

**Recruitment and Retention Plans for
Graduate Students and Undergraduate Students
College of Education
Florida Atlantic University**

Florida Atlantic University is a public research university with multiple campuses along the southeast Florida coast serving diverse and culturally unique communities. It promotes academic and personal development, discovery, and lifelong learning. FAU strives to fulfill its mission through excellence and innovation in teaching, outstanding research, and creative activities, public engagement, and distinctive scientific and cultural alliances, all within an environment that fosters inclusiveness.

The mission of the College of Education is to serve the FAU community by providing effective leadership in areas of research, service and teaching at the local, state, national, and international levels, through the initial and advanced preparation of informed, capable, ethical and reflective decision-making professionals.

Our faculty and students seek to promote and sustain positive change, excellence and equity in their fields, and in the organizations and systems with which they are associated. The College's programs reflect evolving societal needs and incorporate multiple delivery systems, current methodologies and research, which bring faculty and students together to improve the quality of education for all in an increasingly diverse, technological, inclusive, and global society.

The College of Education aspires to be an exemplary community of scholars united by our talents and intellectual values, strengthened by our diversified viewpoints and backgrounds, guided by democratic norms of civility and social justice, and measured by our individual and collective achievements. FAU's College of Education is determined to attract and retain diverse, academically excellent, talented, and productive individuals.

This plan was designed to provide the College of Education to recruit and retain undergraduate and graduate students who will diversify the college and make its programs representative of the populations that it serves. This document is a collective effort by the administration, faculty, and staff of the College of Education to ensure that every student, staff and faculty member, and administrator thrives in an inclusive and supportive culture.

To oversee the creation of this plan, and continue to recommend undergraduate and graduate recruitment enhancements to the College of Education, a Recruitment and Retention Committee was developed as a result of a state of Florida visit during our re-accreditation visit in fall 2020. This team, consisting of members of the COE faculty and administrative/professional staff, was created from the College of Education Faculty Assembly.

The recruitment and retention plan will include active participation from the following people and groups:

- Deans
- Department Chairs
- Administrative and Support Staff
- Faculty

The recruitment and retention component is separated into two broad areas: graduate students and undergraduate students.

College of Education's Supportive Environment

The College of Education at Florida Atlantic University believes that the environment of the college should be one of learning and inclusion. This culture of inclusiveness gives everyone the freedom and opportunity to join equally and independently in all activities.

Recruitment Plan for Graduate Students College of Education Florida Atlantic University

1. Florida Atlantic University College of Education faculty members shall be involved in the recruitment process via networking at local, state, and national professional conferences and meetings. Faculty involvement is essential to the graduate recruitment process. A personal connection with faculty adds a valuable dimension to any decision that a potential student will make.
2. Administrative support shall be provided through financial resources for the recruitment process - coordinating funding opportunities for prospective students (fellowships, assistantships, etc.), organizing campus visits (prospective in-state and out-of-state graduate students), and assisting faculty with travel support in recruitment efforts.
3. Florida Atlantic University's College of Education will expand a marketing plan that promotes and advertises in appropriate media (e.g. magazines and organizational newsletters) to attract potential graduate students. Materials shall demonstrate an environment of inclusiveness. Below are recommendations specific to individual departments:
 - a. **Curriculum and Instruction:** Information will be sent to elementary, middle and high school teachers. Information will also be sent to professional agencies and organizations.

- b. **Counselor Education:** Information will be sent to school counselors, school districts, agencies and professional associations, and academic departments with undergraduate and graduate programs in the behavioral sciences.
- c. **Education Leadership and Research Methodology:** Information will be sent to elementary, middle and high school, community colleges, and non-profit colleges and universities, and adult education program leaders. Information will also be sent to professional agencies and organizations.
- d. **Communication Science and Disorders:** Information will be sent to academic departments with undergraduate programs in Communication Sciences, and Disorders. Information will also be sent to professional agencies and organizations.
- e. **Special Education:** Information will be sent to elementary, middle and high school teachers, specifically teachers who teach students with special needs. Information will also be sent to professional agencies and organizations.
4. A recruitment database will be maintained by the College of Education to track those who inquire and apply. This database will enable the College to monitor our recruitment efforts.
5. Coordination of promoting and publicizing recruitment activities with the FAU Marketing and Public Affairs departments will be the key to a successful recruitment season. Constant communications and support will be necessary for the recruitment of the student into Florida Atlantic University, in general, and the College of Education, specifically.

Retention Plan for Graduate Students College of Education Florida Atlantic University

Financial Support. Retain graduate students by providing competitive financial support (e.g., salary, insurance, tuition) of the graduate research and teaching assistants.

Student Social and Welcome Event. Annual event hosted by the Dean's Office to facilitate interaction among graduate students, faculty, staff, administrators, and alumni.

Student Program Orientation. Annual orientations will be held for all College of Education at Florida Atlantic University graduate students each year that may include program specific information such as academic ethics, library orientation, how to use

APA publication manual for paper formatting and citation, how to create a plan of study, and apply for graduation.

Scholarships. Scholarship information will be made available and promoted to graduate students in the College of Education.

<https://www.fau.edu/finaid/types-of-aid/scholarships/>

<https://www.fau.edu/education/students/scholarships/>

Discussion Forums and Workshops. Forums and workshops will be provided on various topics. (e.g. grant writing, teacher certification, professional licensure). Graduate students will have opportunities to present their research and academic projects to the College and University communities.

