

WyoVita (Faculty 180) Tip Sheet



How to Enter UW Community Marketing and Recruitment (April 2020)

Student recruitment is a high priority for UW. This is an opportunity to document your events which support UW student recruitment goals. Examples would be UW Signing Days, organized visits to campus, career workshops/talks, etc. This tip sheet focuses on how to enter contacts you reached through UW Community Marketing and Recruitment. UW Community Marketing and Recruitment is reported under the UW Extension-Educational Programs and Contact Reporting section.

TIP: It is not necessary to enter each event and the contacts individually, group them as it makes sense based upon your role and the type of activity. In some instances two entries will be needed.

When reporting UW Community Marketing and Recruitment you will **ALWAYS** complete the fields listed below. Your role in providing the opportunity will determine how to report the information. If your role was limited to organizing or coordinating the event the fields below are the only ones necessary to complete. If you taught a workshop, there will be additional fields to enter which are described toward the end of this tip sheet.

- A – Reporting Timeframe
- C – Program Description/Educator Role
- F – UW Community Marketing and Recruitment
- H – Number of Participants and Demographic Information

Reporting Timeframe:

To capture the calendar year, select J Term for the start semester and Fall for the end semester. Remember to select the appropriate year in which you are reporting.

A Select Reporting Timeframe

| | | |
|---------------------------|--------|------|
| Start Semester* | J Term | 2020 |
| End Semester* | Fall | 2020 |
| Provide Information Below | | |

Program Description/Educator Role:

Briefly describe the UW Marketing and Recruiting effort and your role.

C Program Description/Educator Role

Program Description/Educator Role: How long was the program? Was it a one time workshop or a series of classes? Describe special activities that you helped plan and coordinate for the public (Farmer's Market, Resource Fair, Ag & Garden Expo, Field Day, Open House, Jackpot Show, Co-identify collaborating partners.

| | |
|-----------------------------------|--|
| Program Description/Educator Role | + 11pt B <i>I</i> <u>U</u> [List, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink] |
| | Collaborated with UW Admissions to conduct Signing Days at two high schools. P 12 WORDS |

UW Community Marketing and Recruitment:

TIP: This part is about the NUMBER of events/visits. The number of participants will be reported in H - Number of Participants and Demographic Information

F UW Community Marketing and Recruitment

| | |
|---|----------------------|
| # of Facilitated events in home county to create excitement about higher education and attending UW | <input type="text"/> |
| # of Facilitated visits for youth and their parents to UW campus | <input type="text"/> |
| # of Facilitated visits for youth and their parents to the College of Agriculture and Natural Resources | <input type="text"/> |

Participant Numbers and Demographics:

Most UW Community Marketing and Recruitment efforts will involve DIRECT contacts. The number of youth and adult participants is required. Since it's not part of the civil rights demographics, make your best guess. Because it is required you do need to enter a number. For example, if you do not have any adult or youth participants you will need to enter 0.

The number for gender, ethnicity and race must equal the total number of participants. If participants have not self-disclosed their demographic information, you would enter the number of participants in the "Did Not Respond" line.

H Activity Classifications

| | |
|--|----------------------|
| # of Adult Participants* ? | <input type="text"/> |
| # of Youth Participants* ? | <input type="text"/> |
| # of Female Attendees ? | <input type="text"/> |
| # of Male Attendees ? | <input type="text"/> |
| # of Self Described ? | <input type="text"/> |
| # of Did not respond (Gender) ? | <input type="text"/> |
| # of Hispanic ? | <input type="text"/> |
| # of Non-Hispanic ? | <input type="text"/> |
| # of Did not respond (Ethnicity) ? | <input type="text"/> |
| # of American Indian or Alaskan Native ? | <input type="text"/> |
| # of Asian ? | <input type="text"/> |
| # of Black or African American ? | <input type="text"/> |
| # of Native Hawaiian or Other Pacific Islander ? | <input type="text"/> |
| # of White/Caucasian ? | <input type="text"/> |
| # of Two or More Races ? | <input type="text"/> |
| # of Other Race ? | <input type="text"/> |
| # of Did not respond (Race) ? | <input type="text"/> |
| # of indirect contacts ? | <input type="text"/> |

If you taught a workshop that supports UW Community Marketing and Recruitment, complete the following parts as you would for any other educational program.

