

Appendix 2-D

Sample APPLES Recruitment Email (to students in the school of engineering)

Subject: Please take 10 minutes for “APPLES”

Dear Student,

[Orchard] is taking the lead in a large, national survey, APPLES, of undergraduate students who intended to study engineering when they entered university. We want to learn more about the experiences and motivations of students like you. APPLES stands for the Academic Pathways of People Learning Engineering Survey. I ask your assistance in taking part in this study by completing a **10-15 minute online survey from [February 11-15]**.

Who we are interested in?

- Undergraduates (18 years of age and older) who are majoring, or ever considered majoring in engineering (declared or not)

Why is this important?

- Not enough information is available about the experiences of students who studied or considered studying engineering – and we want to change this. We hope the information we learn from you will lead to improvements in the way engineering is taught in the United States.

What is involved?

- A 10-15 minute survey online

Where do I find it?

- orchard.applesurvey.org

When should I take it?

- The survey is only open from Monday ([Feb 11](#)) through Friday ([Feb 15](#)).

And?

- You will receive \$4 through PayPal for your participation, but more importantly you will have made a contribution to research and to the education of future generations.
- All the data we collect are confidential.

Please take part – and please encourage your friends to take part.

If you would like more information on the survey, please contact [[Orchard's APPLES coordinator name and email](#)].

Thank you,

[[Dean/Senior Administrator](#)]
[[Title of Senior Administrator](#)]
[[Institution](#)] School of Engineering