



How I Increased Enrollment by 53% Overnight

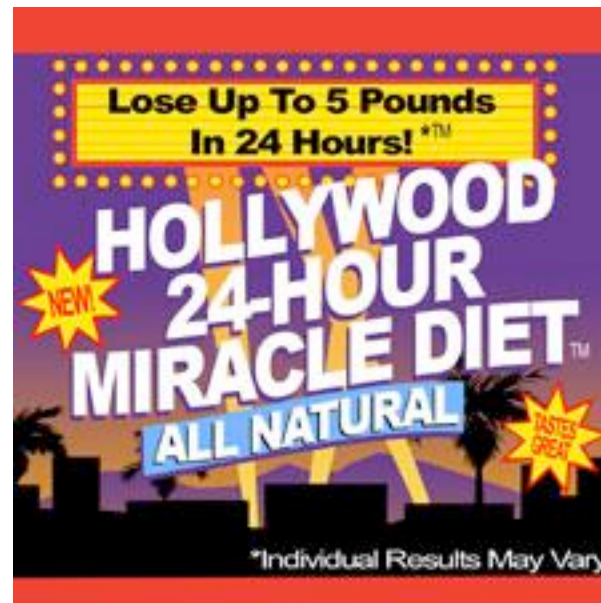


A Case Study

Presented by:
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Not to be confused with how I lost 5 pounds in 24 hours.





Mission Impossible?

