

Indicate the level of activity in each row. Which of the following activities do faculty members in your department do to recruit non-major students to take history courses, to become history minors, or become history majors?

- Talk to current students in groups (e.g. address a classroom or event attendees)
- Initiate individual communications with current students (e.g. write a personalized letter or email, schedule an in-person appointment to talk to a particular student)
- Visit courses or events in another department or program to talk about history offerings
- Visit high schools
- Participate in a program for high school students on your campus
- Participate in a program with elementary school students
- Communicate directly with faculty or staff at community colleges whose students transfer to your institution
- Use social media (Facebook, Twitter, Instagram, etc)
- Distribute printed materials marketing courses (fliers, brochures, etc. distributed outside the dept. itself, beyond standard course catalog)
- Distribute printed materials marketing the history major (fliers, brochures, etc. distributed outside the dept. itself)
- Distribute online materials marketing the history major
- Produce and distribute non-textual materials (e.g. promotional videos, department-branded items or swag)
- Meet with academic advising staff to discuss the features and outcomes of the history curriculum
- Meet with career advising staff to discuss the features and outcomes of the history curriculum
- Participate in recruiting events on campus (i.e. tabling for history at first-year orientation events)
- Incorporate feedback from current and former history majors in revising the structure of the program or course offerings.
- Develop targeted web resources. Please consider sharing the url in Question 23 below.