

High school contacts

Cultivate relationships with high school teachers and counselors. Showcase IUPUI programs. Give teachers reason to visit campus. Perhaps combine with outreach such as a Cutting Edge lecture series given by distinguished professors.

*Committee: Drew Appleby, Mike Donahue, Garland Elmore, *Andy Gavrin and Bob Osgood.*

Current Status

- A number of schools and individual departments have regular contacts with high school teachers and prospective students. The Office of Undergraduate Admissions has its own contacts with high school counselors and prospective students. While the IUPUI schools are aware of central recruiting efforts, Admissions is often not informed as to school-based contacts and recruiting.

Recommendations

- Focus contacts on teachers rather than counselors
 - Highlight breadth of educational opportunities, facilities, quality of IUPUI students, faculty, and their achievements
- Coordinate contacts for consistency and accuracy of information provided
 - See report on Duplication of Effort in recruitment activities
- Expand current practices such as
 - Conferences and related events held on campus targeted to teachers
 - Hosting of state, regional, and national contests such as Geography Bee, Science Olympiad
 - Faculty visits to high schools
 - Host teacher and class on campus (such as Medicine with Avon High School)
- Create new practices such as
 - Encourage IUPUI students to invited HS teachers to IUPUI awards ceremonies (top 100 dinner, Chancellor's Honors Convocations)
 - Provide standard set of talking points and IUPUI contacts for faculty visiting high schools so that they can respond to non-discipline based questions

Implementation Strategy

- Working from list of recommendations and list of activities included in report appendix, promote use of outreach activities by the academic units that are coordinated with Enrollment Services offices
- Develop talking points, do's and don'ts, and IUPUI contacts for use by faculty visiting high schools

Action Team on High School Contacts Final Report

Members: Andy Gavrin, Becky Porter, Mike Donahue, Bob Osgood, Drew Appleby, Garland Elmore

Our charge was to investigate ways to “Cultivate relationships with high school teachers and counselors. Showcase IUPUI programs. Give teachers reasons to visit campus. Perhaps combine with outreach such as a Cutting Edge lecture series given by distinguished professors.”

The team met on two occasions, and collected data through a survey of the schools. We identified several key principles that must guide such contacts, we have identified several new or current practices which we recommend should be implemented or expanded. Our conclusions are summarized below.

Principles

- Contacts should be focused on teachers, as they are more likely to affect students’ college choices than are guidance counselors.
- Informal contacts made by faculty are highly effective, but may cause problems if incorrect or confusing information is given, or if the activities otherwise conflict with campus level recruitment efforts.
- There are several key outcomes of such contacts:
 - Making teachers aware of the breadth of opportunities at IUPUI
 - Establishing one-on-one contacts (Giving IUPUI a “face”).
 - Highlighting our physical facilities, e.g., labs, classrooms, technology
 - Highlighting our improved admissions standards (combating the outdated image of IUPUI as a last resort for weak students).
 - Highlighting the achievements of our faculty and our students

Current practices to expand

- Conferences or other events held on campus for high school teachers (e.g., psychology, Spanish)
- IUPUI run contests for HS students (e.g., math contest, poetry contest)
- Faculty visits to high schools classes (many examples)
- IUPUI hosting of state, regional or national contests (e.g., Geography Bee, Science Olympiad, ISEF)
- Teacher training workshops on campus (AP workshops, Project Lead the Way, School of Education professional development programs)
- Informal, one-on-one projects, e.g., service learning projects and field work
- Special projects (e.g., hosting a textbook adoption meeting).
- Hosting a teacher and class on campus (e.g., Medicine/Avon HS).

New Practices

- Encourage students to invite former teachers to IUPUI awards ceremonies, e.g., the Top 100 dinner, Chancellors Honors convocation, etc.
- Create standard “contact forms” which can be used to collect student contact information at outreach events to permit the students to receive follow up information at IUPUI.

- Provide schools guidelines for visiting schools, including examples of what do do/not do, standard “talking points,” and IUPUI contact information for answers regarding admissions, scholarships, and other topics where faculty may lack expertise.

Appendix: Responses from Schools on Contacts with High Schools

The Action Team on Contacts with High Schools is focused on finding ways to cultivate relationships with high school teachers and counselors to showcase IUPUI programs. IUPUI academic units were asked to provide information on their activities to attract teachers to campus. These are in addition to participation in campus events such as Campus Days, Jag Days, and high school counselor breakfasts.

Activity & Frequency

Organizer/Coordinator

Why it is seen as effective

Informatics

- **High School Visits** Several times annually
Sara Hook
We make regular visits to schools (both high schools and colleges) where we meet with teachers and guidance counselors. We also offer prospective student visits, which can be attended by students, parents, guidance counselors and teachers.
See <http://informatics.iupui.edu/contact/tours.php> for details.