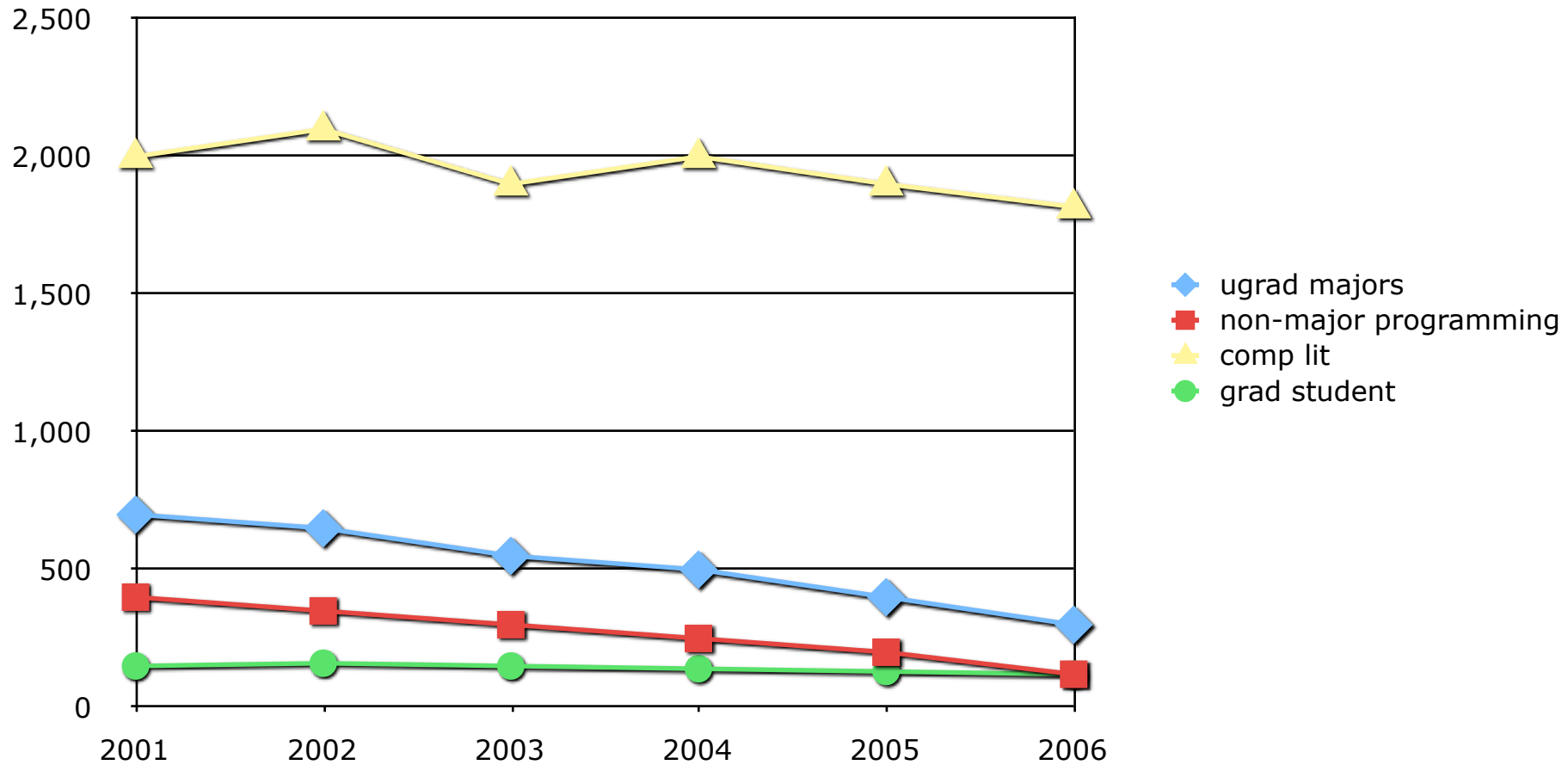


The Problem

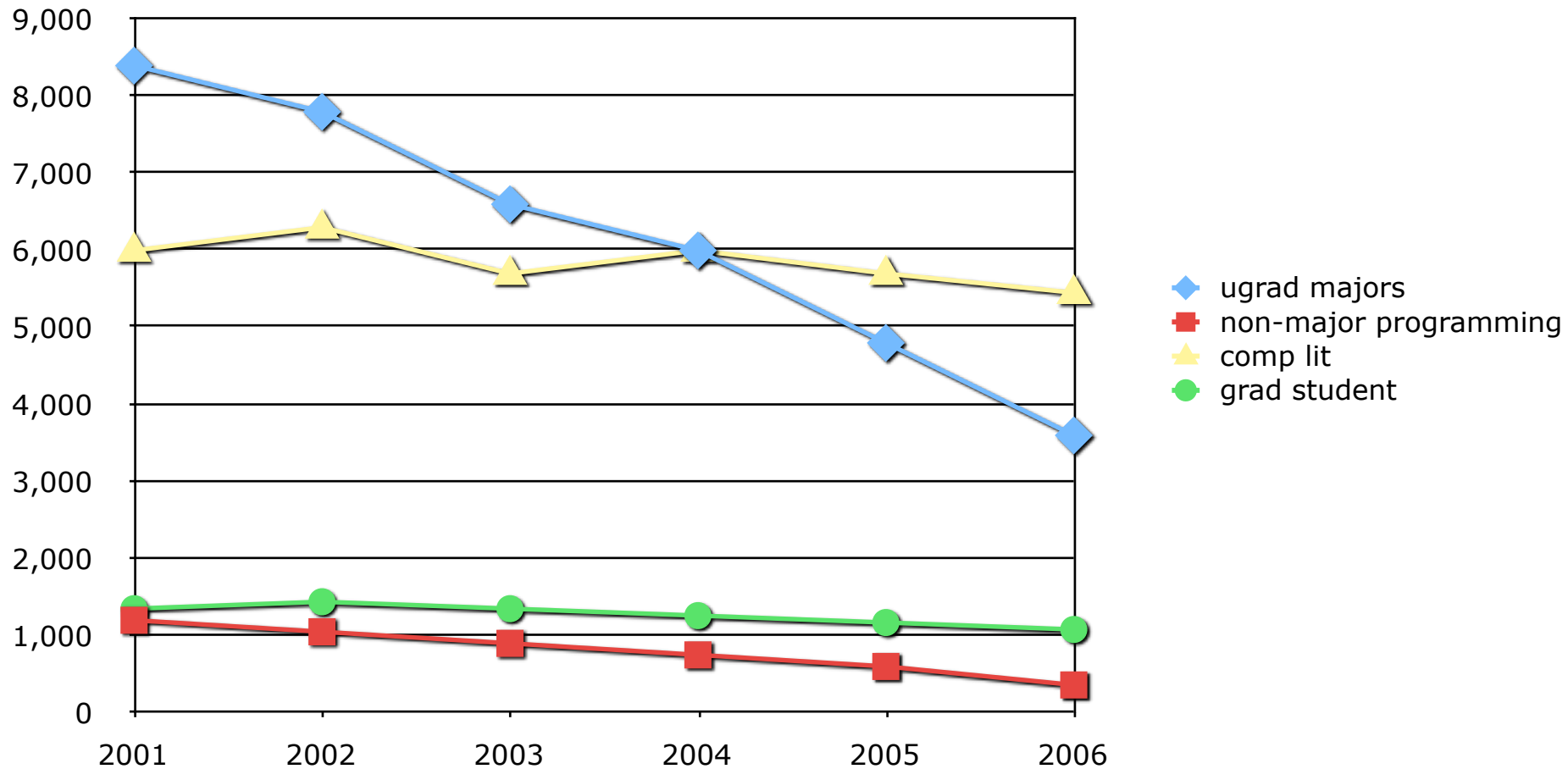
- Decreasing numbers of FSU CS majors and in class enrollment
 - CS Undergrad Majors down from 700 to 300 over six years
 - Enrollment in non-major programming classes down 70 percent over six years
 - Graduate and Computer Lit enrollment fairly stable



