



# Let's Talk R&R: Expert Advice on Undergraduate Recruitment and Retention

- Leisa Thompson
- Sherri Sanders
- Extension Services Consultants

**May 17, 2018**  
**9:00 am – 10:30 am**

**Location: Texas C**

**NCWIT Summit  
on Women and IT:**  
where conversations  
lead to change

May 15-17, 2018 | Grapevine, Texas

*Lifetime Partner: Apple*

*Strategic Partners: National Science Foundation,  
Microsoft, Bank of America, Google, Intel, Merck, and AT&T*

*Investment Partners: Avaya, Pfizer, Bloomberg,  
Hewlett Packard Enterprise, Qualcomm, and Facebook*

# Before we start...

Open the Summit app  
or go to:

[bit.ly/summit2018wkshps](https://bit.ly/summit2018wkshps)



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# NCWIT Extension Services for Undergraduate Programs

## NCWIT Provides:

Consultants, seed funds, research-based advice and tools for evaluation, large community of change leaders

## Clients:

Design and implement locally relevant, strategic recruitment and retention plans

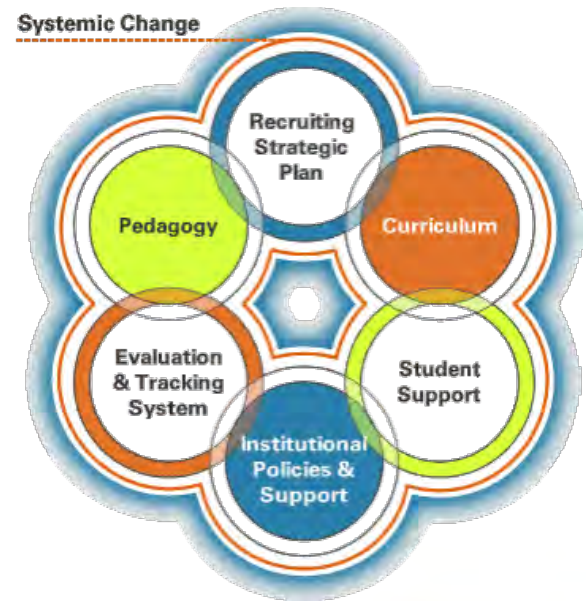
Submit evaluation data

# NCWIT Extension Services for Undergraduate Programs

## Philosophy:

Greatest return on investment  
Shortest time to bring benefits  
Smallest resource commitment

Change how the major is experienced by all students





<b>Topic</b>	<b>Context</b>	<b>Consultant(s)</b>
<b>Marketing Strategies</b>	∨ <b>Marketing tools used for messaging (i.e., social media, websites, videos)</b>	∨ <b>Rebecca Dohrman</b> ∨ <b>Kellye Jones</b>
<b>Evaluation</b>	∨ <b>Evaluation planning, utilizing assessment data</b>	∨ <b>Michelle Slattery</b> ∨ <b>Rebecca Lowe</b> ∨ <b>Cathy Brawner</b>
<b>Sense of Community</b>	∨ <b>Sense of belonging for students, faculty-student interaction</b>	∨ <b>Elsa Macias</b> ∨ <b>Sally Bond</b>
<b>Curriculum</b>	∨ <b>Restructuring for experienced and inexperienced programming sections</b>	∨ <b>Leslie Grier</b> ∨ <b>Travis Tatum</b>
<b>Pedagogy</b>	∨ <b>Issues and challenges with pedagogy (i.e., collaborative learning)</b>	∨ <b>Eugene Judson</b> ∨ <b>Angela Arndt</b>
<b>Undeclared Students or Minors</b>	∨ <b>Attracting students already on campus, creating multiple pathways into the major</b>	∨ <b>Rita Powell</b> ∨ <b>Amy Germuth</b>



# Interested in...

- Developing a strategic recruitment and retention plan to increase gender diversity?
- Receiving personalized advice from Extension Services team members and consultants?
- Talking with previous clients about successes and lessons learned?
- Participating in peer knowledge sharing via online meetings?



# Join a Learning Circle

- Share your contact information on interest form or email [es@ncwit.org](mailto:es@ncwit.org) to learn more about Extension Services Learning Circle Project



# Please answer some questions about this session

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