

12-19-1986

# UA12/6 Diversity Programs - WKU Higher Education Desegregation Plan for the Recruitment & Retention of Minority Students

WKU Diversity Programs

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WESTERN KENTUCKY UNIVERSITY

BOWLING GREEN, KENTUCKY 42101

Office of the Dean  
of Scholastic Development

December 19, 1986

Mr. Gary S. Cox  
Acting Executive Director  
Kentucky Council on Higher Education  
US 127 South  
Frankfort, KY 40601

Dear Mr. Cox:

I am writing in response to OCR's request regarding Western Kentucky University's recruitment and retention plan for minority students. The enclosed plan represents a summary of services which existed at the time of compliance; services that were established during the life of the plan; and recent developments in recruitment and retention activities.

I trust this report adequately describes Western's overall plan for the recruitment and retention of minority students. Please do not hesitate to contact me if you have questions.

Sincerely,

*Shirley Malone*

Shirley Malone  
Director of Scholastic Activities for  
Minority Students

SM:pj

Enclosures

xc: Mr. William Bivin  
Dr. Ronnie Sutton ✓  
Dr. Jerry Wilder  
Mrs. Cheryl Chambless



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WESTERN KENTUCKY UNIVERSITY  
HIGHER EDUCATION DESEGREGATION PLAN  
FOR  
THE RECRUITMENT AND RETENTION  
OF  
MINORITY STUDENTS

December 19, 1986

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Desegregation Plan  
for  
The Recruitment and Retention  
of  
Minority Students

Western Kentucky University has been and will continue to be committed to the recruitment, retention and mobility of minority students. These efforts are university-wide and will remain a coordinated function of all units.

The Director of Scholastic Activities for Minority Students in the Office of the Dean of Scholastic Development is responsible for the overall coordination of campus-wide minority programs, specifically in the areas of retention and mobility.

The Minority Recruitment Specialist and College Preparation Developer, a new position in the Office of Enrollment Management in the Office of the Vice President for Student Affairs, is responsible for preparing, identifying and recruiting prospective minority students. The Minority Recruitment Specialist will work closely with the Office of Admissions. The Office of Admissions has as its mission the recruitment of all students, minorities included.

Recruitment of Minority Students

The following offices on campus play an important role in the recruitment of minority students: Office of Admissions, Office of Scholastic

Development, Office of Enrollment Management, Office of Special Programs (Talent Search and Upward Bound), the Community College of Western Kentucky University, and the Graduate College of Western Kentucky University.

Office of Admissions

The primary functions of the Office of Admissions are recruitment of all students, admission of undergraduate students, and awarding of university academic scholarships. In addition, students who have dropped out of Western for any reason must reapply through the Office of Admissions before they can register for classes. Special efforts are made to identify minority students and provide support for their enrollment through the services of the Office of Admissions. During the past two years the professional staff has included a Black Admissions Counselor, and even longer the support staff has included black members. The Office of Admissions is committed to the coordination of specific recruitment responsibilities. The Admissions' staff provides information and access to the University without regard to race. During the last four years, the Minority Coordinator in the Office of Scholastic Development worked closely with the Office of Admissions to enhance minority recruitment through the on-going activities and services listed below. The summary of activities described here has been identified in detail in earlier OCR reports.

Recruitment Summary (Benchmark III.A.)

Recruitment efforts include: Visits to high schools and community colleges, campus tours, and college day/night programs; orientation-advisement-registration programs; counselors' conferences; college awareness programs; open house programs; participation in the Minority Consumer Expo; home visitations; special mailings; special meetings and programs with minority alumni to seek recruiting assistance; minority career days on campus; development of the Black Scholars Programs (see Attachment I); telephone campaigns; participation in the urban journalism workshops; description of minority services in the University Bulletin; development of the Minority newsletter, The Voice; development of the University Scholarship Brochure, one section describes the minority scholars program; faculty and staff high school visitations with high school principals; minority undergraduate student representatives assisting with high school visitations; and pre-college counseling with seventh and eighth grades (see Attachment II).

Office of Scholastic Development

In June, 1982, a position was created in the Office of Scholastic Development at the level of Staff Assistant. The person was responsible for coordination of minority recruitment and retention programs. In the area of recruitment, the coordinator worked closely with the Office of Admissions,



other on-campus departments, secondary schools and community leaders to identify minority students and provide support for their enrollment. The coordinated activities are summarized in the Office of Admissions section. A detailed list of on-going activities has been described in the yearly OCR progress report since 1983.