Number of Students



Number of CS Credit Hours





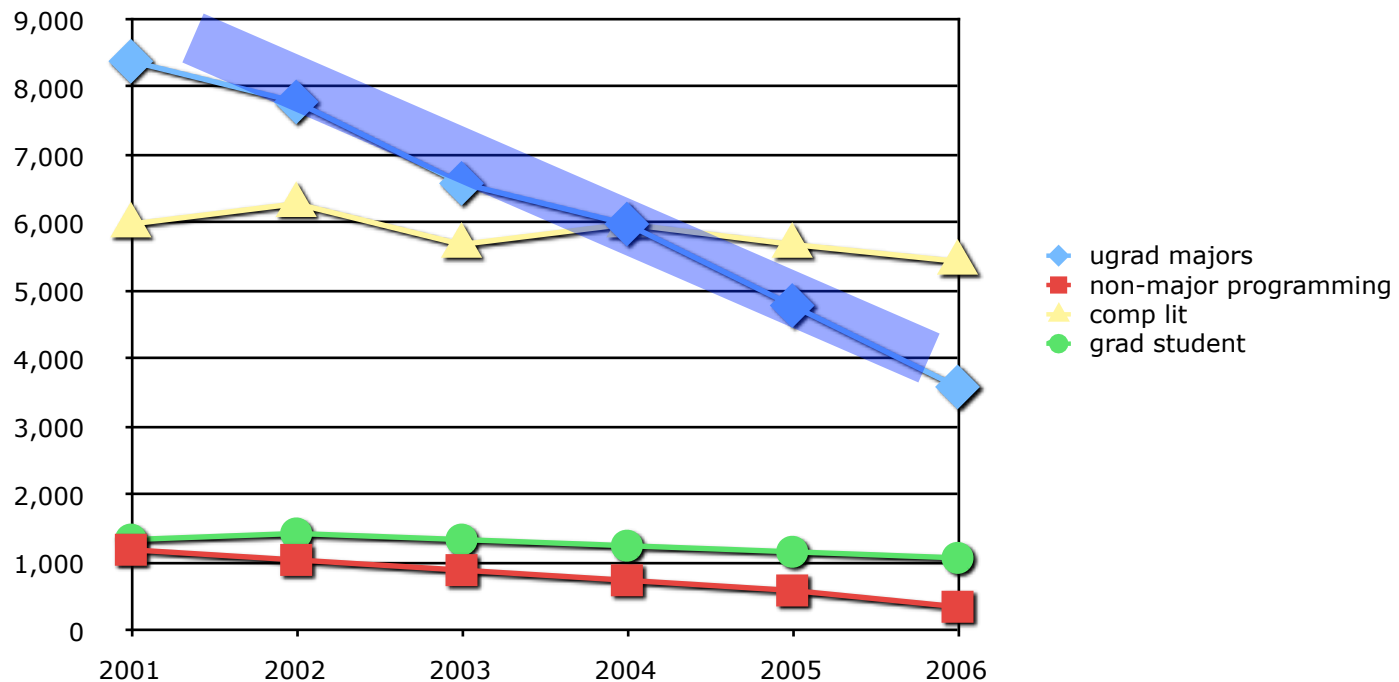
Common Solutions

- Debunk popular misconceptions
 - There ARE jobs for CS/tech majors
 - They pay well www.cs.fsu.edu/prospective/undergrad/whymajor.php
 - You don't have to be a geek
- Adjust curriculum to be more attractive
 - Add game programming
 - Decrease the rigor of the degree
 - Offer alternative degrees/tracks