Journalism

- **High School Visits** Annually
Bob Dittmer
We normally make direct contact with newspaper advisors at the schools and coordinate a brief visit that works with their schedule. A brief presentation about studying journalism and public relations at the college level is made followed by questions. Time is often allowed for individual students to meet with me. We have found this method extremely successful in the schools we have been able to visit (about 14 in the Central Indiana area so far), and we intend to continue this program through this semester. The small group environment with a focused group of students is the most effective element in this effort. We don't try to speak with everyone, just journalism students on the newspaper staff.

Kelley School of Business

- **Kelley Info Days** Multiple over Fall Semester
Jane Lambert
Each day features a different major in Kelley, held over the lunch hour, and speakers include faculty, advisor, and Career Placement Office rep
- **Kelley All-Stars Day** Once a year
External Affairs
Effective because it is during an IUPUI basketball game and recognizes our student athletes
- **Integrative Core Presentations** Once a semester
I-Core Faculty (Mark Ippolito)
Could be effective because it shows how our students interact with real businesses in the classroom
- **Kelley Orientation** Once before start of each semester
Jane Lambert
Effective because it features presentations about Advising, Student Organizations, Faculty Expectations, Academic Honesty, and Career Placement services

- **Other Comments from Kelley**

The students on the undergraduate student advisory board want to set up a program involving doing a presentation on business education and careers with HS and middle school students, and offer to keep in touch via email as they finish HS and make the college and/or major choice. In addition, they want to offer mentoring to UCOL students as they work through the pre-reqs to business. Possibility is being investigated

Kelley is considering a student mentor program with an upper division student in the school would help these folks and the other students who fear calculus and statistics among other things. All of this would be part of a program to prevent students from feeling defeated or afraid as they work toward admission to IUPUI and Kelley.

Law

- **Color of Justice program** Once a year
Law Admissions Office
The event gives the attendees the opportunity to speak with lawyers, judges, and law students, in addition to sitting in on a mock class.

Medicine

- **Hosted Group of Students from an honors HS Biology class** Once so far
Marti Reeser in coordination with Campus Visits office

This fall we had a very successful program that we coordinated with a teacher at Avon HS who brought to campus students in her honor's human biology course. In coordination with the Campus Visitation Office, we hosted this group of students on campus. The students were taken to the new Clarian Pathology Laboratory building (via the PeopleMover) and given an individualized tour of the facilities. During the time in that building, we also had an interactive session that I led. The focus of that session was to have students think about common medical conditions and/or incidents and to think about the scope of care given in each case. We talked about an individual diagnosed with cancer, the various issues faced by a pregnant women, and an individual involved in an automobile accident. I asked each group to critical analysis each scenario and talk about the various care givers that would be involved. After we had spent part of the morning at the CPL, we came back to the Medical Sciences building and had a question answer time about other programs and then showed the student the Radiation Therapy clinic facilities. While HIPPA regulations do impact patient care areas, and specifically when dealing with HS age students, we were able to still successfully give them a feel of the role of the radiation therapist.

I think the strength of the program is the combined efforts of our office to work out the details, while having the buy-in from our faculty that such endeavors are helpful in showing students what the various careers entail. Administratively, I cannot wow a student like faculty can and likewise then don't need to get involved in the logistics or where to park the bus, setting up the schedule for the day, coordinating a campus tour, etc.

The day in question actually was a very dreary, rainy day. However, the feedback from both the faculty, HS teacher, and her students was very positive. We got immediate confirmation that the event was successful because a student emailed us that she had gone home that evening and applied for admission to this campus. Prior to that event, she did not have IUPUI as one of the schools she was considering. (Marti)

- **Science Olympiad** Once a year
Multiple units, including Medicine
Many units on campus, especially science, engineering and medicine are involved.

Nursing

advocates on these kits. Kits are loaned to public, private, charter and home school teachers, as well as any youth organization in Marion and the adjacent counties.

Enrollment Services

- Enrollment Services publishes a [Communications Calendar](#) of its contacts with students, high schools, and others.

Enrollment Management Council

- The [Enrollment Management Council](#), which includes representatives from all the academic units as well as a number of administrative offices, has gathered and published [recruiting outreach activities sponsored by EMC members](#). Examples:

December 06	Activity	Unit	Target Audience
1	1st Fridays- Engineering/Technology Day	ET	HS students
March 07 23	Middle School Educators Day	MSO	Middle school guidance counselors and teachers

ET: Engineering and Technology
MSO: Middle School Outreach (Enrollment Services)

- **School-Based Activities to Enhance Fall 2006 Enrollment**
EMC members provided a list of their efforts to attract student enrollment for the Fall 2006 semester. While these were targeted at continuing and prospective students, it does provide a larger picture of the schools' outreach efforts.

[Summary of School Responses](#)
[Detailed School Responses](#)