

Faculty Recruiting

Report from Academic Affairs Committee

11/14/07

Report on Faculty Recruitment of Students

Drafted by the Faculty Senate's Academic Affairs Committee, November 24, 2007,

**Chaired by Scott Lagraff, Assistant Professor of Music,
and Presented at the December, 2007 Senate meeting**

Why faculty should recruit:

- the best motivation to recruit is to build the strongest program possible
- increased enrollment will help increase the budget, which will help to raise faculty salaries
- to raise the quality of students in our programs
- SFA's enrollment numbers have been virtually stagnant for 30 years. A growing SFA will attract more money from Austin
- Admissions sells the big picture and can give general information about specific programs, but faculty members can discuss program-specific issues, their own experiences, and potential careers with prospective students and their families, which is much more effective in convincing students to enroll
- if SFA's faculty is its greatest asset, then we are also its greatest selling point
- just a couple of students recruited by each faculty member can make a big impact on university enrollment (using '06 numbers: 486 full-time faculty @ 2 students per faculty member = enrollment increase of 972 students [8% growth in 1 year])
- SFA is at a disadvantage due to its location and lack of "brand" recognition; we must compensate in other ways
- "recruiting" undeclared majors isn't recruiting, it's reshuffling; only recruiting unenrolled students actually increases SFA's bottom line

Practical ways for faculty to recruit:

- the key to successful recruiting is **PERSONAL CONTACT** (this is also consistent with SFA's motto: "Your future. Personalized.")
- keep in contact with your current students as they student teach; ask them to identify potential majors; make contact with these students (e-mail, phone call, visit to school)
- make contact with alums who are teaching in the public schools; through them, identify & contact potential majors

- ask alums if you could teach and/or make a presentation to a class
- Jr. Colleges want to place their students at 4-year institutions, it helps their recruiting; contact colleagues at JuCos and ask to teach or make a presentation to a class
- contact faculty advisors to HS and/or JuCo groups (debate team, student council, chess club, quiz bowl) and offer to work with groups as a guest clinician
- sponsor an event at SFA (choir camp, band camp, model UN, debate competition)
- judge a UIL event
- identify feeder schools for a given program (survey strong students already in SFA's program), make contact with teachers, guidance counselors, etc. at those schools
- when making a visit to a school, invite Admissions to come along

Ways to assist Admissions (these methods are less time-consuming, but still helpful)

- make contact with interested students as identified on the list from Kimberly Lower, Assistant Director of Admissions; this can be very helpful in moving students from "accepted" to "enrolled"
- assist Admissions by letting them know what our graduates are doing, which helps potential students see the link between success and attending SFA, as well as what you are doing; these outcomes make great talking points for recruiters and are helpful when designing brochures

Possible Institutional changes:

- add "participate in departmental recruiting activities as necessary" to job descriptions
- make recruiting part of criteria for merit, tenure and promotion
- reward faculty who recruit well
- appoint a recruitment coordinator for each department
- encourage the university to establish a brand from which everyone (not just athletics) can work

--Scott Lagraff, Assistant Professor of Music; Lani Draper, Librarian II; Rose Powell, Assistant Professor of Nursing; and Norjuan Austin, Assistant Professor of English

The following information regarding SFA’s top feeder schools was provided to the Faculty Senate by Ms. Monique Cossich, Executive Director of Enrollment Management on February 15, 2008.

Top Thirty-Three Feeder High Schools

Nacogdoches High School – East Texas
Lufkin High School – East Texas
Humble High School – Houston Area
Jersey Village High School – Houston Area
Pearland High School – Houston Area
Cypress Falls High School – Houston Area
Marshall High School – Houston Area
Sachse High School – Dallas Area
Deer Park High School – Houston Area
Duncanville High School – Dallas Area
Desoto High School – Dallas Area
Klein Oak High School – Houston Area
Langham Creek High School – Houston Area
Allen High School – Dallas Area
Clear Lake High School – Houston Area
Hightower High School – Houston Area
Lake Highlands High School – Dallas Area
Livingston High School – East Texas
Plano High School – Dallas Area
Rowlett High School – Dallas Area
Texas City High School – Houston Area
Westfield High School – Houston Area
Clements High School – Houston Area
Garland High School – Dallas Area
Glimmer High School – East Texas
Hudson High School – East Texas
Jacksonville High School – East Texas
Lancaster Robertson High School – Dallas Area
Mabank High School – Dallas Area
McKinney High School – Dallas Area
Poteet High School – Dallas Area
Timpson High School – East Texas
Western Hills High School – Ft Worth Area

Top 10 Feeder Community Colleges and Junior Colleges

Angelina College – Lufkin
North Harris Montgomery County Community College District - Houston
Tyler Junior College - Tyler
Panola Junior College - Carthage
Kilgore College - Kilgore
Dallas Community College District - Dallas
Trinity Valley Community College - Athens
Blinn College - Brenham
Navarro College - Corsicana
Tarrant County Community Colleges – Fort Worth