

# F AEIS News



## REMINDERS & DEADLINES

- The Fall 2020 Detailed Student Survey asks for various headcounts broken down by program, degree, gender, and ethnicity. The submission deadline is March 1, 2021.
- The Faculty Survey asks for faculty demographics and salaries. The deadline to submit the faculty data is June 1, 2021.

## GREETINGS FROM THE FAEIS OFFICE!

The Fall 2020 semester was an unprecedented semester in higher education. Colleges and universities across the nation responded to the COVID-19 pandemic while continuing their mission to provide quality education to their students. Institutions had to adjust their curriculum to fit the online structure. The move to majority remote instruction led to a decrease in enrollment for most institutions.

With your help and continued reporting, FAEIS will be able to capture the effect COVID-19 had on enrollment in the food, agriculture, natural resources, and family consumer sciences disciplines. The Fall 2020 detailed student survey contains multiple surveys: enrollment, degrees awarded, transfer, and placement. The deadline for submission is March 1, 2021. Please contact FAEIS if you have any questions.

This edition of our newsletter looks at how Agriculture Future of America, AFA, uses the FAEIS enrollment database to set engagement and recruitment goals.

## DESCRIPTION AND PURPOSE OF FAEIS

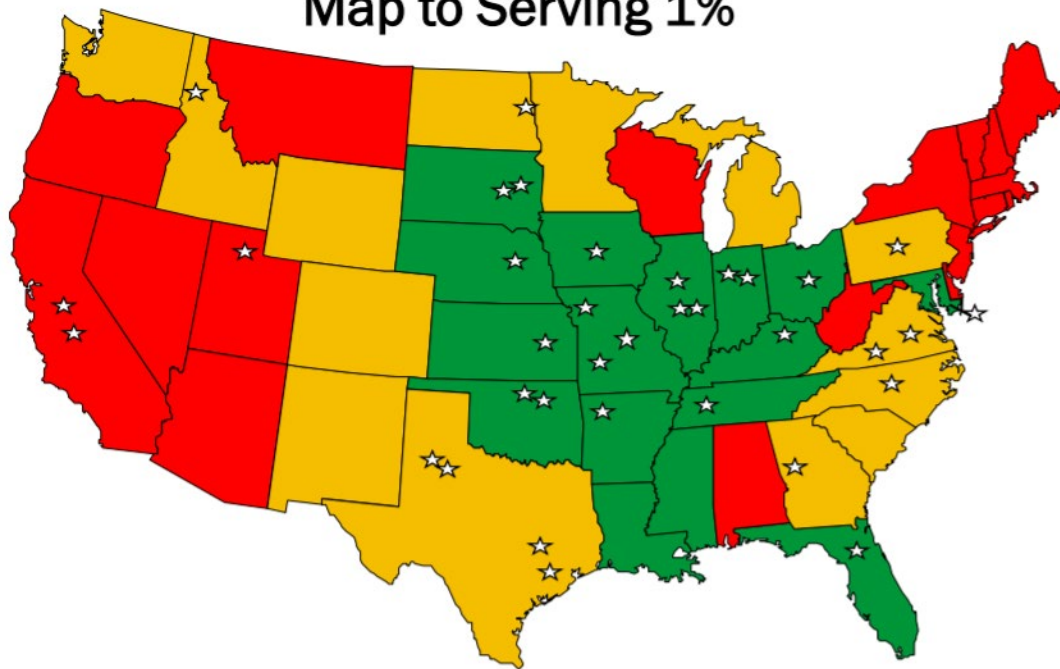
The Food and Agricultural Education Information Systems (FAEIS) is a national web-based database of student and faculty data. FAEIS provides empirical information for use in planning and coordinating efforts, directed towards supporting higher education in food science, agriculture, life and human sciences, and natural resources. If you need enrollment or degrees awarded data in those areas, email [faeis@vt.edu](mailto:faeis@vt.edu) your request.



# FAEIS DATA USE: SETTING ENGAGEMENT GOALS

AFA provides personal and professional development experiences for college students and young professional in food and agriculture. Focusing on personal assessment, communication, change management and lifelong learning, AFA develops professionalism, entrepreneurialism and intellectualism. AFA uses FAEIS data to set engagement, outreach, and recruitment goals, filtering down the FAEIS dataset to generate a report specific to undergraduate enrollment in colleges of agriculture. Using those enrollment numbers, AFA then sets its goal to serve 1% of agricultural students in each state.