- A – Reporting Timeframe
- B – Educational Program Information
- C - Program Description/Educator Role
- D – Teaching/Program Results (if gathered)
- F – UW Community Marketing and Recruitment
- H – Number of Participants and Demographic Information

If you conducted **an event for UW Community Marketing and Recruitment that was part of another event**, it will require two entries so that the program participants are reported separately. WESTI Ag Days is a good example. As part of WESTI Ag Days, an Ag Career Event for Youth and Parents was offered. The Ag Career Event required pre-registration and included dinner and an opportunity for participants to visit with college and industry representatives in an informal setting. In this case you would complete an entry for WESTI Ag Days and complete a separate entry for the Ag Career Event for Youth and Parents.

TIP: Connect the two events by including the title of the “bigger” event in the Title of the Program/Activity field.

An example of what the entry for the Ag Career Event held during WESTI Ag Days would look like is below.

B Educational Program Information

Educational Program Information: Because of the potential for interdisciplinary work, the program areas are grouped in a dropdown menu that best fits your programming. If the program does not fit one of the NIFA planned programs, please


| | |
|--------------------------------------|--|
| Programing Area | Other |
| Title of Program / Activity | Ag Career Event for Youth and Parents WESTI Ag Days |
| Start Date | 2020-02-11 |
| End Date | 2020-03-11 |
| Contact Location | State |
| Number of Programs Taught | |
| Number of Instructional Hours | 2 |
| Number of Collaborative Partnerships | 12 |

C Program Description/Educator Role

Program Description/Educator Role: How long was the program? Was it a one time workshop or a series of classes? Describe special activities or events that you helped plan and coordinate for the public (Farmer's Market, Resource Fair, Ag & Garden Expo, Field Day, Open House, Jackpot Show, Comm) identify collaborating partners.

| | |
|---|---|
| Program Description/Educator Role | + 11pt B <i>I</i> <u>U</u> [List Icons] [Link Icon] [Undo/Redo] |
| | Contacted area colleges and industry leaders to help with the event: Northwest College, Sheridan College, Casper College, Central Wyoming College. Animal Science, Research, Equipment Sales, Seed Production, Welding, Bee Keeping, Agronomy, Aviation. Managed the logistics for the Ag Career Event: registration, booth assignments, introductions. |
| P 44 WORDS | |

F UW Community Marketing and Recruitment

| | |
|---|--------------------------------|
|  # of Facilitated events in home county to create excitement about higher education and attending UW | <input type="text" value="1"/> |
| # of Facilitated visits for youth and their parents to UW campus | <input type="text"/> |
| # of Facilitated visits for youth and their parents to the College of Agriculture and Natural Resources | <input type="text"/> |

H Activity Classifications

| | | | |
|------------------------------------|---------------------------------|--|---------------------------------|
| # of Adult Participants* ? | <input type="text" value="12"/> | } 53 individuals participated in the Ag Career Event | |
| # of Youth Participants* ? | <input type="text" value="41"/> | | |
| # of Female Attendees ? | <input type="text" value="27"/> | | |
| # of Male Attendees ? | <input type="text" value="26"/> | | |
| # of Self Described ? | <input type="text"/> | | |
| # of Did not respond (Gender) ? | <input type="text"/> | # of American Indian or Alaskan Native ? | <input type="text" value="2"/> |
| # of Hispanic ? | <input type="text" value="2"/> | # of Asian ? | <input type="text"/> |
| # of Non-Hispanic ? | <input type="text" value="51"/> | # of Black or African American ? | <input type="text"/> |
| # of Did not respond (Ethnicity) ? | <input type="text"/> | # of Native Hawaiian or Other Pacific Islander ? | <input type="text"/> |
| | | # of White/Caucasian ? | <input type="text" value="43"/> |
| | | # of Two or More Races ? | <input type="text" value="5"/> |
| | | # of Other Race ? | <input type="text"/> |
| | | # of Did not respond (Race) ? | <input type="text" value="3"/> |
| | | # of indirect contacts ? | <input type="text"/> |

If you have additional questions about how to report events in UW Community Marketing and Recruitment in WyoVita, please contact Kim Reaman at kreaman@uwyo.edu.