home among Latinos at Purdue. The center sponsors cultural events throughout the year.

& 426 Waldron St., W. Lafayette, IN 47906 



### LESBIAN, GAY, BISEXUAL, TRANSGENDER, AND QUEER (LGBTQ) CENTER

The LGBTO Center engages the Purdue community on LGBTQ issues through such exciting events as the distinguished lecture series, advocacy for equitable access and a discrimination-free environment, as well as numerous training opportunities. The center is also a dedicated Safe Zone - a welcoming and affirming campus location for all regardless of sexual orientation, gender identity or gender expression.

Schleman Hall of Student Services, Rm 230 & 475 Stadium Mall Dr., W. Lafayette, IN 47907 @purdue.edu/lgbtq Purdue University LGBTQ Center

## NATIVE AMERICAN EDUCATIONAL AND CULTURAL CENTER (NAECC)

Representing over 65 Indigenous nations at Purdue, the NAECC provides a home away from home for Native American, Alaska Native and Native Hawaiian students, faculty and staff. Its mission is to develop new generations of educated students who will make positive contributions to their tribal communities and educate non-Native audiences about Indigenous cultures, historie and traditions.

@purdue.edu/naecc

f Purdue-University-Native-American Educational-and-Cultural-Center



## CoA Department Projects















STUDENT TO 4:1

rofessional roles our graduates accep



I chose Purdue University to help me accomplish my goals because the faculty truly care about your growth and development. The abundance of undergraduate research has opened many doors to different opportunities.







## **GET TO KNOW FOOD SCIENCE**





# Questions?

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**College of Agriculture** 