Recruitment and retention of minority students continue to be a source of concern. In the fall of 1986, organizational changes were made to intensify minority recruitment and retention efforts. The Office of Scholastic Development established a position of Director of Scholastic Activities for Minority Students. The director is charged with coordinating activities and services with almost all units in the broad area of Academic Affairs and Student Affairs, and certain units in the broad area of Business Affairs. The Office of Enrollment Management established a position of Minority Recruiter Specialist/College Preparation Developer with primary responsibilities for minority recruitment.

#### Office of Enrollment Management

The Minority Recruitment Specialist/College Preparation Developer position has been created to spur minority enrollment at the University. The specialist will work closely with the Office of Admissions to continue the existing efforts and develop new programs and activities to enhance minority recruitment.

In addition to the recruiting activities listed earlier, a new pilot program sponsored by the Council on Higher Education will begin on campus in 1987 under the direction of the Minority Recruitment Specialist/College Preparation Developer. The Minority Student College Preparation Program is to improve the educational preparation of minority middle and secondary school students. Activities to be supported are those of an "early intervention" nature that identify and prepare students for the college environment and reduce high school dropout rates for minority students. Western will work closely with Murray State University in implementing this program.

Office of Special Programs (Talent Search and Upward Bound)

The federally funded programs are designed to identify qualified students from disadvantaged backgrounds, prepare them for post-secondary education, and provide special services for such students. Many minority students participate in the Talent Search and Upward Bound programs.

Highlights of each are presented below:

TALENT SEARCH: (1) Identify qualified youths with potential for education at the post-secondary level and encourage such youths to complete secondary school and to undertake a program of post-secondary education;

(2) Publicize the availability of student financial assistance available to persons who pursue a program of post-secondary education; and

(3) Encourage persons who have not completed programs of education at the secondary or post-secondary level, but who have the ability to complete such programs, to reenter such programs.

UPWARD BOUND:

(1) Instruction in reading, writing, study skills, mathematics, and other subjects necessary for success beyond high school;

(2) Personal counseling;

(3) Academic advice and assistance in high school course selection;

(4) Tutorial services;

(5) Exposure to cultural events, academic programs, and other activities not usually available to disadvantaged youth;

(6) Activities designed to acquaint youths participating in the project with the range of career options available to them;

(7) Instruction designed to prepare youths participating in the project for careers in which persons from disadvantaged backgrounds are particularly under-represented; and

(8) On-campus residential programs.

Community College of Western Kentucky University

The Community College of Western Kentucky University was established in May 1986 to expand post-high school educational opportunities in the community and region through associate degree, diploma, and certificate programs. The emphasis is on expanding educational opportunities rather than duplicating existing opportunities at the University. The Community College will prepare students for employment and/or further higher education.

Graduate College

The Graduate College established a position of Staff Assistant with the primary responsibility for graduate minority recruitment and retention. The college also subscribes to the GRE Minority Locator Service to assist in

identifying minority students. The staff assistant works closely with other units on campus, Graduate Deans of Kentucky, civic and community leaders, and others to identify and enroll minority graduates. Western has been successful in meeting the goals of the plan. A list of on-going activities have been described in the yearly OCR Progress Reports since 1983.

#### Retention of Minority Students

Retention of students continues to be the goal of the University. Despite the intensified efforts to identify students who may experience difficulty and to provide appropriate services, the attrition rate continues to be a source of concern. Data suggest that the retention rate for minority undergraduates is equal to or greater than the retention rate for white students in all except the fourth year at Western.

Western Kentucky University has instituted several intervention strategies designed to improve student retention. There are numerous variables involved in student retention and some of them are beyond institutional control. Currently, research is being done for the B-6 report to determine why students are leaving higher education.

There are several service units on campus specifically designed to decrease the overall problem of attrition. Retention of minority students has been the focus of at least one program in each of the following: Office

of Scholastic Development, Freshman Residence Hall Assistance Program, Special Services Program, Developmental Studies Program, Cooperative Education Program, University Counseling Center, Academic Advising Center, and Career Planning and Placement Center. Highlights of each are presented below. A detailed list of the services provided by these units have been described in the yearly OCR progress reports since 1983.

#### Office of Scholastic Development

The Director of Scholastic Activities for Minority Students in the Office of the Dean of Scholastic Development is responsible for overall coordination of minority retention and graduation efforts. The director works closely with other departments on campus. Highlights of the activities are presented below. The activities have been described in earlier OCR progress reports.

