

## LIBERAL ARTS

### Recruitment and Social Media in IT and Computing-Related Disciplines

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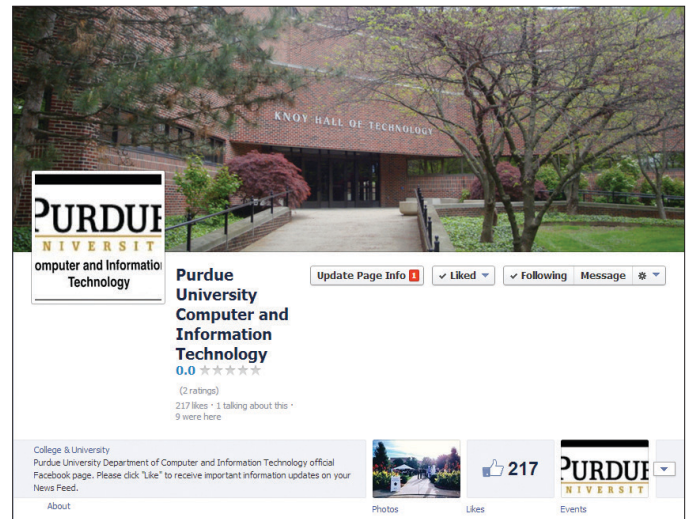
The industries of computing and information technology have been growing at a rapidly increasing rate, outpacing many other professions. The need for qualified individuals possessing the necessary skills to fill computing and information technology-related jobs has never been higher, and is expected to continue to grow over the next decade. For this reason, it is crucial for higher education institutions and universities to recruit and educate an adequate amount of students in these fields.

With the advent and widespread adoption of social media applications, marketing and recruitment strategies have adapted to focus on engagement and symmetrical, bidirectional communication with target audiences. This research will explore the use of several recruitment methods, primarily social media applications in the context of enhancing undergraduate recruitment for the Purdue Department of Computer and Information Technology (CIT). A quantitative analysis of first-time freshman undergraduate applications, admissions, and yield data from the 2008–2009 to 2013–2014 academic years revealed that there is a significant need for increased recruitment efforts on behalf of the department.

Since the discovery of this recruiting deficiency, social media pages have been created on Facebook, Twitter, and Google+ in an attempt to enhance recruitment. Future undergraduate applications, admissions, and yield data gathered after the implementation of social media

recruitment strategies will be analyzed in relation to 2008–2013 data. The overall effectiveness of social media recruitment efforts will be evaluated and adapted to the research findings. This research is ongoing, and requires future enrollment data.

*Research advisor Eric Dietz writes, “Joshua’s research on the application of social media tools for recruiting can save funding, reduce the need for faculty and staff time, widen publicity of our research, and allow us to meet our next cohort of students where they prefer to spend their time. The process that Joshua developed simultaneously can meet our needs and offer new insights into gaining the attention of our prospective students.”*



Purdue CIT current Facebook page statistics.