



University
of Idaho

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

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BISHAL THAPA

NEED FOR RESEARCH

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

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

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



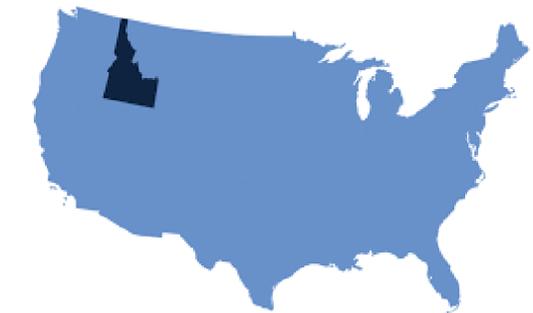
NEED FOR RESEARCH

I Idaho has one of the lowest proportion of high school students who go on to college

(Richert, 2018).

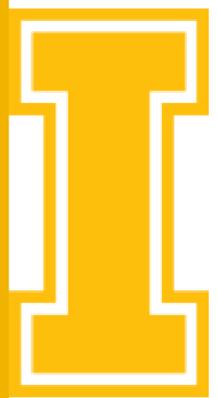
I Students are more likely to come to a university when they have been on campus

(Chapman, 1981).



PURPOSE & OBJECTIVES

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



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METHODS

I Population

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

I Descriptive survey

- Demographic information
- Career/Educational Intent
- Recruitment Evaluation

METHODS

I Distribution

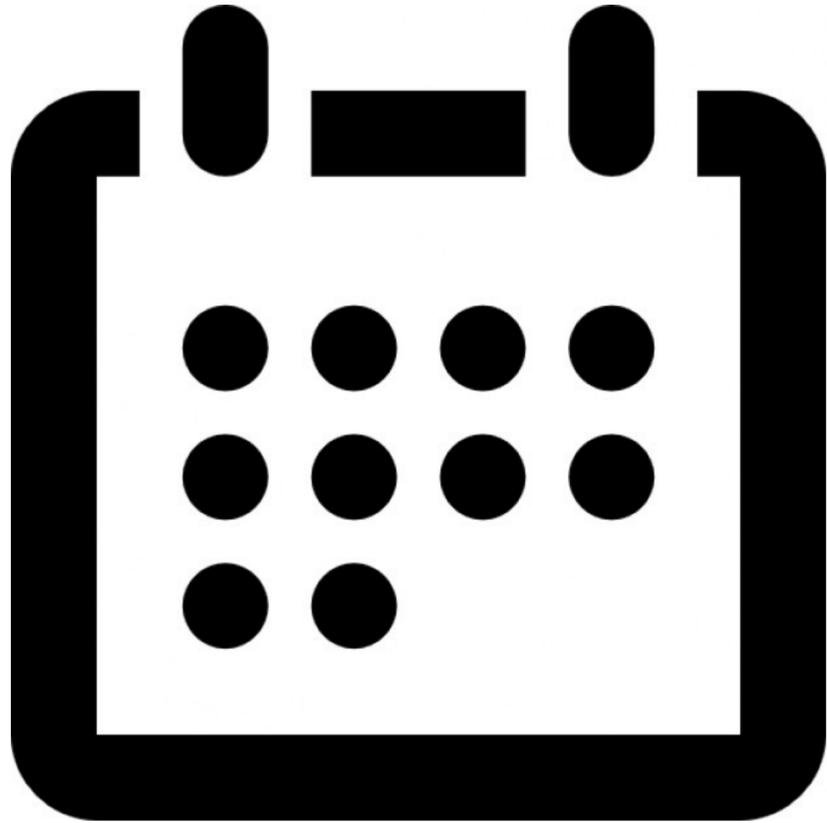
- Paper versions of instrument were distributed at the closing session/awards ceremony

