IF YOU BRING THEM, WILL THEY COME? THE FACULTY ROLE IN ON-CAMPUS HIGH SCHOOL EVENTS

ANNA K. PRATT
KASEE L. SMITH
JEREMY FALK
BISHAL THAPA
NEED FOR RESEARCH

Colleges need to recruit students to grow numbers (Taylor & Bergmann, 1987).

One of the key components to the University of Idaho mission is increased enrollment (University of Idaho, 2017).

Targeted recruitment strategies can help increase student enrollment numbers (Foster, Cegler, 2012).
NEED FOR RESEARCH

Idaho has one of the lowest proportion of high school students who go on to college (Richert, 2018).

Students are more likely to come to a university when they have been on campus (Chapman, 1981).
PURPOSE & OBJECTIVES

Describe the perceptions of on-campus recruiting for students attending the an FFA event on the University of Idaho campus.
METHODS

Population
- Secondary agricultural education students attending the entire three-day 2017 Idaho FFA Career Development Events $N = 552$
  - $n = 489$ responses (88.6%)

Descriptive survey
- Demographic information
- Career/Educational Intent
- Recruitment Evaluation
METHODS

Distribution

- Paper versions of instrument were distributed at the closing session/awards ceremony

Analysis

- Paper versions were entered into Excel spreadsheet
- Analyzed with SPSS v 23
FINDINGS

YEARS ATTENDING EVENT

Number of Years Attending the Event

- 1 year: 200
- 2 years: 100
- 3 years: 50
- 4 or more: 1
FINDINGS

STUDENT CAREER INTENTIONS

How Likely Are You to Pursue a Career In Agriculture?

- Very Unlikely: 3%
- Somewhat Unlikely: 23%
- Somewhat Likely: 33%
- Very Likely: 41%
FINDINGS

STUDENT EDUCATIONAL INTENTIONS

How Likely Are You to Pursue Additional Education After Graduation?
- Very Unlikely: 1%
- Somewhat Unlikely: 2%
- Somewhat Likely: 77%
- Very Likely: 20%

How Likely Are You to Attend University of Idaho?
- Very Unlikely: 10%
- Somewhat Unlikely: 10%
- Somewhat Likely: 39%
- Very Likely: 41%
FINDINGS
RECRUITMENT EXPERIENCE

Rate Your Overall Experience with Recruitment Efforts During this Event
FINDINGS

Open-ended responses about recruitment experience

“The best part was getting to talk to the professors and see that they cared. I wanted to meet more of them!”

“I talked with [faculty name] about coming here while I was waiting to compete. Now I know the classes I will take when I get here.”

“I’m so glad I came. I think now I’m ready to come to U of I for school because I’ve been here, met the people, and had a good experience.”
CONCLUSIONS

- Students attending the event had a positive experience overall.
- Attendees appreciated faculty interaction and desired more opportunity to connect.
- Students were open to attending more recruitment activities while on campus.
RECOMMENDATIONS

1. Increase student contact with faculty members

2. Workshops specifically designed to overcome fears of education

3. Continued emphasis on recruitment for students attending this event
THANK YOU