



ENGINEER WITHOUT BORDERS

RECRUITMENT AND RETENTION

PRESENTATION BY: MEI, NIK, GEORGE, ALEC, AND SAMIR

INTRODUCTION

- Recruitment and retention
- Differing target audiences (engineers vs. non-engineers)



REASONS FOR JOINING CLUBS

- Self-development
 - Build resume
 - Unique opportunities
 - Social interaction and stress relief
 - Improve academic confidence
- World development
 - Service to communities/university



BENEFITS OF JOINING CLUBS- LITERATURE REVIEW

- Astin's Student Involvement Theory
 - Extracurricular involvement positively correlated with GPA
- Lorina Iulia Culic et al
 - 88% of all students see clubs as a place to socialize and make friends

METHODS



- Conduct interviews
 - 3 e-board members
 - 2 general members
 - 2 EWB drop-outs
 - Provides a more in-depth analysis
- General Body Surveys
 - Get a general understanding of why people join/stay in the club

SURVEY QUESTIONS

- What is your major?
- What year are you at Northeastern University?
- How many years have you been in EWB?
- How do you learn about EWB?
- Why did you initially join EWB?
- Why have you kept coming to EWB?
- Any other benefits that kept you staying in EWB?

INTERVIEW QUESTIONS FOR EBOARD

- Why and how did you join EWB?
- Why do people hear about EWB?
- Why do people stay?
- What about EWB led you to take on extra responsibilities?
- Describe your outreach/recruitment process.
- What flaws or weaknesses do you perceive about retaining members?
- What are your hopes/worries concerning the club's future?
- How is EWB better than other clubs (more attractive)?

INTERVIEW QUESTIONS FOR GENERAL MEMBERS

- Why did you join?
- Why have you continued to show up?
- Do you feel like there's a spotlight on you?
- How do you feel about the possible mentorship within EWB?
- Have you gained technical skills?
- How are you enjoying EWB?
- Describe your current commitment level.
- What do you hope to gain from EWB?
- Would you consider taking on more responsibility in the future? Why/why not?
- How would you get people to come if you were in charge of recruitment?
- Do you think a lot of people know about EWB in classes and engineering?
- Do you know why people who know about EWB choose not to come?

INTERVIEW QUESTIONS FOR EWB DROPOUTS

- Why did you join EWB originally?
- What was the social environment like?
- Why did you stop attending?
- Was there anything you learned from the club that helped you after you left?
- Was there anything the club could have done to make you stay?

INTERVIEW RESULTS - RECRUITMENT

Draws to EWB:

- Gain and improve skills
- Building connections and networking
- Community Service
- Hands-on work and impact on real communities
- Name recognition

Reason for Recruitment:

- Freshman Orientation
- Fall Fest
- Interdisciplinary Advance Writing Course

INTERVIEW RESULTS - RETENTION

Reason for staying:

- Learn something new from every meeting
- Stress free environment
- Travel opportunities

Skills Gained

- Grant Writing
- Engineering
- Data Analysis
- Networking
- Public Speaking

Reason for leaving:

- Don't fit in schedule
- Difficulty in joining tasks
- Intense semester
- Burnout

E-BOARD INTERVIEW FOLLOW-UPS

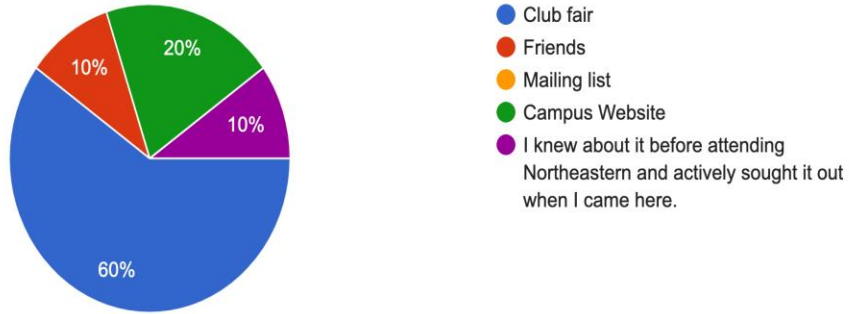
- E-board: Need replacement for project leads
 - Answer: Younger members are interested in becoming e-board members.
 - Answer: Some likely need the push that many current e-board members received.
- E-board: Unsure of how much general members are willing to contribute
 - Answer: The members that are retained are very committed to EWB and are eager to contribute.
 - Many members stay late during meetings.
 - Answer: The members that are unwilling to put in significant time and energy are the same ones that drop out.