I Analysis

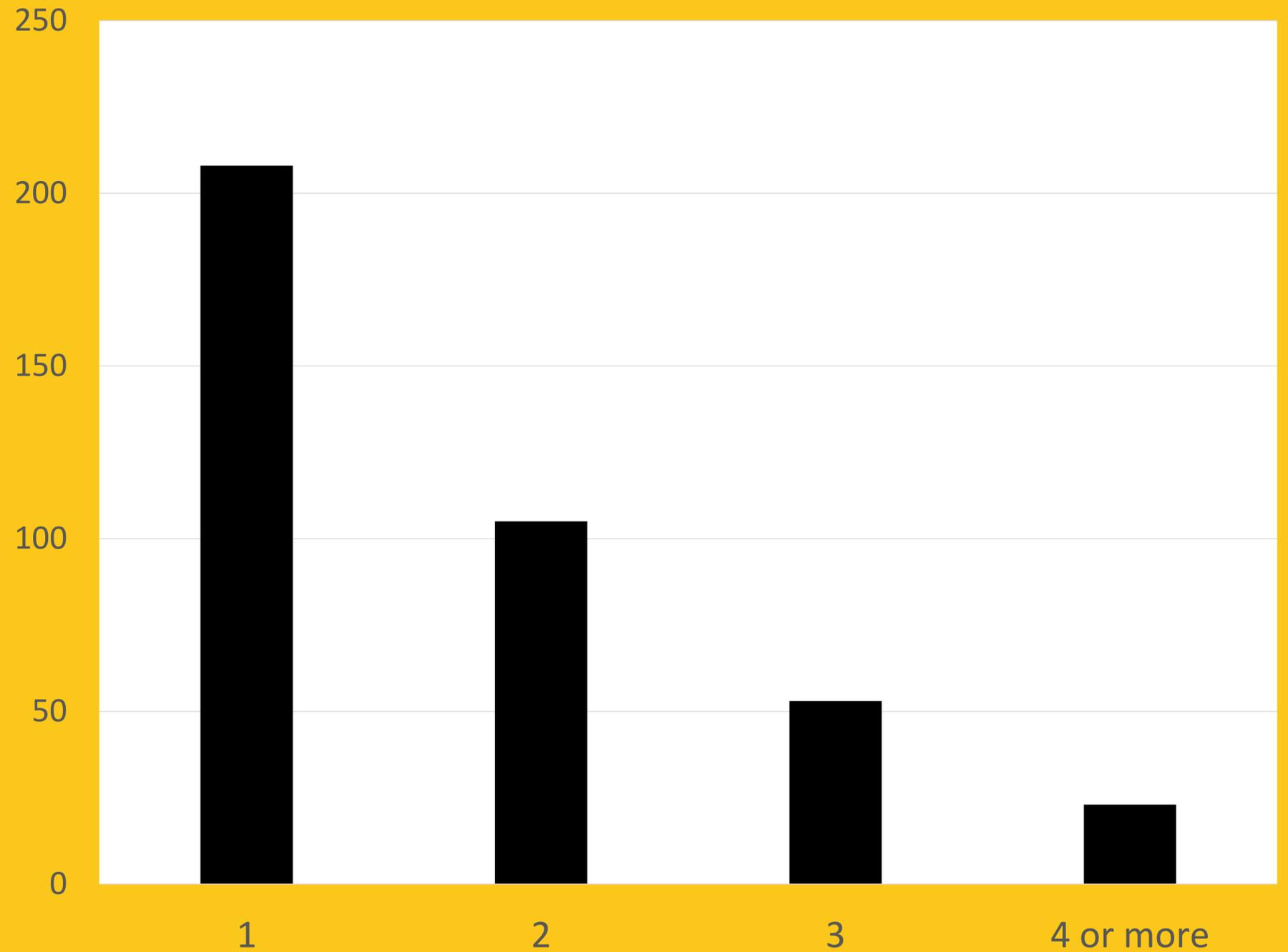
- Paper versions were entered into Excel spreadsheet
- Analyzed with SPSS v 23

