

0653236, Diane Rover, Monica Bruning, Frankie Santos Laanan, Steve Mickelson, and Mack Shelley, Iowa State University; Harry McMaken, Des Moines Area Community College, **SEEC: Student Enrollment and Engagement through Connections (SEEC)**

The goal of the SEEC project is to increase the number of engineering graduates at Iowa State University by approximately 120 per year. In addition, the percentage of women and minority graduates will approach 20% and 10%, respectively. The project is collaborative between Iowa State University (ISU) and Des Moines Area Community College (DMACC). Project objectives are designed within the areas of learning communities, curriculum, advising, networking, and evaluation. Activities are planned in each of these areas using a logic model approach that identifies resources, outputs, outcomes, and impact. In the first year-and-a-half of the project, progress has been made in developing partnerships. Connecting organizations and people leverages knowledge and resources and promotes strategic, sustainable approaches to meet recruitment and retention goals. For example, 140 community college students attended the Iowa State Engineering Career Fair; 55 DMACC students took EGR100; E-TEC Summits were conducted including over 100 ISU Extension staff; nearly 100 new scholarships are available annually to increase awareness and interest about engineering; and participation by incoming students in engineering learning communities increased to 85%. Project outputs such as these are the result of team efforts and partnering across the university and beyond, including collaborations with ISU academic and student affairs, university outreach programs, ISU Extension, statewide education initiatives, and community college programs. Given the scope of the project and size of the extended team, one of the challenges is communications. Sharing information and engaging stakeholders through various mediums paves the way for effective partnering and advancement of project goals. This year, new communications initiatives have included new recruitment and transfer program brochures, scholarship program postcards and web sites, project newsletters for the advisory boards and college constituents, articles in alumni and faculty/staff newsletters, conference presentations, summit-style meetings, sections in university reports, and a Facebook presence.