

GROUP 6 EQUITY AND DIVERSITY INITIATIVES STUDENT RECRUITMENT SUBCOMMITTEE

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Charge: Develop strategies to increase the representation of African-American, Latino/a, Native American, Southeast Asian and low income students so that: (a) their representation on campus is more comparable to their representation in the general population of Wisconsin and (b) they represent a critical mass of students on campus. Although the University community voiced its strong support to expanding our view of diversity, this proposal deals with racial diversity at this point. In the future, it is our wish to explore additional initiatives that might increase other diversities as well.

Over the years, there have been a number of initiatives and activities well documented in Plan 2008. The focus of a campus-wide recruitment strategy will be more on identifying and better coordinating existing recruitment activities so that these activities are more closely linked to an organized student recruitment plan with objectives and follow-up. After studying comments from the charrettes and from the diversity listening session, it appears that our recommendations are in line with those thoughts of the University community.

The primary recommendation of this group is for the University to identify the area/office, staffing and resources that primary objectives and accountability measures are tied to for the recruitment of students of color. Accountability measures and resources will be aligned to ensure clear understanding of institutional goals in this area and support for accomplishing these goals. Charrette comments made note of the lack of role clarity and accompanying resources between OMA and Admissions.

The recruitment goals for students of color would focus on three specific areas: (1) targeted outreach to high schools serving higher proportions of students of color in Wisconsin and Minnesota, (2) increasing the yield of students of color, (3) and developing strategies to be more intentional in using pre-college camps as recruitment tool for students.

Outreach

Data regarding where students attending UW- Eau Claire come from indicates that most of our students are from suburban and rural areas. Charrette comments were mixed in recommendations of where to recruit, so it is our recommendation that the Admissions Office and OMA use their expertise and data in making those judgments. However, in order to increase the pool of minority applicants the University will strengthen ties to urban and other high schools with relatively high proportions of students of color in Wisconsin and neighboring states, particularly Minnesota. This will involve visits by Admissions and Multicultural Affairs staff as well as other faculty, staff, students and alumni as “ambassadors” to help begin ongoing relationships with these schools and their communities. These activities will help UW- Eau Claire become a known and trusted institution to which teachers and parents want to send their students and to which the students from these communities aspire to come.

- Focus elements of the web site to market to these populations. Consideration should be given to putting critical student recruitment information on the website in Spanish and to

creating online communities so that our communication mechanism are aligned with how these students are accustomed to communicating – talk to them in the language to which they will most likely respond.

- Create a position and hire a staff member to coordinate outreach efforts, build community relations, establish community presence (within targeted communities) and collaborate with key contacts. Obtain institutional commitment to designating an office and providing appropriate staffing and other support so that there is a designated area with the primary responsibility for organizing and coordinating recruitment activities.
- Have a presence in community publications (Asian American press – Twin Cities; Hmong Times – St. Paul; WOJB – Hayward radio, etc)
- Create additional publications and communication flow that targets multicultural students and personalize this communication
- Create enrollment funnel and formalize relationships from tribal community colleges, MSEP states, and Twin Cities 2-year campuses (example – Century Community College)
- Bring students to campus for all-day or overnight visit opportunities

Yield

Although recently the number of minority students accepted to UW-Eau Claire has increased, the number of these targeted students has not. In fact the yield rate for students of color is significantly lower than that of the overall students accepted. Although it is a competitive marketplace for these students, the University needs to be more aggressive in getting “our share of the pie.”

- In order to increase yield, the data collected each year regarding the choices of accepted students will be disaggregated by race in order to help us better understand why students of color are choosing to go elsewhere.
- We will also hold focus groups and other research to investigate how and why students of color decide to attend UW-Eau Claire.
- Evaluate current diversity scholarships and discuss options for leveraging funds.
- Establish a student group (‘diversity ambassadors?’) whose mission is to assist in recruiting and retaining multicultural students.
- Reevaluate the Collegiate Bridge and Commanding English Program’s mission in regards to diverse students and whether these two programs are adequately attracting and yielding targeted students.

Pre-College Camp Recruitment

The University of Wisconsin- Eau Claire sponsors a number of pre-college camps aimed at helping students from groups historically underserved by higher education to prepare for and aspire to post-secondary education. We will develop interventions to more deliberately and consistently invite these students to become part of our campus community and to consider us as their university home when they choose a college. This will build on efforts already under way in this regard.

- A major focus in increasing the yield from application to attendance should include better coordination of the many activities and initiatives already in place so that the departments

and organizers have a way to connect their activities with more systematic follow up and recruitment activities.

- Capture information from precollege attendees so that various departments and units might use these contacts to recruit students.
- Create timely communication piece targeted to precollege students.