

Recruiting and Outreach

presented by Jacob Urquidi

Chair, recruiting/retention

- **It is my strong belief that Recruitment, Outreach, and Retention are deeply intertwined and when one suffers the others do as well.**
- **I would like to see a strategy that involves building personal relationships with educators, their students, and their parents. Not only in Las Cruces but regionally as well, with a particular focus on the greater El Paso area.**
- **We need to be honest about our demographic and aware of the pivotal role that parents and grandparents play.**
- **We need to be committed to the “Long Game”. There is no magical “quick fix incantation”. Trust and confidence take time but pay high dividends.**
- **This involves focusing our attention on elementary and middle school students and their families as well as community outreach and participation at all levels so that our University and our department in particular becomes THE desired option....not just a viable or pragmatic one.**

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- **The Physics program is comprised of traditional physics majors as well as engineering physics majors**
- **January (1/10/2019) numbers had a total of 61 undergrad students**
 - **38 current physics majors**
 - **23 current engineering physics majors**
- **Although we had 6 new physics majors and 5 new EP majors we are still down from 68 in the Fall of 2018, though none graduated from either branch.**
- **This tells us we have a problem in the retention arena that needs to be addressed.**

Outreach

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- **The department is involved in several outreach endeavors that I would like to see increase in scope**
- **SPS attempts to attend and participate in all middle school science night programs**
- **I go out to elementary and middle schools and teach specialty subjects**
 - **I have been asked to participate in the afterschool STEM program at Tombaugh elementary; run by the college of education**
 - **This directly resulted in an invitation to STEM Fest 2019**
 - **I judge elementary and middle school science fairs**
- **We have a short summer program for high school students**
- **SPS hosts a Scouting merit badge one day jamboree for nuclear and atomic physics (second year)**
- **SPS hosts an annual “Physics Fun Day” (April 16 this year)**
- **I am reviving the Physics Olympics that we used to have in the early 2000’s**
- **I am trying to put together an applied electronics afterschool program for the coming Fall**

Recruitment

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• **The end goal of all of this is recruitment.**

- **This means some of those participating in outreach also need to be versed on an exciting career in Physics or Engineering Physics and shamelessly share it with students as early as possible.**
- **This means having repeating events that regional students and parents can count on attending and/or participating in**
- **In short, this means pounding the pavement...**
 - **Talking to parents, teachers, civic organizations**
 - **Getting local business leaders involved with scholarships specific to Physics and Engineering Physics**
- **I have observed throughout the years that students who actively participate in a department are less likely to jump ship. I think that an active outreach and recruitment program can also help to solve some of our retention issues.**