Infusing Diversity into your Recruitment and Retention Plans

Summit on Access, Persistence and Completion

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Goal: To explore the challenges that individuals have in the recruitment and retention of underrepresented populations. We will also discuss how to formulate a multicultural recruitment and retention plan that works collaboratively with the various departments on your campuses. The goal is to be able to address some of the challenges that face multicultural enrollment initiatives by understanding multiculturalism which could shape the best practices you will use in meeting the needs of the students and the institution.
What do you hope to achieve out of this workshop?
Can you identify key goals that lead to successful recruitment and retention through predictive modeling (focused targeted groups)?
Are there challenges that your institution face in recruiting and retaining these targets populations?
Do you really know your institutions target groups?
What is your institutions cultural landscape?
Inclusive, Multicultural and Diversity Training Modules that may impact your campus environment and culture.

• Theoretical Philosophies
• Language & Communication
• Climate & Environment
• Institutional Value Clashing
• Social Justice Issues
All Involved
ACT 20-24
GPA: 3.0
Class Rank: Upper Tier
Understanding Theories That Influence Environment

• Social Justice Theory: Power + Prejudice = Oppression. That certain people in a political unit control the policies that govern our society and therefore have innate power that is oppressive. Sometimes referred to as “Oppression Theory.” (Rita Hardiman)

• Privilege Theory: That innate in our society are certain privileges due to the subjugation of power that is given to certain groups. Sometimes referred to as “White Privilege” (Peggy McIntosh)

• Cycle of Socialization: Individuals are socialized to believe, practice and carry certain values that dictate actions depending upon the environment in which they are interact. Therefore, through multiculturalism individuals continue through achieving a true understanding of themselves and those around them understanding your values. (Bobbie Harro)

• Others
Key factors for recruiting students

- Ranked high are the variety of majors/programs and the college town atmosphere
- Preferred sources of information are campus visits, view books and then college websites
- Most important influencers are themselves and their parents, then current college students
- Key characteristics are strong programs, friendly people, attractive campus
- And Opportunity for involvement in campus activities
Key factors in recruiting under-represented populations

• Also ranked high are the variety of majors/programs and the college town atmosphere
• Preferred sources of information are phone calls and emails from college representatives and scholarship brochures (compared to campus visits and college websites)
• Most important influencers are themselves and their parents, then high school counselors and coaches (compared to current college students)
• Additional key characteristics are classes taught by professors, personal attention to students, and affordability
Key Factors for Students for Retention

• Mentoring - Enhancing and developing personal relationships with other students and faculty
• Involvement - Students that are involved in outside classroom experiences adjust quicker to the college and are more well rounded
• Participation in Specialized Programs - Students that participate in departmental programs succeed academically
• Sophomore Year Component – students who receive support in their second year have a higher retention to graduation rate
Key Factors for retention for under-represented populations

- Mentoring - Enhancing and developing personal relationships with other upper division students, faculty and staff
- Cohort Enrollment - Having a core group of peers enrolled in some of the same academic courses from which to form support systems such as study groups and peer tutoring
- Cultural Climate & Involvement - Students that are involved in outside classroom opportunities that promote diversity and cultural inclusion adjust quicker to the college experience
- Participation in Specialized Programs - Students that participate in department support programs
- Sophomore Year Component – students who receive support in their second year have a higher retention to graduation rate
Barriers that could prevent success for your office as you develop your program plans

• Isolation from other campus services
• No Student Inventory or Assessment Tool
• Lack of funding for programs
• Lack of staff support
• Integration of student populations
• Diversity education on campus/environment
• Lack of Remedial Programs and Support
• Disconnect between student/academic affairs
Factors needed for success in your plan

• Student Inventory or Assessment
• Departmental & Institutional Support
• Financial Support (Alternative Options)
• Mentoring & Tutoring Programs
• Academic Support Programs
• Orientation Programs
• Supplemental Instruction
• Cohort Enrollment Programs
• Peer Education Programs
• Equity and Inclusive Training (Multiculturalism)
Core Components for your Recruitment and Retention Programs

Recruitment
Financial Aid
Orientation
Advising
Freshman Seminar Course
Academic Success Sessions
Living & Learning Components
Tutoring & Mentoring
Faculty Involvement Programs
Assessment of Program
Recruitment
TRIO Day Visits
Admissions Counselor On Call
Admission Visit Day
Two Days and One Day Programs
Cultural Sensitive Admissions Presentation
SOCR Program Information
Campus Tour by Students of Color
Student Panels
Other Sessions as Outlined by Retention Committee
Faculty/Staff Lunch Session
Retention Committee
First and Second Year Retention Program
Faculty/Staff Mentor Program (Lunch Session)
Academic Success Seminars
Climate Survey and or 360 Assessment
Freshman Seminar Course
Early Alert System
Commit to Complete Program
Campus Life and Leadership Involvement
Graduation Event (first year and last year)
Thanks!
Questions and comments?

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