**ENHANCING MALE ENROLLMENT THROUGH IMPROVED RECRUITMENT STRATEGIES AT XYZ UNIVERSITY**

**To: Director of Admissions**

**From: Tondelya Nekeisha Beaton, Policy Analyst**

**Date: October 6, 2024**

**Concern/Problem: XYZ University’s recruitment strategy is not effectively attracting male students, resulting in gender imbalance and affecting campus diversity and learning dynamics.**

**Executive Summary**

[Type your text here.]

**Statement of the Issue/Problem:**What underlying causes contribute to the gender imbalance in student enrollment at XYZ University, and what policy adjustments can address this disparity in recruitment practices?

**Policy Problem: Recruitment Strategy and Male Enrollment**

Data reveals that male student enrolment in XYZ University has been declining in the last five years; thus, the increase in gender imbalance in learning institutions affects the mixing up of students in class and the universality of the university campus. Recruitment methods such as campus tours, visiting high schools, and putting up advertisements, though used, only attract a few male students, suggesting that the strategies employed may not fully capture the requirements and anticipation of male learners (Carlsson et al., 2021).

Deficit and Excess Framework

Applying Bardach and Patashnik’s (2024) principle of Deficit and Excess, the issue can be articulated as follows: The shortage is the missing niche in the recruitment approaches that do not target male learners, which is accompanied by the surplus of general recruitment bias, which consists of women. It may also prejudice the university in a way that may help to worsen the enrollment imbalance since there may be a lack of especially recruitment personnel who can address these issues effectively from the outlook of male prospects.

Qualitative Analysis of the Root Issue

Qualitative feedback from stakeholders, including students, faculty, staff, and alums, has raised issues with the current recruitment strategy. Faculty members are also aware that gender imbalances, either within a classroom setting or in a group setting for a group assignment, hamper inter-group interactions and diverse opinions during group discussions (Carlsson et al., 2021). The respondents explained that men should be given more attention to brochures and other promotional material that does not reflect their interests and concerns. Such feedback indicates that there could be a problem with how male students are being recruited.

Current State of Recruitment (As-Is Condition)

However, it will be noted that the recruitment team at XYZ University is predominantly female, which may impact the effectiveness of the marketing efforts, mainly where the students being targeted are male. Existing recruitment strategies like conventional advertising methods and other normal extramural appeals have not increased male enrollments. It is a cross-cutting factor in the extent of conformity to the demographic strategic recruitment (Klysing et al., 2022).

Desired State of Recruitment (To-Be Condition)

The purpose is to introduce an equal and non-sexist recruitment method that involves male students without making assumptions or rushing to specific solutions. It entails a systematic evaluation of an organization's ongoing practices to consider new prospects for change to support students' diversity.

Rationale for Analysis

The rationale for addressing gender imbalance at XYZ University is deeply connected to the lived experiences of students and faculty, highlighting the need for a more nuanced approach to recruitment. Qualitative feedback from male students makes them feel a sense of underrepresentation compared to the current recruitment strategy, and hence, lesser enrollment makes them less engaged. From interviews, faculty pointed out that the gender makeup of a class affects class dynamics and a variety of thoughts that may adversely affect the quality of the curriculum. These ideas indicate the necessity of changing the hiring process approaches to meet students' demands and diversity and thereby improve the university's educational effectiveness and multicultural image.

**Evidence or Pre-Existing Policies**

***Enrollment Trends and Gender Disparity***

According to data from Science & Engineering Indicators 2022, there has been a nationwide trend over the past five years of a 5% decrease in the number of male students enrolled in higher education. This negative trend is reflected at XYZ University, where the number of male students enrolled has also decreased over the same period. On the other hand, female enrollment has only been rising moderately nationwide, even at XYZ University. These findings demonstrate a clear gender gap in post-secondary education, suggesting that institution-specific recruitment initiatives are required to redress this problem. If XYZ University is to reverse the trend and ensure that more males enroll, then the University has to find new and unique ways to attract male candidates. It could entail developing specific sensitizations, a more appropriate support structure, and rewording the recruiting materials to appeal to male high school seniors. It aims to work towards a balanced enrollment in schools and enhance equal opportunity for all candidates.

***Effectiveness of Current Recruitment Strategies***

The study "Stakeholders' Insights on Learning Analytics: In the survey entitled "Perceptions of Students and Staff" reveals that traditional recruitment strategies, such as general advertisements and offering campus tours, are less effective in attracting male students than females. More specifically, only 18 percent of male seniors reported that these traditional media influenced them, while 30 percent of the female high school seniors did. This difference implies that conventional practices ignore the male prospects and do not appeal to them. Feedback from XYZ University's current recruitment exercise supports this assertion that such measures have not significantly boosted the number of male students. The findings highlight the necessity for a change in recruitment strategies. Thus, XYZ University ought to find out how to present information to male students to get their attention and enable them to understand what is being taught. It may include the use of specific messages, particular event organizing, and other activities that would be more appealing to male students and motivate them to get involved. Thus, the University can increase its competitive advantage towards male high school seniors and, consequently, male enrollments.

