

Recruiting Broadly

Barbara Tewksbury

Hamilton College

Proposition

- Humanities and social science departments have been successful in selling their majors as outstanding preparation for diverse fields
 - How many philosophy majors intend to become professional philosophers??
 - Science departments focus on preparing future scientists
 - We have missed the boat
-

Proposition

- We have nothing to lose and everything to gain by actively recruiting students to major in geoscience regardless of their career intentions.
-

If we could recruit majors with more diverse career paths

- Advantages for the Department
 - Broader pool to recruit from
 - Opportunity to attract outstanding students
 - Ultimately more majors
 - Focus for re-thinking departmental goals and curriculum
-

If we could recruit majors with more diverse career paths

□ Advantages for the Students

- Good training if they want to be geoscientists
 - Preparation beyond geoscience skills and knowledge
 - First-hand experience in evidence-based thinking, systems thinking, data collection and analysis, quantitative approaches, clear and concise writing, oral presentation, working in teams to solve problems
 - Possibility to be a gold collar worker (trained in science but with graduate training in business)
-

If we could recruit majors with more diverse career paths

□ Advantages for Society

- More doctors, lawyers, politicians, business people with rigorous training in geoscience
 - More citizens able to make informed decisions involving geoscience issues
-

What does it take to make this successful?

□ Department atmosphere

- Faculty attitudes are critical; need buy-in from all faculty
 - All career trajectories must be equally valued
 - Can't have "real" geology majors and the "others"
 - Can't consider non-geologist grads as "failures"
 - Language is important
-

What does it take to make this successful?

□ Curriculum issues

- Intro courses need to be intellectually engaging and broadly attractive
 - The best faculty must teach intro courses
 - Attractive mid-level elective courses can give students a chance to try out more geology
 - Having flexible requirements is helpful
-

What does it take to make this successful?

□ Course issues

- Need to re-examine what we're trying to accomplish in our courses
 - What choices have we made, and are we trying to clone ourselves?
 - Need to make courses more useful to all students
-

What does it take to make this successful?

- An active recruiting strategy
 - Find out what the admission requirements are for law school, med school, business school, public policy grad school
 - Make sure that all faculty have accurate information to answer questions
 - Have ready examples of how a geo major can prepare someone for alternative career paths
 - Keep track of what all your alums are doing, not just the geologists, and value them all
-

What does it take to make this successful?

- An active recruiting strategy
 - Develop a departmental recruiting brochure
 - Emphasize diverse career trajectories
 - Provide information for first year advisors
 - Provide ammunition to help students convince their parents
 - Develop an effective “dog and pony” show for intro courses; aim it broadly
 - Actively recruit individual students
-