

# NSF STEM Recruitment Survey

## 1. College Demographic Information

This survey asks primarily about the recruitment of female students to STEM programs. But first, we have two general demographic questions about your institution.

1. Which of the following under-represented groups are specifically targeted by recruitment efforts at your institution? Please mark all that apply.

- Women
- Disabled
- Black/Africans
- Hispanic
- Native American
- Asian & Pacific Islanders
- N/A

Other (please specify)

2. Which of the following educational levels are targeted by your institution's recruitment efforts? Please mark all that apply.

- Students, K-8 (elementary & middle school)
- Students, 9-12 (high school)
- 2-year college students
- Mixed educational levels of people already in or re-entering the workforce
- N/A

Other (please specify)

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## 2. How effective are the following strategies in recruiting female students to...

Mark N/A for any strategy not used at your school.

### 3. Marketing Activities:

	Very Effective	Somewhat Effective	Not Effective	N/A
Advertising in newspaper	jñ	jñ	jñ	jñ
Advertising on radio	jñ	jñ	jñ	jñ
Advertising on TV	jñ	jñ	jñ	jñ
Advertising online (blog, utube, etc.)	jñ	jñ	jñ	jñ
Newsletters/magazines sent to prospective students	jñ	jñ	jñ	jñ
Letters or info sent to students' parents/guardians	jñ	jñ	jñ	jñ
Organized telethons, email campaigns	jñ	jñ	jñ	jñ
Science/technical and/or career fairs; open houses	jñ	jñ	jñ	jñ
Organized college campus tours	jñ	jñ	jñ	jñ
College faculty, staff, and/or students visit K-12 schools (providing info through lectures, workshops, etc.)	jñ	jñ	jñ	jñ

### 4. Public Awareness:

	Very Effective	Somewhat Effective	Not Effective	N/A
Brochures, flyers, posters, program websites	jñ	jñ	jñ	jñ
Videos, CDs, DVDs	jñ	jñ	jñ	jñ
Activities for or that include parents/guardians	jñ	jñ	jñ	jñ
Availability of tutoring	jñ	jñ	jñ	jñ
Availability of child care	jñ	jñ	jñ	jñ
Celebrity speakers (well-known, inspirational, famous people)	jñ	jñ	jñ	jñ
Availability of student housing	jñ	jñ	jñ	jñ
Competitions	jñ	jñ	jñ	jñ
Award ceremonies	jñ	jñ	jñ	jñ

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## 5. Provision of Resources:

	Very Effective	Somewhat Effective	Not Effective	N/A
Transitional (a.k.a. enrichment) courses to facilitate transition into programs	jn	jn	jn	jn
Availability of scholarships or other financial aid	jn	jn	jn	jn
Internship/apprenticeship programs	jn	jn	jn	jn

## 6. Organized mentoring used as a resource to recruit:

	Very Effective	Somewhat Effective	Not Effective	N/A
Traditional mentoring-- interaction between professor/teacher and K-12 students	jn	jn	jn	jn
Peer mentoring--college students mentoring students on a lower education level (e.g. student role model, mentor, ambassador)	jn	jn	jn	jn
Cultural/Gender Mentoring--mentor is of the same ethnicity or gender as the student	jn	jn	jn	jn
Electronic mentoring--online interaction between mentor & student	jn	jn	jn	jn
Other (please specify)				
<input type="text"/>				

## 7. Socially Oriented Activities:

	Very Effective	Somewhat Effective	Not Effective	N/A
Short workshops and weekend programs (less than 1 week)	jn	jn	jn	jn
Student camps or workshops (1 week or longer)	jn	jn	jn	jn
Support groups and/or student clubs or chapters	jn	jn	jn	jn
National and/or company programs targeting girls (CISCO Systems Gender Initiative, Career Pathways for Women, IGNITE, etc.)	jn	jn	jn	jn
Name of national program used (write N/A if none)				
<input type="text"/>				

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## 3. Proven Strategies

8. Please identify three strategies that had the most impact recruiting females to STEM programs, ranking them by most to least effective.

1.
2.
3.

9. Describe the impact that these top three recruitment strategies had on STEM programs.

10. Has a strategy been tried that did not have the desired impact?

Yes

No

11. If "yes" to the previous question, please describe.

12. Is there anything else you would like to share with us regarding recruitment of females to STEM programs?

13. If you would like your institution to receive recognition for completing the survey, or to receive any additional information regarding this study, please provide your contact information below.

Data for individual institutions will not be reported in the survey or study results.

Recognition

Additional Information

Contact info (name, grant name/number, position, institution, email)

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## 4. Thank you for your participation!

Once again, we will make the results of the survey available as soon as the responses have been collected and the data has been analyzed. After the data has been posted, we will send a link to these results.

Our final report will become available in September 2008. If you wish to participate in a workshop on recruitment, including a preview of the results of this survey, we encourage you to attend the WEPAN conference in June 2008. Follow this [link](#) to the WEPAN website for more general and registration information. Our workshop will take place at the [pre-conference](#) held on June 8, 2008.

Thank you so much for participating in this survey. Please feel free to contact us for more information about this grant.

Contact info for the survey:

P. A. Nelson  
Researcher  
NSF Recruitment Research Project  
Edmonds Community College - MST  
20000 68th Avenue West  
Lynnwood, WA 98036-5999  
(425) 640-1966  
[peter.nelson@edcc.edu](mailto:peter.nelson@edcc.edu)