UTeach
Computer Science

AP CSP ENDORSED

UTeach CS Principles

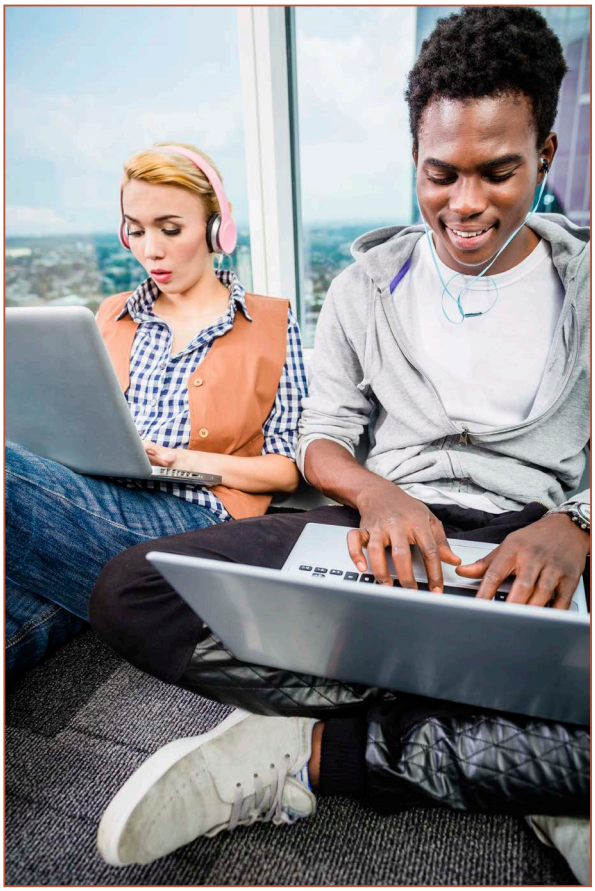
Personalized Student Recruitment Plan

uteachcs.org

The lack of diversity in computer science (CS) means that the products we enjoy as a society may not meet the needs of a diverse population. We need to attract a more diverse student body to CS education.

Course recruitment can be difficult in any subject, but especially challenging in a content area that has historically excluded certain groups. All high school students should be encouraged to take AP Computer Science Principles (AP CSP) as an introduction to computational thinking. The UTeach Computer Science Principles (UTeach CSP) curriculum is a College Board–endorsed curriculum that aims to broaden the participation of females and underrepresented minorities in computer science.

Each student who enters your classroom brings unique problem-solving perspectives and strategies that have been forged from personal experiences, cultural contexts, and academic interests. This document can help you develop your **Personalized Student Recruitment Plan**, focusing on effective ways to attract students to your AP CSP course.



- Percentage of women graduating with a CS degree in 2015: **19.2%** [1]
- Percentage of Hispanic/Latino students graduating with a CS degree in 2015: **9.1%** [2]
- Percentage of Black students graduating with a CS degree in 2015: **5.2%** [2]
- Students who take AP Computer Science in high school are **six times more likely** to major in computer science than those who do not. Black and Hispanic students are seven to eight times more likely, and female students are **10 times more likely** [3]

[1] U.S. Department of Education (2016a). Bachelor's degrees conferred to females by postsecondary institutions, by race/ethnicity and field of study: 2013-14 and 2014-15. Retrieved from https://nces.ed.gov/programs/digest/d16/tables/dt16_322.50.asp?current=yes.

[2] U.S. Department of Education (2016b). Bachelor's degrees conferred by postsecondary institutions, by race/ethnicity and field of study: 2013-14 and 2014-15. Retrieved from https://nces.ed.gov/programs/digest/d16/tables/dt16_322.30.asp?current=yes.

[3] College Board (2007). AP students in college: An analysis of five-year academic careers. Retrieved from http://research.collegeboard.org/sites/default/files/publications/2012/7/researchreport-2007-4-ap-students-college-analysis-five-year-academic-careers.pdf.

