

## Appendix 2-E APPLES Recruitment Email for Non-persisters (to students NOT in the school of engineering)

**Subject:** Interested in engineering before [economics](#)?

Dear Student,

Did you declare a major in [economics](#) after thinking you were going to study engineering?

[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 to February 15.**

*Who we are interested in?*

- Undergraduates (18 years of age and older) who 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.

*What is involved?*

- A 10-15 minute survey online

*Where do I find it?*

- [orchard.applesurvey.org](http://orchard.applesurvey.org)

*When should I take it?*

- The survey is only open from **February 11 (Monday)** through **February 15 (Friday)**.

*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](#)]