

# Recruitment Factors Influencing the Undergraduate College Choice Process of Kansas State University Agricultural Education Students

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## Introduction

- There is a shortage of agricultural education teacher's nation wide.
- Universities are making improvements to recruitment plans to gain more agricultural education students in attempts to meet the demand.
- A better understanding of the college choice process is need to improve recruitment efforts.

## Objectives

- To examine the college choice process of students in the major in order to make improvements to the recruitment process.
  - Determine usefulness of information sources
  - Examine external influences
  - Examine student's college choice timeline

## Materials and Methods

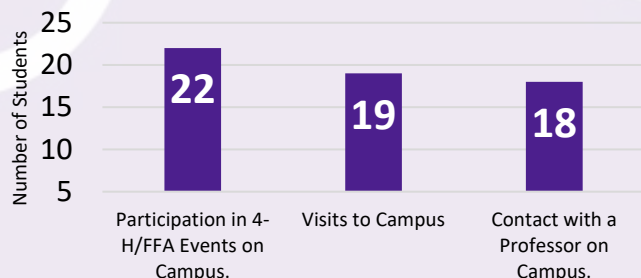
- **Research Instrument:** Modified from Bradford 2016 survey
- **Research Instrument Distribution:** Online Qualtrics survey
- **Total AgEd Students in Fall 2019:**  $N = 86$
- **AgEd Students Response rate:** 45% ( $n = 39$ )
- **Data Analysis:** SPSS 26
- **Limitations:** 45% response rate and one degree program represented

## Results

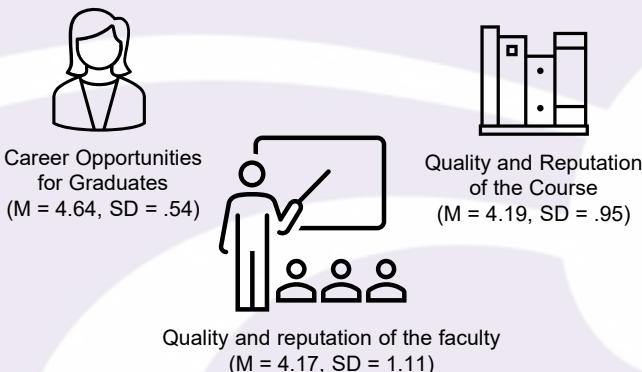
- **Respondents:** 15 freshmen, 9 sophomores, 6 juniors, and 9 seniors
- **Changed Major to AgEd:** 6 students
- **Started and Remained AgEd Major:** 33 students

## Results

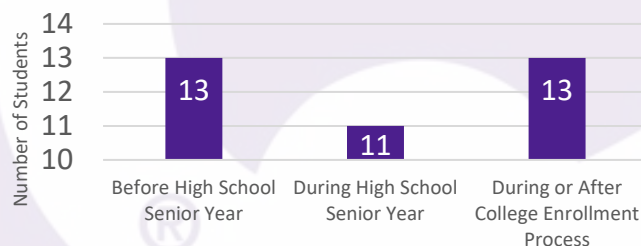
Very useful information used by students to make the college-choice decision.



External influences on the student's decision to enroll in agricultural education at K-State.



College-choice timeline of students currently majoring in agricultural education at K-State.



- **Most significant influencers ( $n = 20$ )**
- **High school agriculture teachers**



## Conclusions

- **Impactful:** Time spent on campus and contact with professors and other interactions with the major at off campus events
- **Students Care:** Preparation for employment was the highest rated external influence
- **Influencers:** High school agriculture teachers continue to be highly influential
- **Recruit early and often:** Recruit students prior to their senior year of high school, but then keep recruiting as they matriculate
- **Maintain While Innovating:** Keep doing all we can recruit! Take advantage of traditional methods, while looking for new ways to reach potential students.

## Acknowledgements

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