***Comparative Analysis of Recruitment Approaches***

Analyzing the cases considered in the doctoral dissertation Growing the Tech Talent Pipeline in San Francisco, it is possible to state that the presented evidence seems sufficient to support the hypothesis of increasing the proportion of males enrolled in such universities through selective recruitment practices. Specific employed initiatives like male-focused, special programs and events have been observed to improve performance: universities have recorded upto 10% increase in male applicants. It remains a major revelation with significant implications for XYZ University to enhance its recruitment strategy. Consequently, XYZ University can address the current decline in male enrollment by self-organizing targeted intervention with strategies that concern male prospective students, for instance, organizing events that would be of interest to the male students as well as introducing outgoing programs that would capture their attention as compared to conventional outreach which does not appeal to the male students. Such evidence calls for a behavior change in recruiting processes where mass recruitment approaches are replaced with effective targeted ones. Such specific approaches could significantly enhance the number of male students' applications, thus reducing the gender gap and conforming with best practices in other universities

**Policy Options**

[Type your text here.]

***[Alternative #1 Label]***

[Type your text here.]

Advantages

* [Type your text here]
* [Type your text here]
* [Type your text here]
* [Type your text here]
* [Type your text here]

Disadvantages

* [Type your text here]
* [Type your text here]
* [Type your text here]
* [Type your text here]
* [Type your text here]

***[Alternative #2 Label]:***

[Type your text here.]

***[Alternative #3 Label]:***

[Type your text here.]

**Biblical Worldview Perspective**

[Type your text here.]

**Recommendation**

[Type your text here.]

**Sources Consulted or Recommended**

Bruggeman, K. (2020). Growing the Tech Talent Pipeline in San Francisco (Doctoral dissertation, Harvard University). https://ash.harvard.edu/wp-content/uploads/2024/02/techsf\_pae\_final\_draft\_bruggeman\_and\_baltodano\_1.pdf

This study discusses the measures that can be taken to enhance male enrollment in technology programs and includes real-life examples that can be applied to XYZ University's enticement program. This work is informative for identifying strategies for enhancing male uptake based on research-identified best practices in similar contexts.

Gray, G., Schalk, A. E., Cooke, G., Murnion, P., Rooney, P., & O'Rourke, K. C. (2022). Stakeholders’ insights on learning analytics: Perspectives of students and staff. Computers & Education, 187, 104550. https://doi.org/10.1016/j.compedu.2022.104550

This article's goal of offering insights into different types of recruitment practices and ways they can influence students' participation has been achieved. It provides relevant information for evaluating contemporary recruitment at XYZ University, especially about the high inefficiency of traditional methods and the possible advantages of selective ones.

Trapani, J., & Hale, K. (2022). Higher Education in Science and Engineering. Science & Engineering Indicators 2022. NSB-2022-3. National Science Foundation. https://eric.ed.gov/?id=ED619278

This source provides statistical data on enrollment trends in higher education, especially sex differences. The data helps to determine the general tendencies for national comparison and backs up the necessity of changed recruiting strategies with the help of the data on male enrollment decrease; this information is essential for comprehending XYZ University's difficulties.

**Appendix A**

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| **Project the Outcomes Matrix** | | | |
| **Topic:** | | | |
|  | **[Criterion #1 Label]** | **[Criterion #2 Label]** | **[Criterion #3 Label]** |
| **[Alternative #1 Label]**  **Alternative’s Overall Value:** [Type your text here.] | **Data Collection:**   * [Data item] * [Data item] * [Data item]   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] | **Data Collection:**   * [Data item] * [Data item] * [Data item]   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] | **Data Collection:**   * [Data item] * [Data item] * [Data item]   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] |
| **[Alternative #2 Label]**  **Alternative’s Overall Value:** [Type your text here.] | **Data Collection:**   * [Data item] * [Data item] * [Data item]   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] | **Data Collection:**   * [Data item] * [Data item] * [Data item]   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] | **Data Collection:**   * [Data item] * [Data item] * [Data item]   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] |
| **[Alternative #3 Label]**  **Alternative’s Overall Value:** [Type your text here.] | **Data Collection:**   * [Data item] * [Data item] * [Data item]   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] | **Data Collection:**   * [Data item] * [Data item] * [Data item]   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] | **Data Collection:**   * [Data item] * [Data item] * [Data item]   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] |

**Alternatives**

**[Alternative #1 Label]**

[Type your explanation here.]

**[Alternative #2 Label]**

[Type your explanation here.]

**[Alternative #3 Label]**

[Type your explanation here.]

**Criterion**

**[Criterion #1 Label]**

[Type your explanation here.]

**[Criterion #2 Label]**

[Type your explanation here.]

**[Criterion #3 Label]**

[Type your explanation here.]