

# ***A Perspective on Learning Community Success: Recruitment matters***

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# Presentation Overview

- Purdue University LC Program Outline
- Reasons for recruitment
- Resources and methods
- Examples of recruitment materials
- Data shows the difference
- Discussion and questions

# Purdue University LCs

- **Academic Focus**
  - Supported by the Provost's Office
- **Most LCs involve 2-3 courses**
  - Academic majors
  - College/school specific
  - Theme-based
  - Residential Aspect – Required or Optional
- **A few residential only LCs**
- **Supplemented by events and activities centered around specific themes**

# Reasons for Recruitment

## Students apply for LCs at Purdue

- Simple application, but it does put the responsibility on the student
- Firm commitments rather than waning interest
- Student placement is handled by LC Staff

## Spreading the message

- Recruitment materials tell our story
  - To prospective students
  - To parents/families/guardians
  - To campus partners
  - To other institutions

# Resources and Methods

**Campus partners collaborate with resources for the process**

- **Admissions**
  - Admitted student targets by college
  - Prospective student events – Fall and Spring (LC Gold Sheet)
- **Marketing and Media**
  - Design of LC postcard
  - Printing vendor


# Resources and Methods

- **Printing Services**
  - House all publications for distribution throughout recruitment cycle
  - Batch mailing process
  - LC Gold Sheet production
- **College Advisors prior to and during STAR (Summer Transition, Advising and Registration program)**
  - Prior to STAR, meet with each advising group to inform them of LC options for students and procedures
  - Communicate with advisors regarding adds, drops, or changes to LC student placements


# Examples of Recruitment Materials

## Variety of communication tools used to inform students about the LC Program

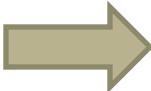
- **Hobsons Communication Program**

- Automated email system
- College-specific email sent seven days after student is admitted to Purdue
- Follow-up emails as application deadline approaches
- Approximately 23,000 initial emails sent and tracked
- **Example of Email** 

- **LC Postcards**

- College-specific postcard sent during spring semester
- Batch mailings
- Mailed to domestic students – approximately 17,000
- **Example of postcard vs. brochure packet** 

# Examples of Recruitment Materials

- **Parent/Family/Guardian Letters/Emails**
  - Also sent through Hobsons email system
  - Email address for parent/family/guardian now required on Purdue application
  - Approximately 21,000 emails 
- **LC Facebook Group Page**
  - Social network to engage students via popular site
  - Post pictures of events and highlight LCs throughout spring recruitment
  - Respond to questions from students and families
  - Monitor other Purdue-related pages for LC questions (Families of New Purdue Students)



# Examples of Recruitment Materials

- **Learning Communities Website- [www.purdue.edu/learningcommunities](http://www.purdue.edu/learningcommunities)**
  - Profile page for each LC
    - Description of LC goals and student learning outcomes/ experiences
    - Eligibility Requirement(s)
    - Residential Component
    - Courses Involved
    - Examples of Past Events and Activities
  - Frequently Asked Questions
  - Staff Contact Information
  - LC Activity Photos
  - Coming soon- Promotional Videos

# Data shows the difference

Fall Semester	2011	2010	2009
Unique First-year Applicants	2251	2272	1929
First-Year Places Applied for	3721	3184	2634
Unique Placements in First-Year LCs	1663	1397	1290
Combo Placements in First-Year LCs	142	139	107
Total Placements in First-Year LCs	1805	1536	1397
Total Incoming First-Year New Beginning Students	6659	6347	6171
% of First-year Students in an LC	23.95%	21.96%	20.81%

# Data shows the difference

Fall Semester	2014	2013	2012
Unique First-year Applicants	3034	2443	2214
First-Year Places Applied for	5279	3960	3738
Unique Placements in First-Year LCs	2169	1981	1863
Combo Placements in First-Year LCs	215	135	132
Total Placements in First-Year LCs	2384	2116	1995
Total Incoming First-Year New Beginning Students	6373	6283	6291
% of First-year Students in an LC	33.14%	31.07%	29.18%

**The money ...**

Brochures

**\$49,000**

**The money ...**

Postcards and Hobsons

**\$3,500**

# Discussion...

- Thoughts?
- Comments?
- Experiences?
- Questions?