Academic Affairs Committee

Overcoming Obstacles to Faculty Recruiting
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Why should faculty recruit?

• Strategic Plan:
  • Initiative 3: Increase undergraduate and graduate enrollment
  • Initiative 2: Improve faculty and staff compensation
• Higher student quality
• Better retention
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• Obstacles to Faculty Recruiting
  1. Already overloaded
     • Trying to balance teaching & research
     • Now add recruiting???
  2. No financial incentive to recruit
     • Unreasonable to expect us to put in extra time recruiting w/o additional compensation
  3. Isn’t recruiting the job of the Admissions Office?
     • We already help with Showcase Saturday
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• Possible Directions

1. Structural
   • Recruitment Coordinator
     – Receives slightly higher salary and special consideration in load assignments from Chair
   • Advising Center (College of Business)
     – Will also contact prospective students

2. Financial incentives
   • Add recruiting to merit consideration
   • Faculty development funding

3. Open new markets
   • College of Education
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• College of Education (Lee Stewart)
  • Taking Master’s of Ed program to teachers
    – Travels to school districts in region
    – Teaches 1 class/week
    – Receives extra compensation + expenses
    – Needs teachers in Math, English, Social Studies, Science, etc. to complete degree
      » Excellent opportunity to build online enrollment
  • Benefits to SFA
    – Increased graduate enrollment
    – With Master’s, HS teachers certified to teach Dual Credit courses
    – Work out articulation agreement with those schools
    – HS students enroll in dual credit courses, increase SFA enrollment without further strain on SFA faculty
    – Increased likelihood of these students then enrolling at SFA
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4. Other ideas
   - Ambassador’s Club (Human Sciences, Forestry)
     • Training student recruiters
     • Honor for students to be chosen
   - Counselor Day
     • Invite HS counselors
     • Showcase Saturday for Counselors/Teachers
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• Ways to help Admissions
  – Update Faculty Activities
    • [https://forms.sfasu.edu/notables/](https://forms.sfasu.edu/notables/)
  – Call area HS or CC and offer guest lecture in your field (contact teacher directly)
    • Once/year
      – Each faculty member take one school
    • Notify Admissions ahead of time
      – They’ll provide packet