FINDINGS

YEARS ATTENDING EVENT



Number of Years Attending the Event



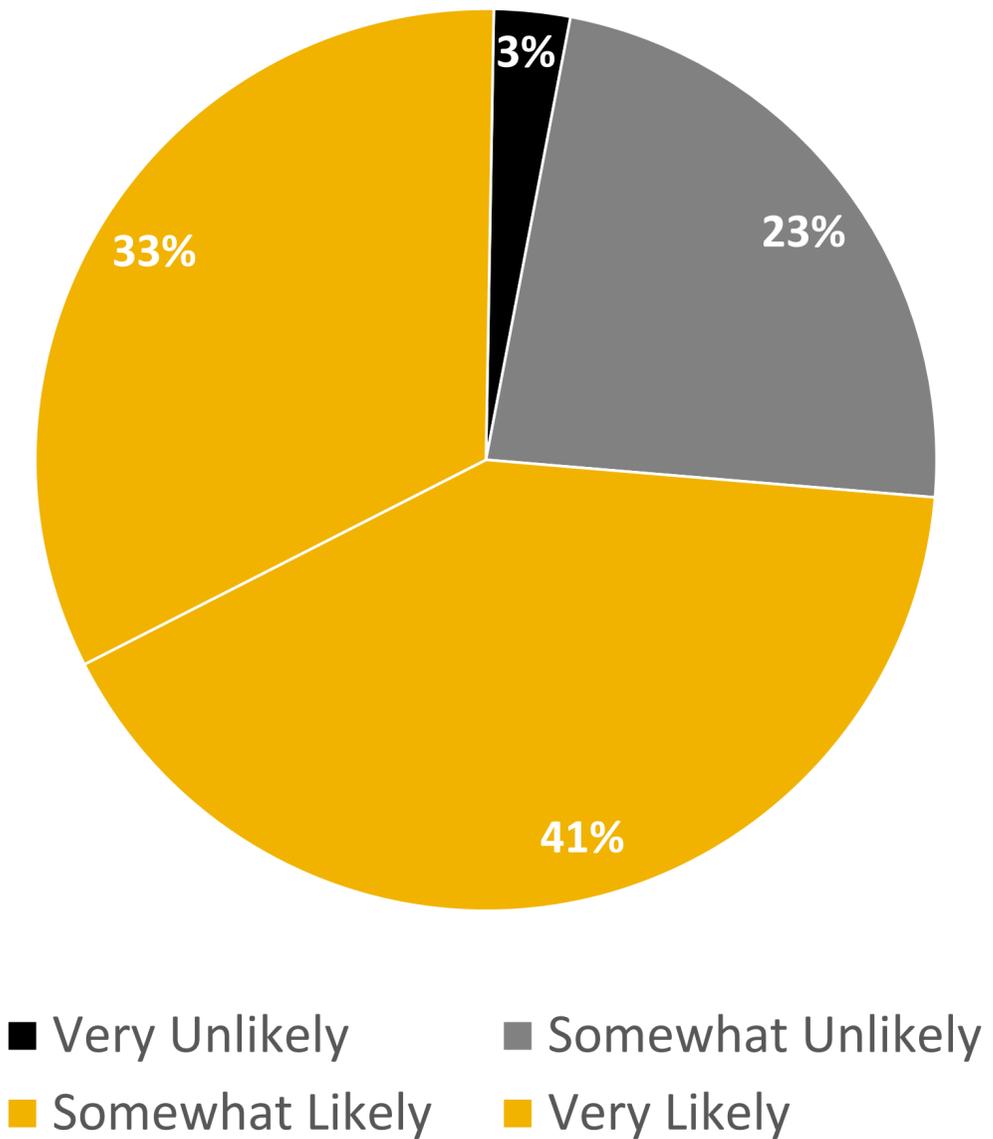
FINDINGS

STUDENT CAREER

INTENTIONS



How Likely Are You to Pursue a Career In Agriculture?