### Map to Serving 1%



Updated on 10/26/2020  
Information based on **2016** FAEIS Enrollment Data  
Agriculture and Natural Resources Programs  
FY21 AFA Participation Data (excluding Food & Technology)

**Red** = Serving 0-49% of 1%  
**Yellow** = Serving 50-99% of 1%  
**Green** = Serving 100% or more of 1%  
★ = Student Leader Representation

AFA created the above color coded map to help identify where to focus their efforts to increase engagement with undergraduate students. Participation in the FAEIS survey helps AFA acknowledge geographic areas that need more resources to foster participation representative of the populations they serve at their conferences and events.



## Q&A WITH ASHLEY COLLINS

---



Ashley Collins serves as the Director of Collegiate Relations for AFA. In this role, she develops and executes strategies with universities across the country to promote AFA’s mission of building bridges for young leaders to foster engagement and innovation in food and agriculture. Ashley is a graduate of NC State University, with a bachelor of science in Agricultural Education, as well as a graduate of North Carolina A&T State University with a master of science in Agricultural Education.

### **Q: When did you first hear of FAEIS?**

A: In my previous role at AgCareers.com, we were publishing reports on the current status of employment opportunities in the Agriculture and Natural Resources industry. In these reports, we were comparing current entry level openings in the industry to the number of graduates available. I’ll be honest, our first attempt at getting the information was calling college by college – those were fun! In one of those calls, an associate dean mentioned using FAEIS to get a collective of the information rather than making all of those calls. The site became a very valuable resource as we conducted our research.

When I came to AFA in 2017, the organization was just entering into a strategic plan that included having 1% of the total students enrolled in agricultural programs engaged in AFA experiences. By serving 1% in each state, the organization felt we would accomplish diversity by geography, but also by major and ethnicity. AFA’s connections at the Association of Public and Land-Grant Universities suggested using FAEIS to discover state by state enrollment numbers. Luckily, I had experience with the system and could quickly pick up the analysis.

**Q: What data did you request?**

A: Undergraduate enrollment numbers by state, state totals by institution, and totals by institution type. We asked for data across a three-year span as well as the response rate in each of those years.

**Q: What did you do with the FAEIS data?**

A: AFA has created a visual tool we use to show, within each state, the number of undergraduate students attending our Leaders Conference and Leader Institutes during our fiscal year. Again, our goal is to have 1% of the students, enrolled in ag and natural resource programs across the country, participating in AFA programs. So the map is color-coded; the state turns green when we reach 1%, the state is yellow if we are somewhere between 50-99% of the 1%, and the state is red below 50% of the 1% goal. The map has become a critical tool in many of the day-to-day operations of our organization. Such as:

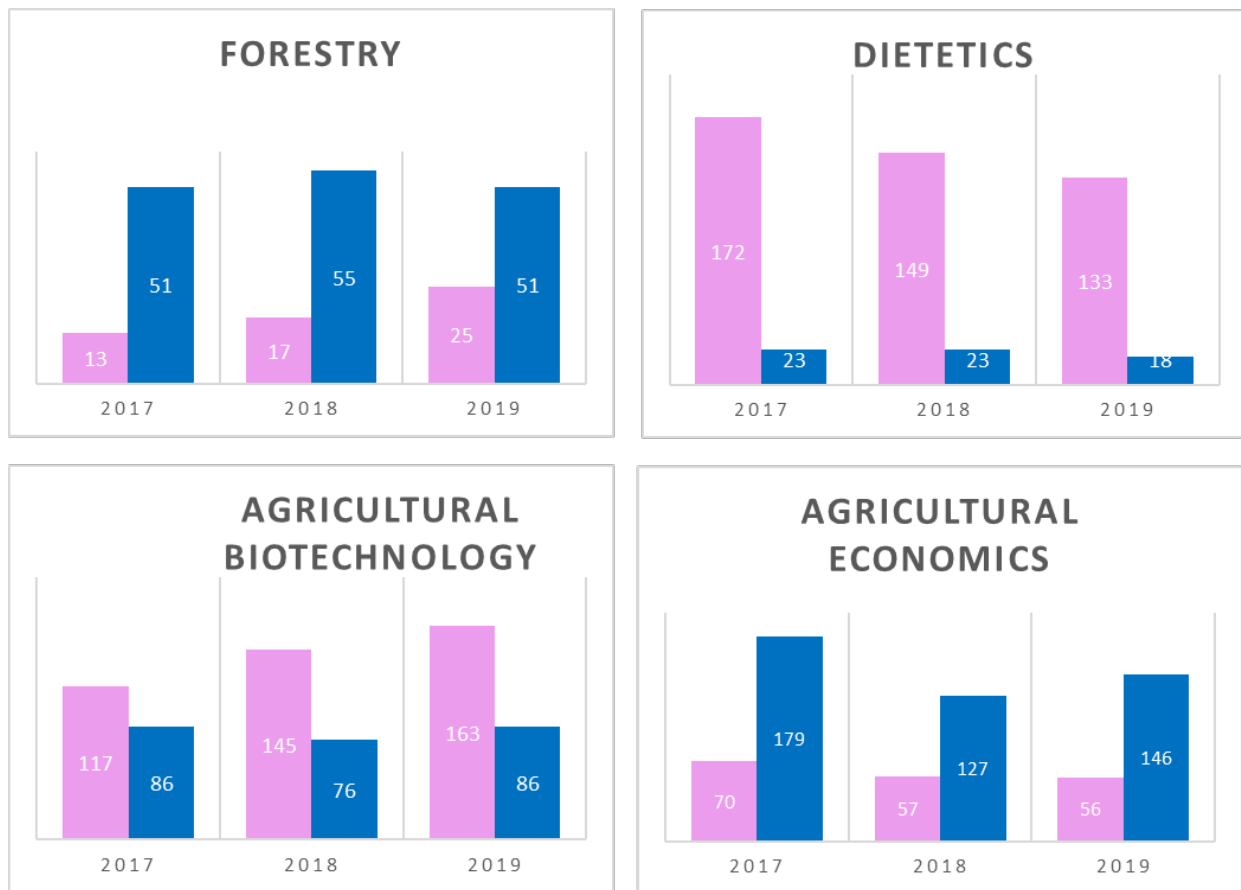
- Our Board of Directors are invested in helping us identify industry and scholastic partners in red and yellow states to help our database of influencers to grow.
- We use the data to create application goals for red and yellow states, as well as goals for maintenance in the states which are green. As we promote our events throughout the year, our marketing team will update data regarding the number of applicants we are receiving and make decisions to develop additional targeted marketing, such as paid social campaigns, and conducting personal outreach in red and yellow states that are lacking in numbers as we promote applications for each of our experiences.
- Our team of student leaders are engaged in the strategic plan and map, and use that knowledge to develop specific campus recruitment goals for their term.
- As we make plans to attend national conferences and tradeshow, or make campus visits, our team will often use the color-coding of the map as one piece of criteria in determining where our efforts are emphasized.

**Q: How would a higher participation rate in the FAEIS survey effect your work?**

A: We are currently using data from 2016, because of the three years we pulled, that year had the highest response rate which was 58%. However, I'll use Mississippi as an example, the only school reporting in 2016 was Mississippi State and they reported 437 undergraduate students enrolled, which seems low. Based on how we're using the data, that would mean we're aiming to have 4 students from Mississippi schools attend AFA experiences. In 2020, we had 6 students attend our programs, so that state is green. However, Alcorn is also in Mississippi - which we have a good relationship with - 2 of the 6 in 2020 were from Alcorn but their enrollment is not represented in our goals. Having higher participation would certainly help us to set more realistic goals to ensure we are serving a true representation of the population of ag and natural resource majors.

# SPOTLIGHT: UNIVERSITY OF KENTUCKY

The College of the Agriculture, Food and Environment at the University of Kentucky enrolls between 2,500 to 3,000 students every year. They offer a variety of program, including Forestry, Dietetics, Agricultural Biotechnology, and Agricultural Economics. In the graphic below, we look at the gender breakdown of those four programs for 2017, 2018, and 2019. Of these four programs at the University of Kentucky, we see that enrollment in the Dietetics program has the largest gender ratio difference.



## A SPOTLIGHT ON YOUR INSTITUTION

FAEIS would not exist without all of you so we want to make sure we show our appreciation! If there is something at your college that is happening that you'd like to share or advertise, please feel free to send us the information and any other relevant materials.

Contact us via phone at (540-231-4941), by email at [faeis@vt.edu](mailto:faeis@vt.edu), or tweet us at [@VTFAEIS](https://twitter.com/VTFAEIS)!