EWB DROPOUTS INTERVIEW RESULTS

- Both joined for the club's mission to help serve a community
- Both enjoyed the social environment
- Both are Engineering majors
- Reasons for leaving:
 - Scheduling conflicts
 - Wanted to make an impact on a community within Boston
- Nothing would have made them stay due to outside factors

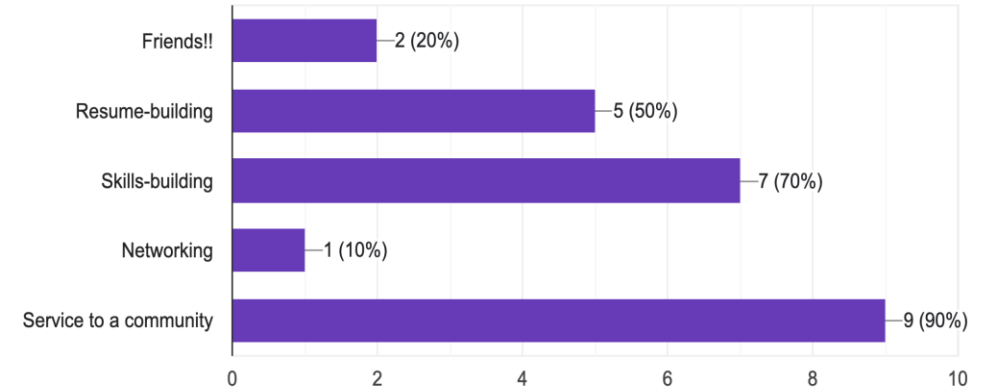
How do you learn about EWB?

10 responses



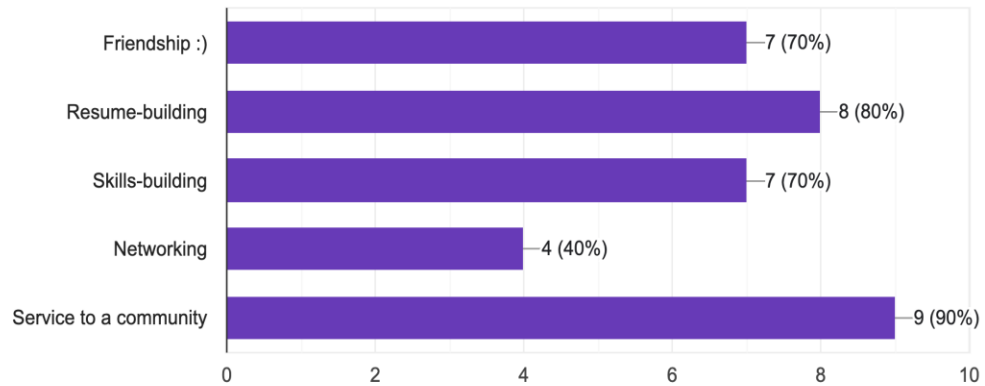
Why did you initially join EWB?

10 responses



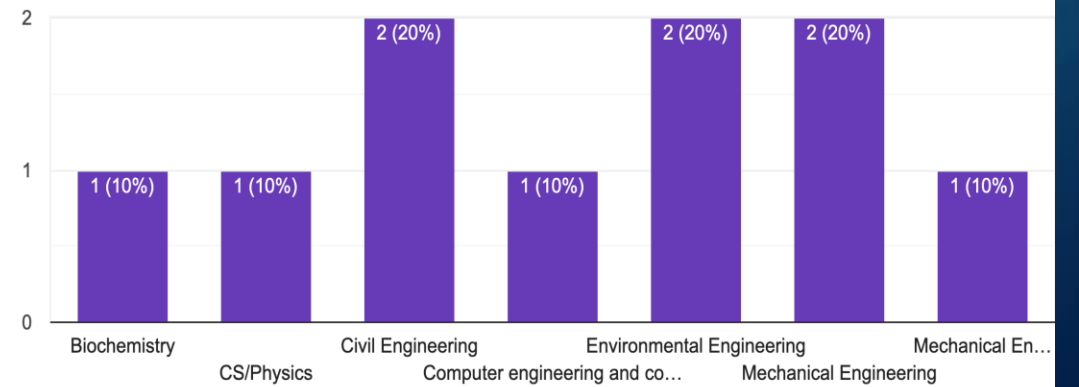
Why have you kept coming to EWB?

10 responses



What's your major?

10 responses



SURVEY RESULTS SUMMARY

- Social engagement is a large reason why people stay but not why they join in the first place
- Service to a community is the most impactful reason for joining/staying
 - Leaning into this fact could increase attendance and retention
- Club fair is by far the largest resource for recruitment
 - Other avenues could be explored for increasing recruitment
- Entirely STEM majors

SUGGESTIONS

Gaps

- Personal connections to non-engineering majors
 - Individuals promoting EWB are not reaching non-engineering majors
- Formalized methods of outreach to engineering majors
 - Although personal connections are effective, they aren't broad measures of reaching many students
- Organization of tasks during weekly meetings

Suggestions

- Implement posters and fliers in addition to 'tableing'
- Expand personal networking to professors, who can include a slide in lectures
- Decide whether passive, low-commitment members are valuable
- Develop a robust mentor system to help new members contribute to tasks and for e-board preparation
- Expand target recruitment to outside of COE, especially service-focused populations
- Provide examples in early meetings of ways that non-engineering majors can apply the skills of their major

CONCLUSION

- Joining clubs under self-development
- Personal relationships encourage members to stay
- Most members begin from freshmen orientation but doesn't target non-engineers
- Non-engineering majors need targeting

DISCUSSION

- Why did you join your student group?
- How do clubs fit into work/life balance for you?
 - Are they something you feel like you have to do or something you want to do?
- Does your schoolwork and extracurriculars reflect how passionate of a person you are?
- Do you think the culture of Northeastern has a hand in fueling ambition and confidence, or the hustler life and stress?



THANK YOU!