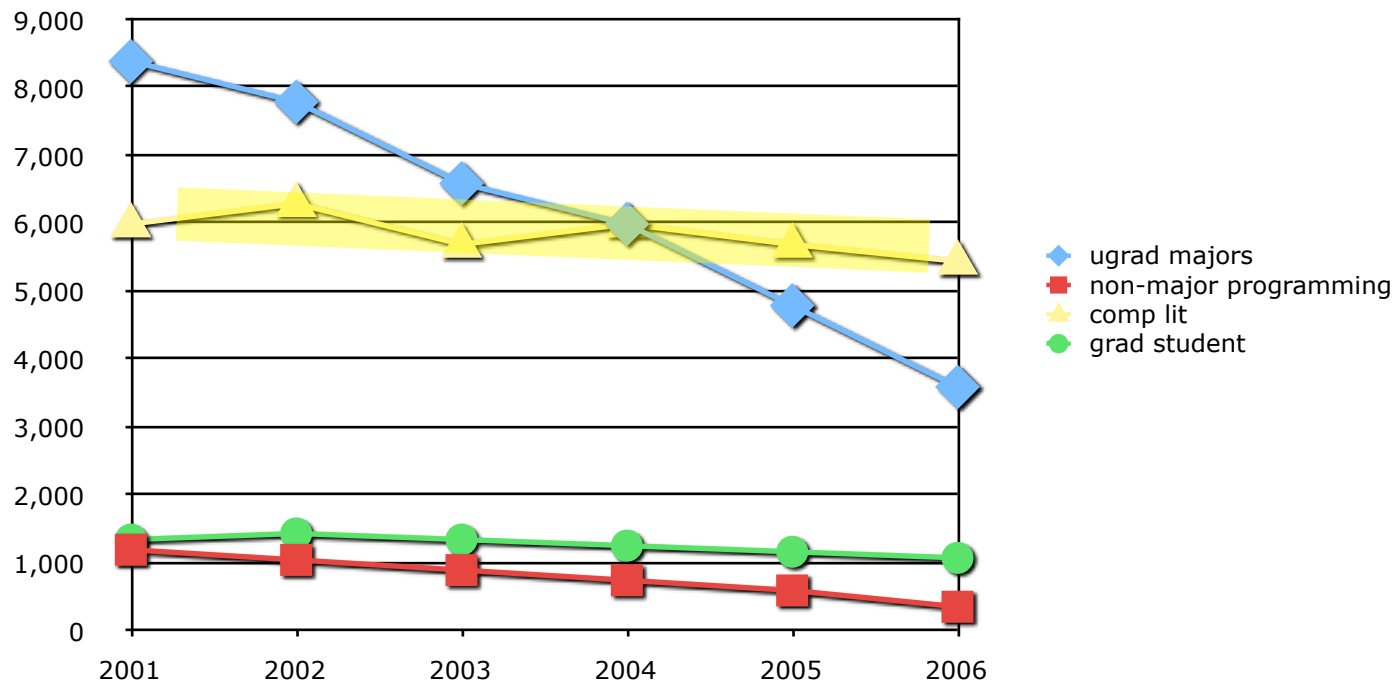
Common Solutions

- The focus of most common solutions is on recruiting undergrad majors



My Solution

■ Look to the non-majors





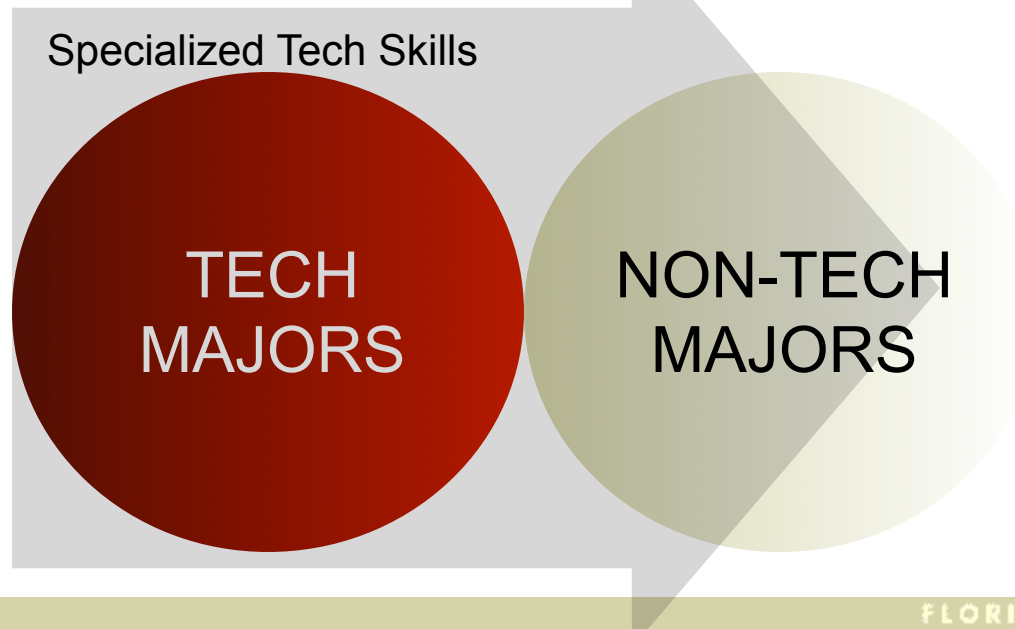
Why Non-majors?

- There are a bunch of 'em.



Why Non-majors?

- Specialized technology skills are gradually migrating to non-majors; they are becoming non-specialized





Attracting Non-tech Majors





What Interests Non-techies?

- Computer Lit
- MicroApps for Business
- Computer Lit II
- Computer Lit for Mac
- Digital Media and Communications
 - Music, Photography, Cell Phones
- PC Security and Maintenance
- Web Design, Development, Scripting