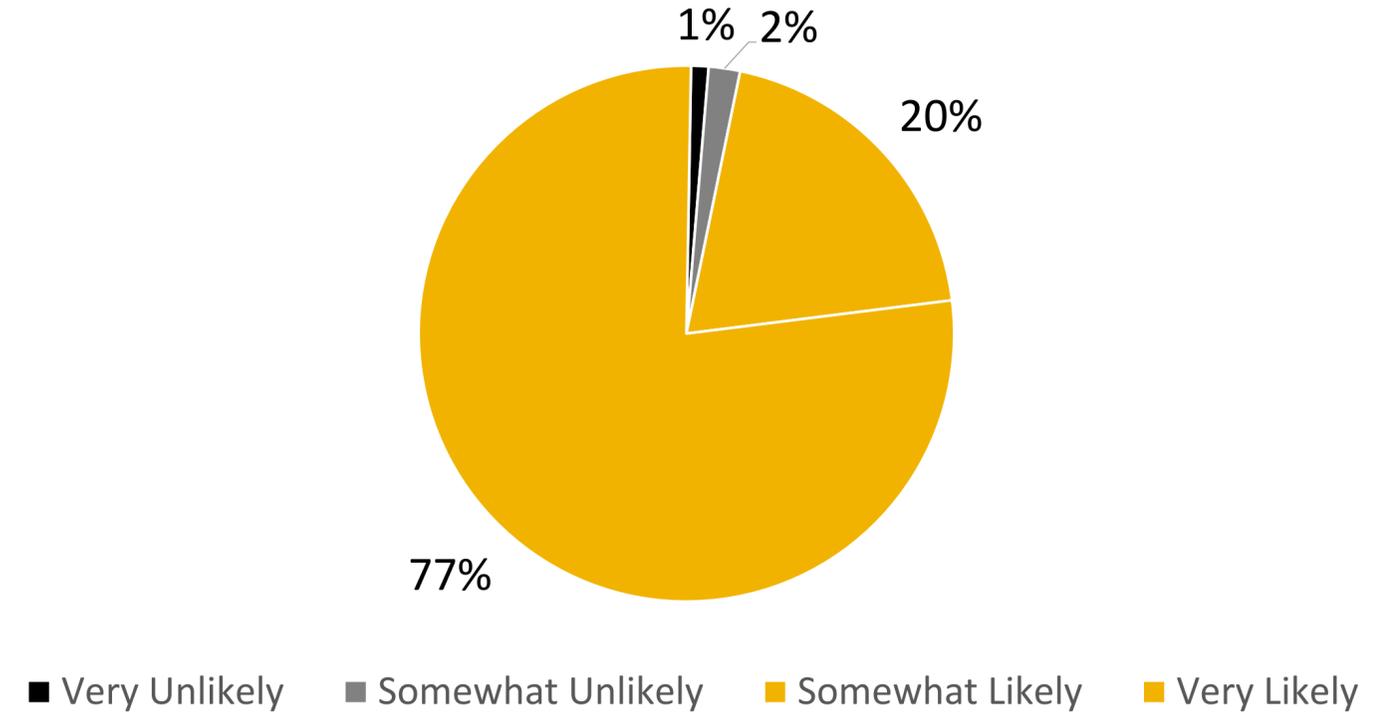


FINDINGS

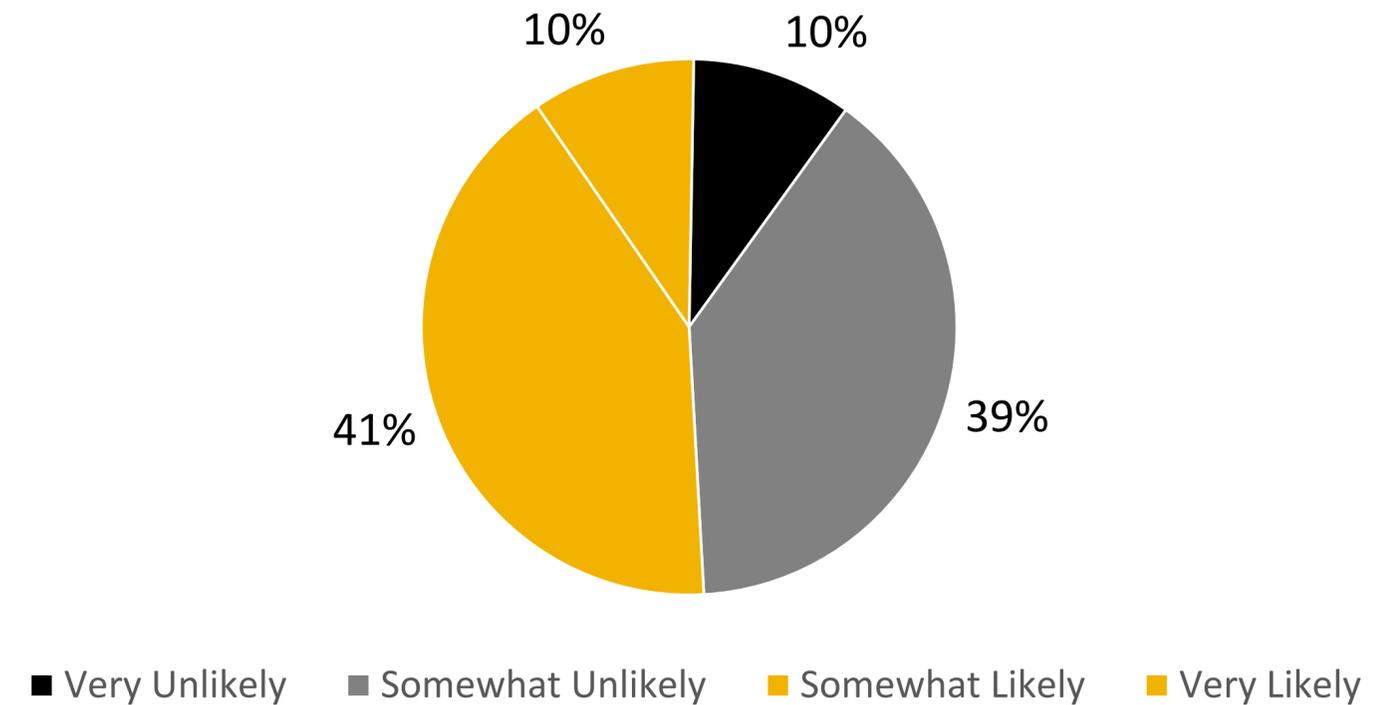
STUDENT EDUCATIONAL INTENTIONS



How Likely Are You to Pursue Additional Education After Graduation?



