Increasing Student Participation in a Large Class

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Can an introductory horticulture course make everybody happy?

service...
recruitment...
core
Departmental Priorities

- Recruitment
- Introduction to department
- Provide background in horticulture
Objectives of Introduction to Horticulture Course

- Increase course enrollment
- Increase enrollment in other horticulture courses
- Increase number of horticulture minors
- Increase number of horticulture majors
- Horticulture as a profession
Finding an audience
Where are our students?

- College of Agricultural and Environmental Sciences (1095)
- College of Arts and Sciences (11,983)
- School of Environmental Design (416)
The Easy Things

Larger classroom:
50 to 120 seats
The Easy Things

- Larger classroom: 50 to 120 seats
- Change of venue: another part of campus
The SLC features 26 general classrooms varying in size from 24 to 280 seats (a total of 2,200 seats) and 4 state-of-the-art Advanced Learning Labs.
The Easy Things

- Larger classroom: 50 to 120 seats
- Change of venue: another part of campus
- Better time slot: 12:00 pm to 11:00 am
Marketing without advertising

- All teaching professors guest lecture
- Links to courses and major on WebCT
- Introductory course pre-requisite for most other horticulture courses
- Shameless plugs for other courses
- Public service requirement
In the Classroom
Keeping students interested and enthusiasm high in a large classroom

- Change it up (PowerPoint and the decline of human communication)
- Outside class activities
- Student participation
Food project
House plant project
Soil sample project
Service
2003 Results

- Horticulture 2000 annual enrollment up from 80 to 280
- 12 change of majors in fall ’03
- 10 sign up for minor
- Service participation up
- Great Evaluations
Thank you!