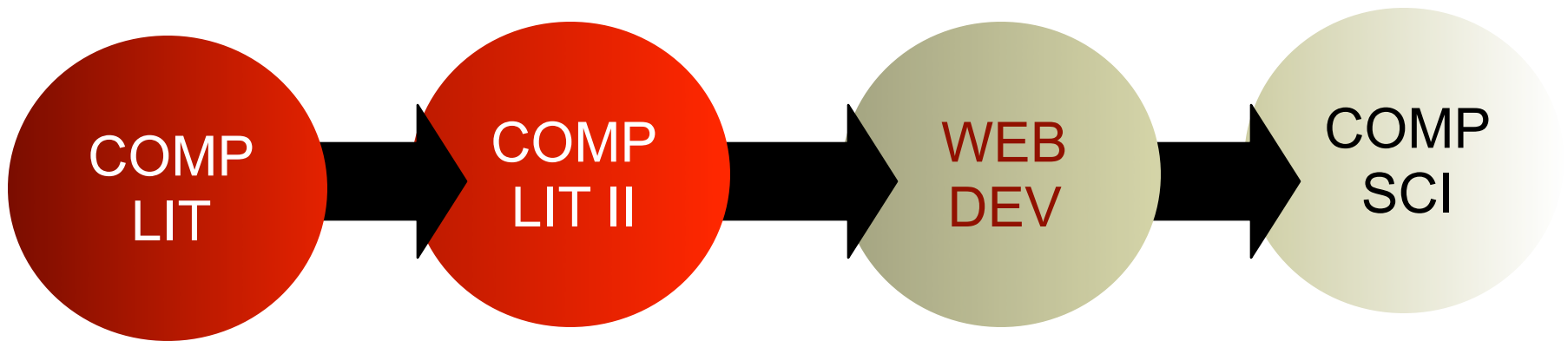


Demo: <http://service.cs.fsu.edu>



Course Sequences

- Creating courses that feed into each other is a good strategy.





Providing Infrastructure





Requirements

- Qualified Teachers
 - 35 Teaching Assistants, 4 of which are exceptional lead instructors
- Software
 - Build courses around software in labs
 - Students use trial versions
- Classroom Space
 - Mac classroom





Getting the Word Out



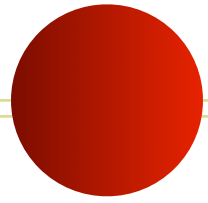


Marketing Strategy

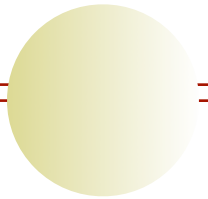
- Email to existing comp lit students
- Email to next semester's students after registration
- Email to Academic Advisors and Deans
- Word of mouth
- Newspaper ads

www.kenbaldauf.com/ads.htm

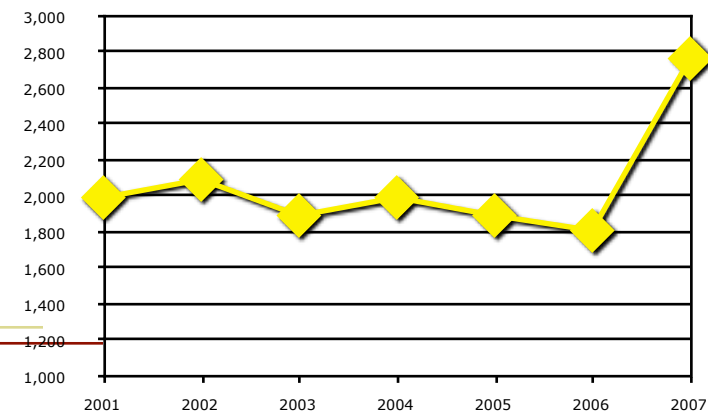




Results



Results



- Growth from 1,817 to 2,772 students
 - Comp Lit Online 399 → 944
 - Comp Lit Onground Maxed
 - Comp Lit Mac 24 → 124
 - Comp Lit II 102 → 191
 - Web Dev 24 → 50
 - Digital Media 40
 - PC Security 31

My Computer Lit Group is now referred to as the Service Group (non-programming).



