

Developing an Undergraduate Major Committee Meeting 10 November 2017

Update on identifying focus groups

- Collins High School - Cini has contacted Rick Blas who is a teacher at Fort Collins High School and will follow up with administrators to get permission to hold a focus group with students.
- Ag Ambassadors-Cini contacted Shannon Archibeque-Engle, the Ag Ambassador advisor, who suggested holding focus group after one of their scheduled meetings, either November 15 or November 29, 5:30-6:30.
- Fossil Ridge High School - **Cris** will follow up with contact at to see about holding a focus group with their students.
- FFA in Longmont - **Cini** will follow up with Lauren Hart
- Biology students – Cini will follow up with Donna Weedman to see if it will be all right to recruit students from biology courses for one or more focus groups.

Develop focus group questions

- Identified three general areas we are interested in learning about
 - What do potential students want to get out of their university education?
 - How important is having skills and knowledge that will make them employable?
 - What type of learning environment do they want, lecture or experiential?
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 - Ask ourselves, “What are the fundamental aspects we want to get at?”
 - Need 3 big questions
 - Different questions for different groups, but same three “big buckets”
- Who are the strategic partners to help hone the questions (topics)?
- Develop discussion guide (Karen needs a few hours to do this).
- Logistics, supplies, means to record and incentives for focus groups (committee)

Discussed questions

Some points made about what the name of the major should be:

The name should be something that will sell their skills later on. What are other names of majors that exist? Having a very unique name that is not easily recognized may not be helpful to students.

Begin developing curriculum

Started some discussion about structure of major.

Cris explained utility of having first two years very general then students selecting area in which to focus and go more in depth during second 2 yrs.

- Seminar in first or second year to expose students to breadth of career possibilities
- Need 1st year experience to build cohort

Program coursework and other components (Todd, Andrew, Kirk, Cris)

- Student Learning Outcomes

Timeline for next meeting (Cini)

Next meeting will be Wednesday, November 15, 10 am, C005 Plant Sciences

For the next meeting...

Focus group questions and planning

What additional information can we gather now?

- University initiatives that have taught us a lot about CSU students
 - *2006-16 Student Success Initiative 1*
 - Goals to increase enrollment, help students stay here once they come
 - *Student Success Initiative 2 – starting now*
 - We are not going to increase retention by limiting enrollment
 - Big dropoff when students choose a major. They don't find a place that feels like home to them
 - Look at SOURCE about SSI, 2 articles. Paul Thayer.

Question: How have student numbers in different majors, especially Biology, changed as the number of students in the university has increased?

Continue work on developing curriculum

Begin exploring marketing

How to entice students to choose this major?

- We need to market it...
- Want them to say, "That looks cool!"
- Could pitch it as a non-human biology major
- Outreach to educate possible majors about our program and all it has to offer.
- Naming and description of courses is important!