

PROJECT SUMMARY

Purdue's Nationally ranked Co-op program provides students with opportunities to gain 1-2 years of full-time professional experience prior to graduation. The interest and number of engineering students participating has been stagnant. This project took several measures to enhance the OPP's ability to more effectively communicate with students and other constituents.

PROJECT DETAILS

The project involved

- Development of a new OPP website
- Development of videos for website and social media
- Implementation of regular student and alumni features on social media
- Development of closer partnerships with engineering offices and student organizations
- Reorganization of ENGR 10301 Curriculum to utilize as a recruitment tool for co-op as well as a means to connect students with industry partners early in their academic career.

PROJECT OUTCOMES



FUTURE PLANS

- Add value to work experiences via enhancements to the co-op work session courses and deliverables
- Creation of post work seminar courses where students can continue maximizing their skills and knowledge
- Creation of industry specific preparation seminars
- More videos, student stories, and greater utilization of social media
- Strengthen connections with students organizations
- Expand alumni mentorship activities