

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/>
 - 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