#### Retention Summary (Benchmark III.E.)

Retention efforts include: academic assistance, financial aid follow-up; personal/academic counseling; class scheduling; tutoring and testing assistance; Minority Career Day; minority scholarship information data bank; the minority mentor program; workshops with black professionals; faculty and staff as black role models; workshops on financial assistance with undergraduates; mid-term deficiency reports are sent to students, their

advisors, and the Director of Scholastic Activities, conferences are then held with those students; upper-class students serve as peer advisors for returning freshmen; graduate programs held for juniors and seniors; degree program workshops; upper-class scholarship program; special cultural programs; Black Scholars Program (See Attachment I); Orientation-Advisement-Registration (OAR) programs; development of the minority newsletter, The Voice; Welcome to Western reception; and minority awards program (see Attachment II).

Freshmen Residence Hall Assistance Program continues to provide personal, social and academic support to all freshmen in the residence hall. The assistance is offered by hall directors, assistant directors, and selected upperclassmen.

Special Services Program is a part of the trio program. The program serves black and white students. Services include tutoring, advising, special courses, and study sessions. One of the counselors with the program is a black staff member.

Developmental Studies Program provides free math and English labs and coordinates the departmental tutoring. All minority undergraduates are encouraged to participate in the program.

Cooperative Education Program serves black and white students. The program places students in jobs in their career fields.

University Counseling Center has responsibility in the areas of GED testing, national testing programs (ACT and GRE), and personal/social counseling. In January 1983, the center employed a black counselor. She serves as an effective role model and support person for all students, especially minority students.

Academic Advising Center coordinates campus-wide advising and services for all undergraduate students.

Career Planning and Placement Center provides degree and career planning services. Students are helped to become more aware of their interests, abilities, and goals; explore various career and graduate/professional school directions; and make intelligent decisions regarding a career choice. Students are encouraged to utilize the MESSA, the computerized employment matching program.

#### Mobility

The Office of Admissions, Graduate College, Office of Scholastic Development, and the Community College of Western Kentucky University work



cooperatively to promote transfer mobility of minority students. The efforts are on-going and have been described in the OCR progress reports since 1983.

Mobility Summary (Benchmark III.5.)

Visits to two-year institutions; special mailings, graduate and professional opportunity programs; evaluations of transfer credit; orientation-advisement-registration programs; special student life sessions; completed biographical forms on minority graduates made available to prospective employers; and participation in the black scholars program.

Community College of Western Kentucky University

The Community College was established in May 1986 to expand post-high school educational opportunities in the community and region through associate degree, diploma, and certificate programs. The Community College will offer classes beginning the spring semester 1987. The Community College provides an opportunity for those students who have never attended college, want to come back after dropping out, would like to get an associate degree before entering a four-year program, want to update their training, or want to take classes for personal enrichment. Students will be able to transfer from the Community College to the University.

Summary

This report represents Western's Desegregation Plan for the recruitment and retention of minority students. The coordinated efforts of all units previously described will help to ensure the success of the plan at Western. The University faces a continual challenge to develop, maintain and advance programs for minority students. A firm University policy must be maintained and the necessary funds allocated to successfully enhance minority services. Western does not intend to reduce or eliminate the level of program support currently available and directed toward minority recruitment, retention and mobility. The University will continue to evaluate and improve the programs to deliver more effective and efficient services.

Attachment I

Scholarships

Black Scholars Program

As an integral part of the overall university scholarship program, the Black Scholars Program is committed to awarding academic scholarships to outstanding black students. All scholarship applications from students of Afro-American descent will be evaluated according to high school grade point average, ACT scores, rank in class, extracurricular activities, leadership positions, awards and honors. The top 20-25 beginning freshman applicants each will be awarded a university academic scholarship. Recipients of these scholarships will also be considered for the Academic Workshop Program. In this program up to 10 black students work a maximum of 15 hours per week, earning up to \$1600 per academic year, usually in an academic setting similar to the student's career choice. Approximately 15 Merit Scholarships will be awarded each year to upper-class black students who have the highest cumulative grade point averages. The one-year award is \$400.

