Recruiting Broadly

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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