Advising and Mentoring. College of Education faculty serve as graduate students' advisors, and mentors. Faculty will meet with graduate students at least once a semester/year to support their graduate program, the environment, and how the College of Education can best serve the student.

Travel Funds. Travel funds for graduate students and faculty to attend and/or present at local, state, national, and international conferences shall be provided to enhance graduate study, increase professional knowledge, and provide networking opportunities for future employment prospects.

Recruitment Plan for Undergraduate Students College of Education Florida Atlantic University

1. Florida Atlantic University College of Education faculty/staff will visit Florida high schools and state colleges and provide them with information on the College of Education.
2. Faculty/Staff will work with students in Florida Future Educators of America (FFEA) associations and High School Academies to aid in the recruitment of students into the College of Education.
3. Support shall include communicating with potential students, coordinating funding opportunities for potential students (scholarships), and organizing or participating in campus visits. Administrative support of the recruitment process is essential for success.
4. Coordination of promoting and publicizing recruitment activities with the FAU Marketing and Public Affairs departments will be the key to a successful recruitment season. Constant communications and support will be necessary for the recruitment of

the student into Florida Atlantic University, in general, and the College of Education, specifically.

5. The College will advertise through the development of material (i.e. brochures, posters, advertisements). Materials shall demonstrate an environment of inclusiveness.

6. The College will participate in campus activities and university wide recruitment events (e.g. *Choose FAU Day*, and other student affairs programs).

7. Coordination of activities with the Admissions Office and Division of Student Affairs will be the key to a successful recruitment season. Constant communications and support will be necessary for the recruitment of the student into Florida Atlantic University, in general, and the College of Education, specifically.

8. In collaboration with the University Advising Services (UAS), the department recruited students (education majors) and any other first-time-in college students interested in education to take the first time-in college (FIG) course.

9. UAS will issue a newsletter intended for undeclared majors. The department(s) should contribute to the newsletter, describing and promoting the programs.

10. The College will host a hybrid education fair describing programs to all interested students, including current students. The fair will bring together College of Education programs, school districts, alumni, and other community entities for a half day of activities promoting programs.

11. COE shall coordinate with the Palm Beach College's and Broward College's education departments to ensure alignment of the degree programs for smooth transition into FAU College of Education degree programs. Work with the PBC to engage students with FAU as soon as possible. Explore options for acceptance into the PBC programs as guaranteed acceptance programs into COE programs.

Retention Plan for Undergraduate Students College of Education Florida Atlantic University

Student Orientation. An annual orientation will be held for all College of Education at Florida Atlantic University undergraduate students each year. The content of the orientation will include information on the general knowledge exam, course sequence, advising, support resources, and other information. The departments may partner in efforts for their undergraduate student orientations.

Scholarships. Scholarships will be available to undergraduate students in the College of Education in need of financial assistance.

<https://www.fau.edu/finaid/types-of-aid/scholarships/>
<https://www.fau.edu/education/students/scholarships/>

Discussion Forums and Workshops. Forums and workshops will be provided on various topics. (e.g. undergraduate research, teacher certification, professional licensure). Undergraduate students will have opportunities to present their research and academic projects to the College and University communities.

Advising and Mentoring. College of Education faculty and staff serve as undergraduate students' advisors, and mentors. Faculty and staff (from Office of Academic and Student Services, OASS) will meet with undergraduate students at least once a semester/year to discuss their program, the environment, and how the College of Education can better serve the student.

Travel Funds. Travel funds for undergraduate students and faculty advisors/mentors to attend and/or present at local, state and national conferences should be provided to enhance undergraduate study, increase professional knowledge, and provide networking opportunities for future employment prospects.

Social Media Plan for Recruitment, Retention, and Reputation

College of Education

Florida Atlantic University

Web Presence for Recruitment: Enhancing the web presence of the College of Education will generate interest in the programs offered by within the college. The best way to enhance the current presence is to highlight the faculty, degrees and certificate options, and student life for prospective students. The current website highlights the faculty research interest, graduates, alumni, and news at FAU. The following represent steps the College could enhance its presence online.

- The website should be redesigned with a student friendly interface.
- Enhance the departments' ability to highlight student testimonials within the different degree programs.
- To provide social media training for faculty to improve their social presence highlighting their research and accomplishments.
- Create a podcast that showcases faculty research, teaching, service, and other accomplishments that can be shared across social media platforms.
- Build into the website students' profiles to share accomplishments and research.
- Encourage and incentivize students and faculty to follow and share content across the social media platforms.

- Ensure that undergraduate and graduate students' emails are collected for marketing campaigns for their return to FAU for their next step on their educational journey. Leverage FAU university-wide efforts in place.

Web Presence for Retention: The web presence can also be leveraged to improve retention. Below are suggestions that will support the higher rates of retention.

- Design a COE onboarding experience that will engage the students with FAU as they are accepted into the college. The experience should include information about how to use Canvas in support of their learning, how to use the library, where to download technology and web applications that will support their learning (for example free Office Suite), ensuring they have the appropriate technology to take courses, how to write using APA, creating a LiveText account, and introduction to engagement opportunities within the College.
- Creating COE online communities and mentoring networks for current students and connecting them to student alumni.