How Likely Are You to Attend University of Idaho?

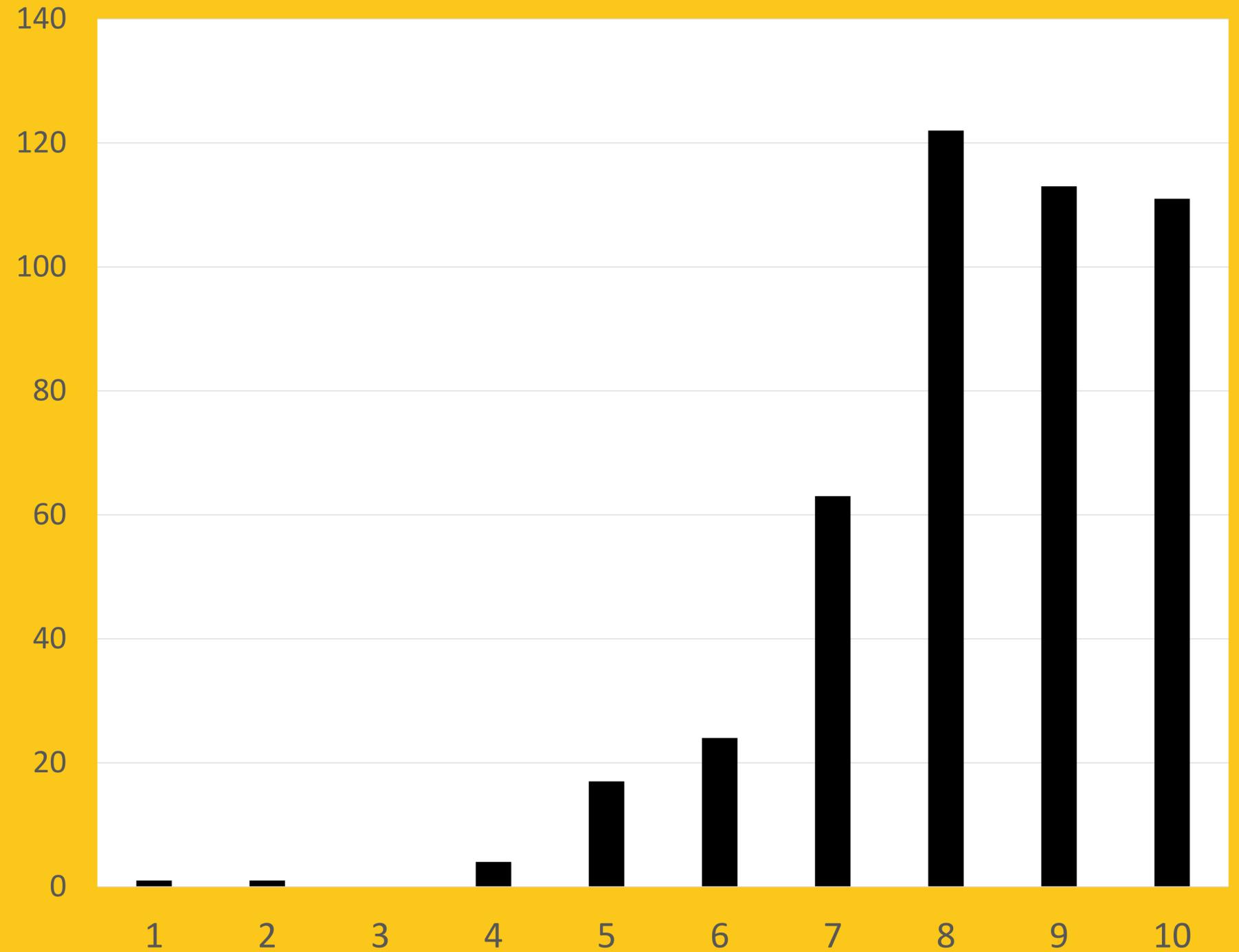


FINDINGS

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

-  Increase student contact with faculty members
-  Workshops specifically designed to overcome fears of education
-  Continued emphasis on recruitment for students attending this event



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THANK YOU