

Recruitment Plan for Education and Public Policy

The undergraduate degree program in Education and Public Policy currently has 41 students enrolled, with a goal of increasing that enrollment to 50. Over the past year we have been working diligently on recruitment efforts including class visits, communications with DUS advisors as well as advisors in other relevant areas, and informational sessions sponsored by our student group, STEP. We will be instituting the following plan to expand our recruitment efforts not only at the University Park campus, but also the Commonwealth Campuses, and at an external institution; Butler County Community College.

1. University Park

- a. **Continued efforts:** Our current recruitment efforts will continue as they have been successful in promoting growth in this degree program.
 - i. Class visits: STEP assists the graduate assistant in speaking to SOC001 and EDTHP115 sections during the first month of each semester. These visits promote the major and also advertise the information session sponsored by STEP to help interested students learn more about the major.
 - ii. Information Sessions: This session is powerpoint based, and allows prospective EPP or EPS students to learn about the major, requirements, and outcomes from the graduate assistant and from current students. This shows great promise as a recruitment technique.
 - iii. Courses: Since its' inception, EPP has also added multiple courses to better prepare students which have proven to be incredible learning opportunities and some of students favorite courses. These are EDTHP 200, 394, and 395.
- b. **Enrollment tracking and analysis:** We have recently begun tracking which semester students chose EPP as their major. This has allowed us to see movement in the typical semester students choose EPP.
 - i. Example: According to current (but incomplete) data, students who enrolled at Penn State in AY 2009-2010 chose EPP in the 4th semester, on average. To contrast, students who enrolled at Penn State in AY 2012-2013 chose EPP, as an average, at semester 1.8. So we have moved from late sophomore year to mid freshman year.
 - ii. Result: This information will allow us not only to better predict growth but also support recruitment efforts. By understanding which semester students largely choose EPP we can target recruitment and information sharing efforts to students in that semester of their education.

2. Commonwealth Campuses

- a. **Education Representatives:** On September 18th Dr. Dana Mitra presented on our program to the Education Representatives from the Commonwealth Campuses.

We will also work toward creating relationships with these representatives to keep them informed and enthusiastic about EPP as a degree program for students.

- b. **“Sample” Academic Plan:** A version of this has been created specifically for Education and Public Policy at Commonwealth Campuses. This allows students who are currently studying at a campus other than University Park to plan their coursework to transfer to UP as an EPP major during their junior year.
3. **Butler County Community College**
- a. **Articulation agreement:** A major project and priority we have been working towards is building an articulation agreement with BC3 in order to give students there a clear path and opportunity to transfer to Penn State, University Park and complete their degree in Education and Public Policy. As part of the proposal for this agreement, sample academic plans have been created and courses students would be taking at BC3 have been verified as courses Penn State will accept and which will apply to an EPP degree.