

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.

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.

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.

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

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.

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.

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<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

