

# BROADENING PARTICIPATION IN YOUR PROGRAM

## OUTREACH: RECRUITMENT & RETENTION

### I. Recruitment: reaching and recruiting underrepresented students

**Set specific goals.**

GOAL: "We will recruit [x number] of underrepresented students per program year . . . increasing the participation of underrepresented students by [x%] over three years."

**Review your admissions processes.** Are they friendly, clear and multi-cultural?

- Are your admissions criteria appropriate? Do they contain implicit bias, a form of stereotyping that is often unintentional, automatic and outside of our awareness? Do they favor students from certain backgrounds?
- Does your program follow up rigorously with interested faculty and students?

**Review your website.** Identify areas that need work:

- ✓ Inspiring: gives students an idea of what their experience will be like and inspires them (focus on photos and videos!)
- ✓ Features images and bios of current faculty and students carrying out research and activities; highlights a diverse group of students and faculty if possible
- ✓ Bi-lingual
- ✓ Addresses topics that may be of concern to family
- ✓ Provides contact information for a real, live, specific individual who handles inquiries promptly
- ✓ Clear dates and deadlines



**Conduct outreach during travel and at conferences.**

*Leverage your current travel and conference participation.*

- Create a powerpoint slide about your project's opportunities and give it to involved faculty to include when they do presentations at conferences or meetings.
- Create a printed handout about your project's opportunities and give it to involved faculty to share when they do presentations at conferences or meetings.
- Look for events and opportunities at conferences (such as the annual AGU or OSM meetings) that are oriented towards supporting underrepresented students, such as poster sessions, research symposiums, meet-and-greets, & career center activities. See how you can be involved: attend poster sessions and talk with students, volunteer to be a conference mentor, seek to be a presenter.
- Plan ahead and include site visits to minority serving institutions in the area to meet and talk with faculty and students in person.

*Expand your travel and conference participation.* To get the word out more broadly about your opportunities, target specific national organizations and events for recruitment, such as:

- ✓ AISES (American Indians in Science and Engineering Society)
- ✓ SACNAS (Society for the Advancement of Chicanos and Native Americans in Science)
- ✓ SHPE (Society of Hispanic Professional Engineers)
- ✓ NSBE (National Society for Black Engineers)
- ✓ WEPAN (Women in Engineering Proactive Network)
- ✓ and others – all have excellent national conferences annually.

**Plan events that will increase your project's visibility to students you seek to recruit.**

- Host a poster presentation/competition for students, to be judged by program faculty. Winning students receive a travel grant to attend a national conference and present.
- Host bi-weekly or monthly seminars open to the broader community.



**Build real partnerships.**

- Start with your current networks.* Who can you tap for recruitment? Faculty at other institutions; peers in your REU community or professional societies?
- Tap into your own campus resources.* Identify the resources on your own campus and within your campus networks that you plan to work with. *For example:*
  - Office for Campus Diversity
  - Office of Minority Affairs
  - Student Career Services
  - Minority and women student chapters: SACNAS, SHPE, AISES
  - AGEPs
  - LSAMPs
- Foster partnerships with faculty and administrators at minority serving institutions and institutions with high minority enrollment.*
  - Realize that joint partnerships are a two-way street, take time to develop, and are built on trust and presence. Reach out, show up, and follow up.
  - Identify and reach out to minority serving institutions in your local area: HBCU's (Historically Black Colleges and Universities), HSIs (Hispanic Serving Institutions), Tribal Colleges and Universities, community colleges and women's colleges.
  - Visit the Partners Directory at <http://www.pathwaystoscience.org/Partners.aspx> or contact IBP for help identifying schools and/or contacts.
  - When you travel for conferences or meetings, plan ahead and include site visits to minority serving institutions in the area to meet and talk with faculty and students in person.
  - Follow up with recommenders of students who did well in your program. Establish relationships with these mentors so that they can continue to direct students to your program. Remember that faculty will want to feel that they are sending students to a supportive program that respects and embraces diversity.

**Use IBP's web resources and widespread recruitment activities to support your efforts.**

- Submit inspirational student and faculty profiles to be posted on [www.pathwaystoscience.org](http://www.pathwaystoscience.org).



- ❑ Post your program or opportunity on [www.pathwaystoscience.org](http://www.pathwaystoscience.org), searchable by institution, discipline, keyword, level of study, and geographic area. Our travel and virtual outreach, focused on reaching and supporting underrepresented students, generates over 100,000 visits per month during peak portions of the academic calendar. IBP welcomes postings for *K-12 opportunities; research experiences for undergraduates; funded undergrad and graduate programs, internships, scholarships and fellowships; opportunities for mentoring and professional development; and funded opportunities for post-doctoral placements and early career faculty.*
- ❑ Use the Partners Directory and Institution Hub on [www.pathwaystoscience.org](http://www.pathwaystoscience.org) to identify contacts at institutions, programs, and minority serving organizations in your area or where you'll be traveling.
- ❑ For more detailed plans and tips, visit the Resources Toolbox on the site tap IBP's diversity-focused draft plans and handouts, checklists and handbooks on topics such as making the most of conference travel and attendance, and making your website into a more effective recruitment tool.

## II. Retention: supporting students to succeed

- ❑ **Use IBP's Online Mentoring Manual to support your mentor development activities.** Available at: <http://www.pathwaystoscience.org/manual.aspx>

- ❑ **Implement program structures and activities that:**
  - ✓ build program community
  - ✓ help students connect with support systems
  - ✓ provide checkpoints and response on student progress throughout the program

- ❑ **Support forward:** offer professional development opportunities on topics that will help students continue on a successful career pathway: into grad school, the post-doc experience, and the junior faculty or early professional stages of their careers
  - ✓ For undergrads: a "Graduate Funding 101" seminar or handout. Discussion of summer research as a great stepping stone to grad school. For grad students: a focus on postdoc opportunities and how to find a good match.
  - ✓ For grad students, postdoc and early career: discussion about participating on review panels – what they are, how they can gain from the experience, and how others will learn from their presence!

We'd love to hear your thoughts about this information! Please take a few seconds to share your ideas at [https://www.surveymonkey.com/r/BroadeningParticipation\\_Recruitment\\_and\\_Retention](https://www.surveymonkey.com/r/BroadeningParticipation_Recruitment_and_Retention)

