University of Texas at Arlington; College of Engineering - Board of Advisors

Student Recruiting: Update 10-4-19

Academic Leaders: Lin Larson & Julian Sanchez; BOA Leads: Lynn Mortensen & Johnny Barrett

Goal: Increase Alumni Engagement, ongoing
Why: Assist with events, stories, fundraising, network connections, internships; student mentoring
Status: Alumni are everywhere: Hong Kong, Abu Dhabi, Lahore, South China, North China, local; contact with alumni is unexpected (we do not know where they are)
How: Invite to events, alumni gathering/reception; train them to assist with information sessions, supply with swag, talking points; create mock form on web to gather their info; Partner with Michael McLaughlin to call donors and alumni with COE ambassador help. Assigned graduate assistant to create spreadsheet of alumni with LinkedIn accounts; will begin 9/30/19.
Accomplish: By spring 2020, have an up-to-date accessible list of active, interested alumni; target potential donors
Discussion: How to reach local alumni, alumni connections both inside and outside local area; how best to engage them in efforts; can we use their stories during on-campus events (ie: girls/counselors to campus); meetings in Bangladesh, Pakistan, UAE scheduled for September/October 2019

Goal: Diversify, grow and strengthen applicant pool, especially for master-level, female and underserved student populations; ongoing
Why: We have a goal to reach (10,000 by 2020) and need to expand our geographic reach so we are no longer dependent on one area/region
Status: We targeted Metroplex high schools and community colleges, having visited over 350 this academic year, in addition to expansion of engineering campus tours, and participation in on-campus activities; international outreach to potential partners, 2+2 schools and over 200 untapped high schools; outreach accomplished in person, via conferences, webinars, email and phone campaigns; successfully completed 10 day phone campaign that increased MS enrollment by more than 75
How: Continue to reach, revisit targeted markets; provide students with truthful and accurate information; messaging includes how to be best prepared for success (grades, passion for major, course selection)
Accomplish: We have made great progress but would like to consider options for local market, such as brown bag info lunches in industry location; complete survey to industry as to what they need from us to better prepare their employees; need introductions to community organizations that can help us present UTA to members
Discussion: How to best successfully reach out locally, and internationally if contacts are available; how can board help with assessing needs of industry
Goal: Increase “face time” with local schools, community; ongoing
Why: To become the region’s #1 choice for higher education
Status: Currently have undergraduate Engineering Student Ambassadors and staff visiting schools
How: Need assistance in connecting with more schools that may not be on our radar, connect with community organizations where we can present UTA along with board members; shared fall visit list with Keith Weiss
Accomplish: By fall 2020, increase school presence by 25%, have establish community organization meeting calendar with at least one person presenting COE

Added by Johnny Barrett (9-20-19)

On Thursday, September 26, 9:00am-10:30am our working group that consists of Lynn Mortensen, Geralyn Kever, Keith Weiss, and myself will meet to outline in broad terms a plan for a STEM Tech Day that McKinney ISD and UTA College of Engineering would host in the spring. We would hope to add an industry partner at some point. This is a draft plan that we will submit to the Superintendent of Schools at MISD and yourself and solicit next steps. The Superintendent received the idea very favorably. If you would like for someone to sit in this meeting let me know. At this point it is not critical. Also, if you have a few guidelines you would like us to abide by, let me know. The address of the meeting is 2851 Orchid Drive, McKinney, TX 75072.