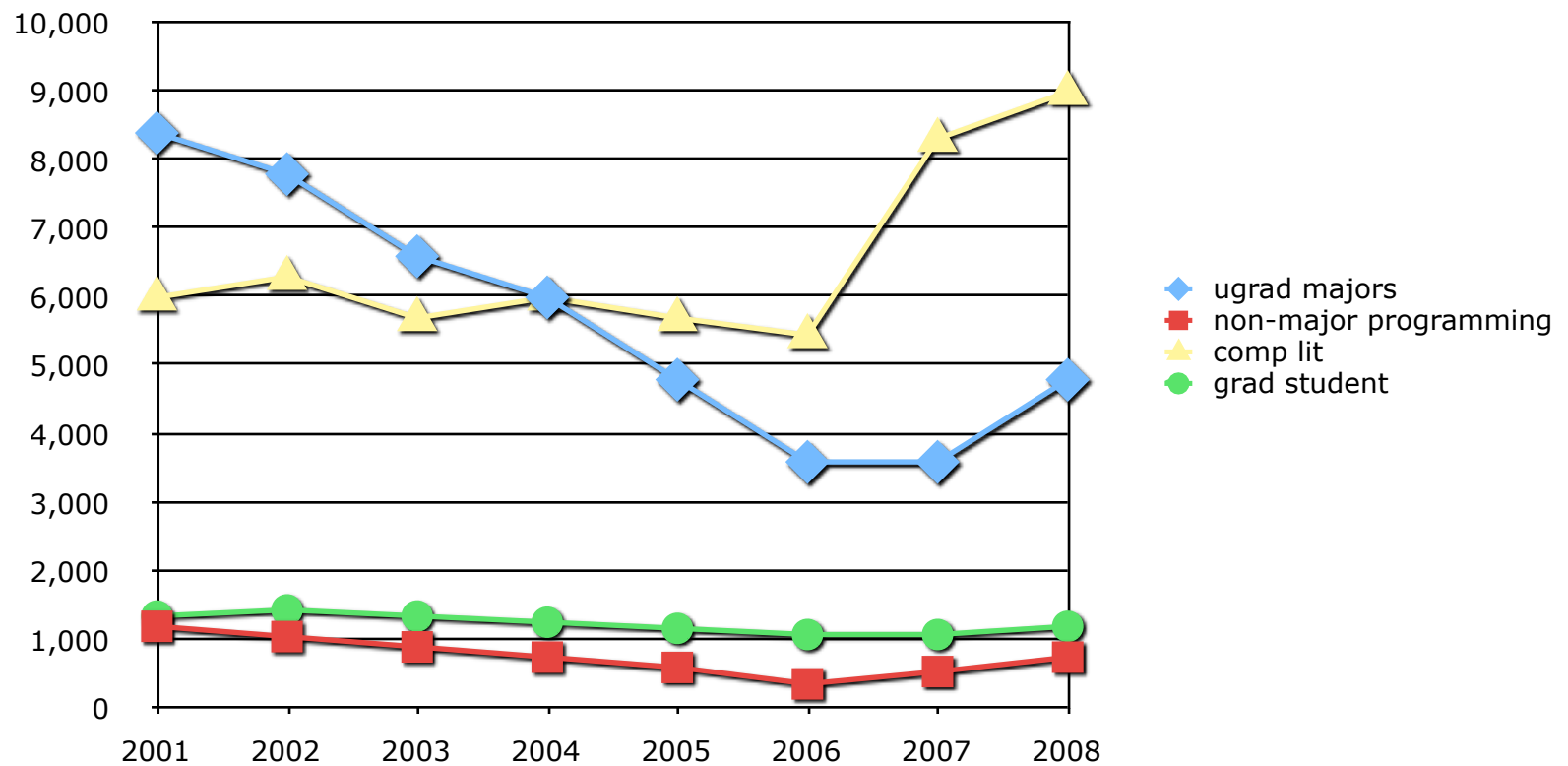


Conclusions

- There *is* interest in technology classes - more so than in technology majors.
- Increased enrollment in non-major classes fuels the degree program:
 - funds more grad student TAs
 - provides opportunity for recruiting into degree programs



An Optimistic Future





Future Plans

- Ads for programming classes
- Continued ads for non-programming classes
- More experimental classes





Thanks!

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