Computer Science Recruitment Strategies

Here are four helpful recruitment strategies, based on recommendations by the College Board[4] and National Center for Women & Information Technology.[5]

1. **Have a personal conversation with students or groups of students**. Talk to students on a one-to-one or one-to-few basis about how CS can affect their lives and their future careers. You can also visit other classes to talk with students about the exciting CS course offerings. Talking to groups of students can help them understand more about the course and the potential benefits of collaboration, computational thinking, and other course concepts in their future endeavors.
2. **Recruit students with a friend or group of friends**. Students fearful of trying something new are more likely to step out of their comfort zone with a friend or group of friends. Targeting specific, existing groups in your school, such as a sports team or an academic club, can be effective to bolster students' confidence about taking CS together. NCWIT has provided some flyers for teachers to use, located at https://www.ncwit.org/resources.
3. **Talk to parents**. Letters and information about your course can be distributed to parents at schoolwide events to help them understand the importance of CS to their children's future. Parents are very influential in students' lives, especially in the areas of career and college preparation. For more information, the College Board has created an AP Computer Science Principles Toolkit (https://advancesinap.collegeboard.org/stem/computer-science-principles/resources/toolkit) to help educators recruit students, parents, and administration.
4. **Talk to counselors**. AP CSP was created to specifically expose students to CS who typically may not have encountered it in the past. It is designed for *all* students. Counselors may not understand the emphasis placed on equity in the AP CSP course. With that knowledge and your collaboration, you can help counselors identify students who would benefit from taking your course. NCWIT has created some excellent resources for helping counselors understand the benefit of computing when recommending course selection. For more information, visit Counselors for Computing (C4C) at https://www.ncwit.org/project/counselors-computing-c4c.

College Board [4] has provided some answers to common challenges you may encounter as you speak to students:

1. *I don't want to be the only ____ (girl, minority, etc.) in the class*. Reach out to underrepresented students in groups that could take AP CSP together: sports teams, clubs, or other courses. Share stories of similar students who are enrolled in the course.
2. *I don't have any experience or a computer at home*. Students may think that they will need special skills or equipment to study computer science. This isn't the case for AP CSP. There are no prerequisites, and all work can be done with computers during class time.
3. *Computer science has nothing to do with my interests*. Students need to see their interests represented in the course. Share examples of how AP CSP can prepare them for success not only in computer science majors, but also in a variety of non-computer science fields like education, healthcare, community service, and activism.

[4] College Board (2017). Recruitment strategies for AP CSP. Retrieved from https://advancesinap.collegeboard.org/stem/computer-science-principles/recruitment-strategies.

[5] National Center for Women & Information Technology (2015). Recruit strategically: A "High Yield in the Short Term" workbook for attracting women to undergraduate computing and engineering. Retrieved from https://www.ncwit.org/sites/default/files/resources/recruitstrategicallyworkbook_web.pdf.

Personalized CS Recruitment Plan

Use this document to create a plan to help you recruit students to your AP CSP course. Use the strategies listed in the previous pages as well as the additional resources mentioned to develop a comprehensive plan for recruitment.

What population(s) will you focus your recruitment on and how will you tailor your recruitment efforts?

An example has been provided.

Population	How will you reach them?
Female	*Recruit in groups*

Who can help you recruit students?

Keep in mind: You do not have to recruit alone! Your counselors, Student Government Association, and other existing organizations can help in this effort. An example has been provided.

Organization/School Position	Point of Contact
School Guidance Counselor	*Jane Sabo – jsabo@mainhs.edu*

List at least three strategies you can use to recruit students.

Be very specific, listing details customized to your school and projected completion date. An example has been provided.

Strategy	Place of Recruitment	Complete By
Speak to Algebra classes about the benefits of AP CSP	*Mr. Smith's and Ms. Doe's classrooms*	*February 15*

I currently have ___ students enrolled in AP CSP and I would like at least ___ students next year.

For an editable version of this page, visit cs.uteach.utexas.edu/curriculum-and-teacher-materials

UTeach Computer Science

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