



Landscape Architecture Program 2023-2024

Standard 1

Appendix 1.1: Landscape Architecture Program Student Recruitment



Landscape Architecture Program 2023-2024

School of Architecture,
College of Architecture, Art & Construction
Documentation of Student Recruitment

Student Recruitment

There has been great effort to pursue incoming students for the Bachelors and Master of Landscape Architecture programs throughout the year, at both in-person and virtual events.

1- General Student Recruitment

Advertisement Contact List (Spring 2023)

A document was built with the connections for Clemson University undergraduate programs which could shift or continue into a degree in landscape architecture. A list of Clemson University programs with overlap to landscape architecture, such as art, engineering, environment, or parks management, was compiled. Searching within the university directory for each major resulted in the names and email addresses of student coordinators, program coordinators, student advisors, and similar roles from each program. Contact information for student coordinators, program coordinators, or student advisors for these programs were derived from the university directory and combined into an email list for the distribution of flyers and other recruitment materials.

Similarly, the contact information of student organizations for interests that aligned with landscape architecture were found using TigerRoar, the student organization webpage.

Open House Materials and Recruitment (Summer 2023-Spring 2024)

Materials for the recruitment of students were developed, particularly for program open houses. An updated presentation was designed that covered an introduction of the landscape architecture profession and of the Clemson University Landscape Architecture program. Flyers for Landscape Architecture Open Houses were made and distributed throughout and beyond the university, while a digital survey form linked on the flyer was used to gather registration.

The Master of Landscape Architecture Program held six virtual open house sessions between September 2023 and February 2024, for which 29 prospective students registered for. The program Director led the sessions and the following Q&A discussions. A current MLA student attended several of the sessions as well, to answer questions and provide perspective from inside the classroom.

Stay a Tiger-Clemson Graduate Fair (Fall 2023)

Graduate MLA students operated a landscape architecture booth at the Clemson Stay a Tiger Graduate Fair, handing out program brochures, advertising the MLA open house, and answering questions.

2- Advocacy and Recruitment for Minorities and Diversity

The Clemson Landscape Architecture Program promoted its undergraduate and graduate degree programs at recruitment events, especially focused on opportunities to advocate for the profession and strengthen recruitment of diversity and minority groups. Many of the schools that were visited represent minority or underprivileged communities. Some of these events and locations include:

Governor's School College Fair (Fall 2023)

Student representatives from the Clemson School of Architecture helped to operate a Clemson University booth at the fair, working alongside representatives from admissions and the honors college. The student representative spoke with students about landscape architecture in addition to the other architecture programs, handed out program brochures, and connected students to tour opportunities with the Landscape Architecture Program.

Carolina High and Academy (Nov 1, 2023)

This academy in Greenville, SC, has high rates for both minority students and disadvantaged students. In the past it has had over 80% minority students, with nearly all students coming from below the poverty line for South Carolina. Clemson student representatives attended for a 2-hour period session to engage with students and promote Landscape Architecture and school of architecture programs.

Hispanic Alliance Education Fair (Nov 9, 2023)

Student representatives from the Clemson School of Architecture and faculty attended the Hispanic Alliance held their annual fair for continuing education and engagement in Greenville in 2023. The event promoted career opportunities, extracurricular programs, and educational school connections. Colleges were given booths from which they could promote internships, activities, programs, scholarship opportunities, and more.

Midlands Technical College (January 31, 2023 and April 30, 2024)

Student representatives from the Clemson School of Architecture attended Midlands Technical College located in West Columbia, SC. The technical school has multiple locations and is one of the largest technical schools in the state by student enrollment. Around half of the student body are minority students.

Swansea High School (January 26, 2024)

Student representatives from the Clemson School of Architecture attended Swansea High School has around 40% minority student enrollment, with nearly all of the students being economically disadvantaged.

Seneca High School (March 1, 2024)

Student representatives from the Clemson School of Architecture attended a recruitment session at Seneca High School; a neighboring community to Clemson, SC. Seneca High School's enrollment has around 40% minority students, with over half of students falling below the poverty line.

South Carolina State University (March 26-27, 2024)

South Carolina State University, located in Orangeburg, SC, has a populace of almost entirely Black or African American students. Clemson representatives promoted the landscape architecture program and school of architecture.

Men of Color Summit (April 11-12, 2024)

Hala Nassar; Director of the Landscape Architecture program and BLA and MLA students from Clemson School of Architecture attended the 2024 Summit to engage with several thousand students and other programs. The event is focused towards providing Black, African American, Hispanic, and other male minority students with pathways from high school to higher education. Architecture and Landscape Architecture faculty and students attend the Summit annually to speak with and recruitment diversity and minority students.

Greenville Technical College (April 30, 2024)

A technical college with multiple locations, Greenville Tech is located around Greenville, SC. This technical school has a lower student diversity, with under half of the enrolled body being minority students. Clemson representatives were able to engage with students about opportunities in Clemson University's bridge program, Landscape Architecture and School of Architecture programs.

Emerging Scholars (Summer 2024)

The Clemson Emerging Scholars Program helps high school students from South Carolina's I-95 corridor learn what it takes to go to college. The Emerging Scholars Program targets students in the following seven high schools: Allendale-Fairfax, Bamberg-Ehrhardt, Denmark-Olar, Wade Hampton (Varnville), Estill, Dillon and Marlboro County.