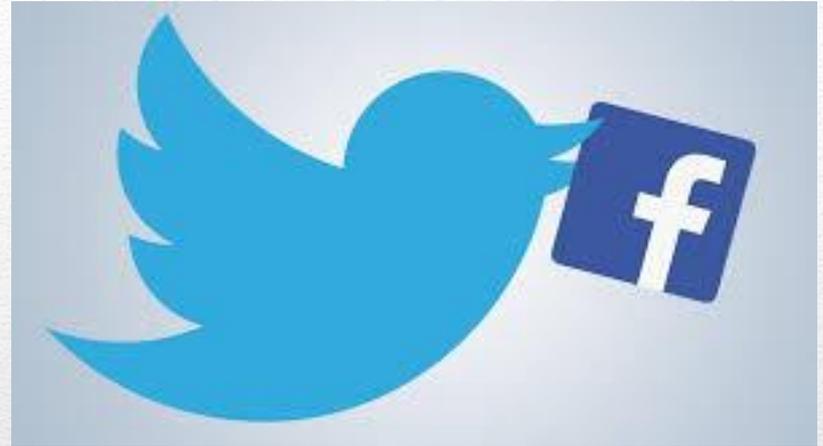




The Necessary Social Dynamic Needed in Student Recruitment

By Marcus Pollard and Dr. Nicholas Fuhrman

- Over 30 presentations on technology and students here at NACTA.
- Recruit and retain students into agriculturally related majors through positive relationships with faculty at UGA's 3 campuses.



Intro & Rationale

- Why is this such a quality program?
- 33% repeaters



Purpose/Research Question

- 3 Different Campuses
- 266 Different Students from 2009-2012
- Faculty mentor-student relationship
- 6 weeks during the summer.
- Research based student activity.
- Commuters versus Residents on campus.



Methods-Program

Logistics

- Selected repeater students.
- Random sample from random number generator.
- 6-7 from each campus.
- 13 participants were interviewed over the phone.
- Each interview lasted 15-20 minutes.
- 11 Interview questions.

Data Collection

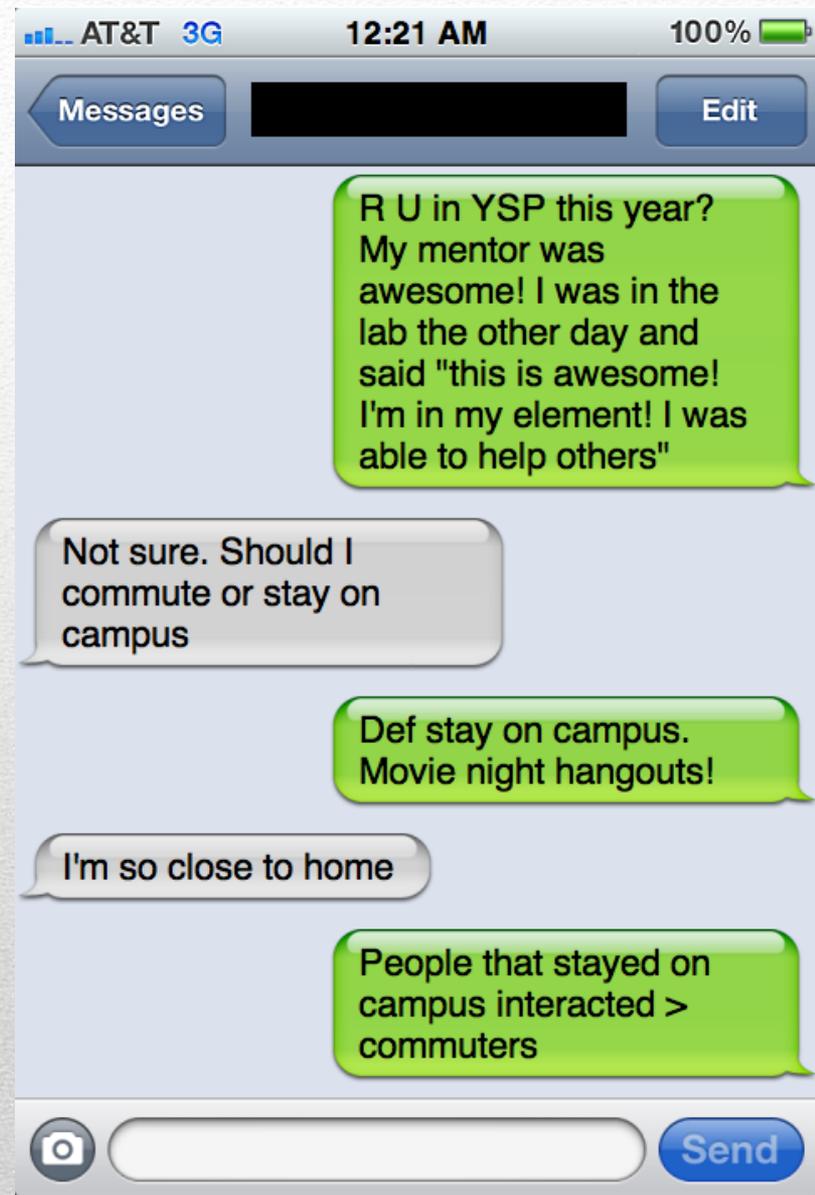
- Phenomenology-how they experienced this phenomenon
- Google Voice/Garage Band
- Content Analysis
- Peer reviewed-Very exploratory



Methods-Data Analysis

- Commuter vs. Resident
- Mentor relationship.
- Unstructured time with fellow peers.

Results



- **Was your relationship with your mentor beneficial?**
 - “I was working with toxic chemicals and was really scared of screwing up but they made me feel confident. They were very professional and they made it fun too.”
 - “I love both my mentors! I wish I was their actual child. I had to take pictures of insects that I was terrified of and I got over it and learned a lot about insects. It was fun to work with her. This is really what I want to do. I talk to my mentor every other week or so.”
- **Did working in a lab with your mentor help you in your college lab courses?**
 - “I actually walked into my first lab here in undergrad, looking into stem cells, which is what my first year in YSP was about. The most that it helped me out with was not so much what I learned, but the experience. Because of YSP, there was never that question of "how do I fit into a lab environment", I already knew.”
- **How did YSP prepare you for college?**
 - “Helped me with networking. I now know how to approach professors. It's easier for me to initiate conversations with my professors.”
 - “Just meeting other people. I was shy when I started the program. I think that helps.”

Results

- **What should we keep at all costs?**
 - “I like the fact that our Tifton coordinator got us together regularly. We played volleyball, cooked out for lunch, etc... and I think that helped the program a lot.”
 - “I really enjoyed movie night. It gave us a chance to hang out and relax.”
- **What should we get rid of at all costs?**
 - “I would like to see the program extended to 8 or maybe 10 weeks. 6 weeks is way too quick. It takes 2-3 weeks just to get to know some people.”

Results

- These students came away with memories of their hard social interactions with peers and mentors which directly contributed to their desire to attend the Young Scholar's Program at least twice.
- While we give a lot of attention to social media, networking sites, etc... in order to retain student's interests, actual hard social interaction, both structured and unstructured, needs to be a priority concern for recruitment programs.

Take Home Message
