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

COLLEGE OF AGRICULTURE

BY THE NUMBERS
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
Undergraduate Recruitment Planning Initiative

- Office of Academic Programs (OAP)
- Office of Multicultural Programs (OMP)
- Agricultural Communications
Undergrad Recruitment Planning Initiative

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
Undergrad Recruitment Planning Initiative

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
Undergrad Recruitment Planning Initiative

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
Cultural, Diversity, & Student Resources Brochure

At Purdue University
A Place to beSupported.
A Place With People Who Accept You.
A Place Where You Belong.

CULTURAL, DIVERSITY
AND STUDENT RESOURCES

A diverse and inclusive community is an integral part of your experience at 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.

PURDUE UNIVERSITY OFFICE OF CULTURAL AND DIVERSITY PROGRAMS
1214 W. State Road 32, Lafayette, IN 47907
317-494-0246

DIVERSITY RESOURCES OFFICE

Cultural, Diversity, and Student Resources Office
Provides programming, activities, and resources to promote and celebrate diversity and inclusivity on campus. To learn more about the office and the resources available, visit Purdue University's Office of Diversity and Inclusivity.

ADAM AMERICAN AND ASIAN RESOURCES AND CULTURAL CENTER (ARC)

Located in Room 215 of the Communications Building, the ARC offers a variety of resources and programs to support the diverse student community at Purdue University. The ARC serves as a hub for multicultural events, workshops, and networking opportunities. Students can access resources, including tutoring, academic support, and career development.

LATINO CULTURAL CENTER (LCC)

Established to provide a supportive environment for Latino students, the Latino Cultural Center is a space for students to connect with one another, participate in cultural events, and access resources. The LCC offers programs, workshops, and social events to promote cultural awareness and socialization among Latino students.

BLACK CULTURAL CENTER (BCC)

Located in Room 215 of the Communications Building, the BCC offers resources and programming for black students at Purdue University. The BCC provides opportunities for cultural expression, social interaction, and support. The center hosts events, workshops, and discussions to celebrate black culture and history.

COUNSELING & PSYCHOLOGICAL SERVICES (CAPS)

Counseling and Psychological Services is a team of professionals committed to providing mental health services to students at Purdue University. The CAPS office is located in Room 220 of the Communications Building. Services are available to help students manage stress, overcome personal challenges, and improve their overall well-being.

ACADEMIC SUCCESS CENTER

The Academic Success Center offers resources to help students succeed academically. The center provides tutoring, study skills workshops, and academic counseling to help students achieve their academic goals.

DISABILITY RESOURCE CENTER

Purdue University offers support for students with disabilities. The Disability Resource Center (DRC) provides accommodations and support services to students with disabilities, ensuring equal access to educational opportunities.

PURDUE UNIVERSITY
College of Agriculture

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CoA Department Projects

Agricultural Economics

Explore the Possibilities

Agronomy

Explore Agronomy

Career Choices

Student Profile

Explore Agronomy

Animal Sciences: Explore the Possibilities in Purdue Agriculture

Animal Sciences at Purdue University

Get to Know Food Science
Questions?

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