TYPES OF SCHOLARSHIPS AND GENERAL FUNDING

<u>Number</u>	<u>Type/Name</u>	<u>Amount</u>
1.	(1) Leadership Academic Workshop	\$2,000 1,600
	Qualifications: Evaluated according to high school grade-point average, ACT scores, rank-in-class, extracurricular activities, leadership positions, and awards and honors.	
2.	(3) Award of Excellence Academic Workshop	\$1,810 1,600
	Qualifications: (Same as above)	
3.	(All) National Achievement Semifinalists - Hallmark Academic Workshop	\$1,810 1,600
	Qualifications: Evaluated according to PSAT/NMSQT Scores	
4.	(5) Regents Academic Workshop	\$1,000 \$1,600
	Qualifications: Same as for Leadership and Award of Excellence	

One-Year Non-Renewable (Beginning Freshmen)

Qualifications: High School GPA, ACT Scores, Rank-in-Class

1.	(3)	Scholastic Achievement	\$600
2.	(5)	Scholastic Achievement	\$500
3.	(3-4)	Trust Scholarship	\$500
4.	(3)	CHF Merit	\$400
5.	(3-4)	Alumni	\$300

One-Year Non-Renewable (Upper-class Black Students)

1.	(22)	Merit Scholarship	\$400
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Other Scholarships Available to Black Students

Various departmental scholarships are also available to black students.

Summary of Scholarship Awards  
Since the OCR Mandate

1983/84

Freshmen Scholarships

One-Year, Non-renewable	14
Two-Year, Renewable	<u>3</u>
Total Students	17
Total Money	\$5,950

1984/85

Freshmen Scholarships

Four-year, Renewable	8
Two-year, Renewable	3
One-year, Renewable	11

Transfer Scholarships

Two-year, Renewable	1
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Upper-class Scholarships

One-year, Non-renewable	<u>28</u>
Total Students	51
Total Money	\$16,700

1985/86

Freshmen Scholarships

Four-year, Renewable & Workships	5
Two-year, Renewable	3
One-year, Non-renewable	19

Transfer Scholarships

Two-year, Renewable 1

Upper-class Scholarships

Renewable from 1984/85 8  
One Year 14

Total Students 50

Total Money \$49,600

1986/87

Freshmen Scholarships

Four-year, Renewable & Workship 11  
One-year, Non-renewable 13

Upper-class Scholarships

Renewable from 1985/86 10  
One-year, Non-renewable 17

Total Students 51

Total Money \$95,250

## Attachment II

### MINORITY UNDERGRADUATE STUDENT ENROLLMENT Summary of Significant Recruitment and Retention Achievements Since the OCR Mandate

Black Scholars Program - This program is committed to awarding academic scholarships to outstanding black students. Scholarships are awarded at each level of funding in proportion to the black resident enrollment goals.

AWARE Scholarship - The establishment of a scholarship fund in honor of AWARE (a black community organization). Beginning in the fall semester of 1987, the award will be made to a black Western student.

THE VOICE - A WKU minority newsletter is prepared for and by black students each semester. The voice is mailed to currently enrolled students and prospective students.

Minority Student Representation - Minority students, along with other University students, serve as student representatives each year to help attract prospective students.

Minority Consumer Expo - WKU co-sponsors with other state universities and state agencies a booth at the Expo each fall semester.

Home Visitations - Home visitations are made each semester with potential students and parents to discuss academic programs, scholarships, career opportunities and financial aid.

Black Student and Parent Information Sessions - During the Orientation-Advisement-Registration programs, information sessions are held for parents, new freshmen and transfer students. Black faculty and staff participate in these sessions.

Minority Retention Program - This program provides black students access to a variety of student support services designed to enrich academic and personal opportunities.

Minority Mentor Program - The minority students are assigned a minority faculty or staff member. The primary goal is to assist the student in making a smooth transition from home to college and to help close the gap between faculty and students.

Mid-Term Deficiency Counseling - Mid-Term Deficiency reports and academic standing reports are sent to the Director each semester. Conferences are held with those students who fall below a 2.0 grade point average.

Junior and Senior Program Enrollment Sessions - Conferences are held each semester with students who have not filed their degree programs. Conferences are also held with the departments so they can further assist students with major degree requirements.

Minority Leadership and Career Day - A one-day program held each semester to provide information on career opportunities for minority students and to allow students to talk with black professional role models.

Freshmen Advisors - Members of the Black Scholastic Achievers, an honor organization, serve as peer advisors for beginning freshmen.

Welcome to Western Reception - This reception is held each fall for new and returning black students, faculty and staff.

Minority Alumni Reception - The reception is held every fall for WKU alumni. The alumni are asked to assist with recruitment and retention activities.

Graduate Opportunity Programs - Programs are held each semester for minority juniors and seniors to familiarize them with various graduate programs.

Data Bank for Minority Scholarship and Financial Aid Sources - The listing is available in the Director's office and publicized to all minority students.

Minority Awards Program - This program is held each spring semester to recognize minority student achievers.