

# **MARKETING AGRICULTURE AND STEM CAREERS TO HIGH SCHOOL PARENTS**

**PK-12 Engagement  
Fall 2017 Workshop**

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# PRESENTERS

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# **10 STEPS MOST OFTEN USED BY RECRUITERS**

# **STEP ONE:**

What is Agriculture?

What is Health and Human Sciences?

# INTRODUCING THE COLLEGE

**Parents and students need to understand the foundations of the college, as well as the opportunities each presents.**



*In our toolbox: Broad areas of study our students pursue*

# **STEP TWO:**

What will my child study?

# MARKETING MAJOR OPTIONS

**Help parents and students to understand the options available in Agriculture and STEM fields at Purdue University.**



*In our toolbox:  
Major Sheet & View Book*

# **STEP THREE:**

How much will it cost for my child to attend?



# TUITION, FEES, & SCHOLARSHIPS

**Provide a realistic picture of the cost of attendance.**

*In our toolbox:  
Scholarship Information, Tuition  
Calculator, Campus Office  
Contacts*



# **STEP FOUR:**

Will my child graduate in 4 years?  
Is there additional schooling required?

# **JOB MARKET EXPECTATIONS**

**Graduate / Professional  
School vs. Immediate  
Entry into Workforce**

*In our toolbox:  
Career outlooks, Center for  
Career Opportunities (CCO),  
Pre-Professional Advising*



# **STEP FIVE:**

Will my child receive any training?

# **UNDERGRAD RESEARCH & INTERNSHIPS**

**Opportunities to work  
with faculty, gain hands-  
on learning  
experiences, and  
participate in  
internships**

*In our toolbox: Ambassador  
testimonies, Career Fair &  
Career Services*



# **STEP SIX:**

Will my child be able to find a job?  
What is the starting salary?

# CAREER OPPORTUNITIES

**Transparency regarding  
career aspirations.  
Explaining what is  
necessary to gain the  
desired career.**



*In our toolbox: Average Starting  
Salary, Employment Rates,  
Knowledge of Career Fields*

# **STEP SEVEN:**

Why should my child choose Purdue University?



# SELECTING A UNIVERSITY

**Provide ample opportunities for students and parents to visit campus and speak with representatives.**

*In our toolbox: Admissions-sponsored events, Boiler Bridge, Prospective Student Visits*



# **STEP EIGHT:**

Why should my child choose your college?

# INFORMING OF OPTIONS

**Purdue offers a broad array of majors and opportunities (with many similarities amongst colleges). Help to provide a clear picture of what the college offers.**

*In our toolbox: Rankings, Key Course Descriptions, Applied vs. Theoretical Majors, Healthy Competition*



# **STEP NINE:**

Where will my student learn?

# CAMPUS & FACILITIES

**Important to highlight the areas of campus where students will learn.**

*In our toolbox: Campus tours, facility highlights (i.e., new buildings), Ambassador testimonies*



# STEP TEN:

What other opportunities will my student have if s/he chooses your college?

# CLUBS & ORGANIZATIONS

**Opportunities – both within the college and the university – which students can select.**

*In our toolbox: Learning Communities, Housing Options, Student Orgs, Ambassador Testimonies*



# **RECRUITMENT → ACADEMICS**

**Where our job ends...**

**...And their job begins**

- Recruitment Cycle
  - Prospective Students
  - Application Deadlines
  - Yield
  - National Decision Day
  - Summer Melt

- Academics
  - Prospective Students
  - Yield
  - STAR
  - Semester Start
  - Academic Advising
  - Faculty & Courses



# THANK YOU

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