

**Developing an Undergraduate Major Committee Meeting
15 November 2017, 10 am, E005 Plant Sciences**

Focus group update

- Review discussion guide with Karen Falkenberg, Th, 11/16, 8 – 9 am, 123 Plant Sciences
- Hold ~4 focus groups now, 2 -4 more after evaluating what we learn, revising questions, etc.
 - Ag Ambassadors- November 29, 5:30-6:30.
 - Fort Collins High School.
 - Fossil Ridge High School
 - FFA in Longmont
 - Biology (and other) undergrads (1 now and 1 or more later?)

Step back: Are we convinced that a major for our department will be viable? (sub-committee list)

Next steps

Review peer institution programs (Cris)

Explore literature and CSU initiatives to document and provide rationale for major

- 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.

Data from Institutional research about patterns of student enrollment over the last decade or so

Begin developing curriculum

- Student Learning Outcomes (SLOs)
- Backward design
- TILT resources (tif files of slides)

Begin exploring marketing

- Menon re business school assistance

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!

Next meetings will be:

- **Thursday, November 16, 8 – 9 am, 123 Plant Sciences**
- **Wednesday, November 29, 10 am, C005 Plant Sciences**