



A Prosperous Perspective

New Leadership Brings Opportunity
for CFAES Recruitment

Student ambassadors play an important role in the recruitment of prospective students. Once an ambassador herself, Krista Scott is using her experiences to impact and change recruitment efforts and student engagement for the College of Food, Agricultural, and Environmental Sciences (CFAES) at The Ohio State University.

In August of 2017, a new addition to the academic services team, Krista Scott, was hired as the Director of Undergraduate Recruitment and Student Engagement. The CFAES Academic Programs team includes many staff members and services that help create a positive environment for students to thrive.

The team is going through a season of leadership transition, and with the addition of Scott there are new opportunities for prospective and current undergraduate students in the college.

AN UNEXPECTED CAREER PATH

Scott's career in recruitment and admissions started as student ambassador at the University of Florida, where she majored in Psychology and Sociology. Little did she know at the time that she would find herself on the other side of the ambassador role when she was hired by CFAES.

"Being a student ambassador really shaped my experience as a student. I was passionate about sharing my story and it was through that experience that I would connect with people who became my mentors, most of whom worked in admissions," said Scott.

After graduating with her Bachelor's Degree, Scott went back to her home

state of South Carolina where she worked for the Boys & Girls Club of America. One of her mentors reached out and encouraged her to apply for a position in the Office of Admissions at the University of Florida. She was surprised when she got an offer to be an extended traveler and recruiter.

"From there I realized that admissions could be

a field for me," said Scott, reflecting on that position. "I don't think most people come into college and think of college admissions as a potential career path."

While working full time at Florida in 2015, she earned a Master's Degree in Higher Education and later moved on to work at The Ohio State University Mansfield Regional Campus.

"I had never been to Ohio in my life

"Her experiences with first year students, orientation and recruitment efforts made her a perfect fit."

and had never considered working in Ohio,” said Scott. But as soon as she read the job description, read more about Ohio State Mansfield and learned more about Ohio State, she knew she wanted the position.

With an itch to challenge herself, she moved to Ohio and worked as the Director of Admissions on the Mansfield campus for two years. The idea of a regional campus of a public university was new to her and she was positively struck by it.

At her previous position in Florida, she worked with high-ability students that were scholarship recipients as well as out-of-state and highly mobile students. Students at the Mansfield campus were the opposite.

“That was my first opportunity to work in that sort of setting and I was surprised with how much I liked it,” said Scott.

She wasn’t expecting to leave her job at Mansfield but an opportunity arose to apply for the position within CFAES. There were characteristics of the new position she was drawn to and after a rigorous interview process, Scott accepted the position with CFAES.

A PASSIONATE NEW PERSPECTIVE

Amy Jo Baughman, the Coordinator of Prospective Student Services for CFAES, said that Scott’s passion for students and ability to strategize about the admission and enrollment process is a new talent to the team.

“Her experiences with first year students, orientation and recruitment efforts made her a perfect fit for

the job,” said Baughman.

Scott joins the office at a time of change where a strong team has been formed. Baughman explained that shifts in the leadership of the college have now allowed Scott’s position to evolve into something totally new.

With six months under her belt in the new position, Scott talked about how she is spending a lot of time learning and setting goals for her team. She said she is fortunate that she walked into a place where programs are already thriving.

“We can use that advantage to look critically at what is already happening here and ways that we can enhance the good work taking place,” said Scott.

Baughman shares that Scott’s experience with admission data and statistics is a real asset and fresh perspective to the college.

“I don’t have as much experience in the admission strategy side of things, and she does. I think we make a really strong team in that way. We bring both of our strengths to the table and they really complement each other well,” said Baughman.

A TEAM EFFORT

While the addition of Scott to the academic programs team will bring new opportunity for the college, it takes a whole team to make Academic Programs function. In prospective student recruitment, along with Baughman, there are many people who play a role in attracting bright new students to enroll in the college.

CFAES provides many opportunities for prospective students to become connected to the college and its majors. Through on-campus visit programs, high school students are visiting the campus often. One successful on-campus visit program is the Experience Ohio State for a Day program. This personalized program allows prospective students

to shadow a college student and meet with faculty in their area of interest.

Jill Hampshire, the Associate Director of Enrollment Services Undergraduate Admissions for the university, says the partnership between CFAES and the office of Undergraduate Admissions is an amazing one that brings the best and brightest students to the university.

“CFAES is best known for the level of personalization they provide prospective students,” Hampshire said. “From the extremely successful Experience Ohio State for a Day program to the engagement of departmental level staff in the recruitment process, they really know how to recruit students.”

Baughman also added that recruitment efforts for prospective students doesn’t only come from prospective student services, the academic programs team or the student ambassador program. There are many other students and faculty who volunteer to help host students.

“It really takes the entire college, faculty, staff and students in every department at every level to recruit prospective students,” said Baughman.

CHANGE FOR THE BETTER

Scott is leading the way for everyone involved in prospective student recruitment and the changes that she brings will benefit many future generations of Buckeyes.

Adam Vonderhaar, a senior in Agricultural Systems Management and CFAES Ambassador, has interacted with Scott in multiple capacities.

“Krista has brought a totally new culture to the college as a whole, embracing the diverse backgrounds of our students and celebrating our differences,” said Vonderhaar. “She’s created an atmosphere of learning, and our college is better because of Krista.”



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