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UA3/8/1 Memo re: Implementation of Minority Recruitment & Retention Goals

Jerry Wilder
WKU President’s Office

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MEMORANDUM

TO: President Thomas C. Meredith
FROM: Jerry R. Wilder, Vice President for Student Affairs
DATE: July 30, 1993
SUBJECT: Implementation of Minority Recruitment and Retention Goals

As pursuant to your recent memorandum requesting a progress report regarding institutional implementation of the Minority Recruitment and Retention Goals, I am pleased to submit the following report.

GOAL #1

To significantly upgrade the execution and coordination of the University’s efforts to recruit minority students. To accomplish this goal, the University will need to transfer the responsibility for recruitment of minority students from the Minority Student Support Service area to the Office of Admissions. At the present time, the Minority Student Support Service has a half-time recruiter. A new position entitled Assistant Director of Admissions for Minority Recruitment should be created.

OUTCOME

Finley Baird has been promoted to the position of Assistant Director effective July 12, 1993. Ms. Baird has five years of admissions experience including one year during which she assumed the responsibilities for coordinating recruitment for the Office.

GOAL #2

To be more competitive in the awarding of academic scholarships to minority recipients by adding room scholarships to the traditional Regents Scholarships. The scholarship for minority recipients would be named appropriately.

OUTCOME

Room scholarships were awarded to seven students who had not accepted their Regents awards. Three of the students have accepted the awards and two offers are still outstanding.
GOAL #3

To create a new scholarship program entitled, "Minority Leadership Grant Program," for selected minority students who have demonstrated strong leadership and citizenship skills in high school.

OUTCOME

A committee of six from the Office of Student Life, Minority Student Support Services and Office of Admissions awarded ten Minority Leadership Scholarships to freshman in May. Since only four of the recipients formally have accepted the award, Dennis Smith is contacting the students from whom we have not heard. Scholarships declined will be awarded to the five alternates selected in the order of selection. To ensure that the objectives of the scholarship program were met, admissions counselors telephoned high school counselors to request the names of African-American students who were leaders in their schools. These names plus the pool of scholarship applicants were used to select the ten recipients and five alternates.

GOAL #4

To produce an attractive and informational minority recruitment publication.

OUTCOME

Patsy Golden, Admissions Counselor, has obtained minority recruitment publications from several colleges and had several conversations with Tom Meacham about the publication. Pictures for the publication are being sought now. Ms. Golden and Ms. Baird will be collaborating on the copy. We hope to have the new publication for use this fall.

GOAL #5

The optimal retention of minority undergraduate students by providing tutorial and Computer Assisted Instruction (CAI) to students.

OUTCOME

Minority Student Support Services staff and Graduate College staff will be meeting with Dr. Metze on July 19 to discuss the details of the program. During this time, we will be discussing the program staffing, advertisement and dissemination of
information of these services to the students, and assessing students’ needs for the program.

Contact has been made with the Office of Student Financial Assistance to help identify students for the work-study positions. We have identified several African-American students with Computer Science and Information Systems majors as prospective workers. After meeting with Dr. Metze, we will submit job description and request forms to the Office of Student Financial Assistance to fill the four work-study positions.

Contact has been made with the Graduate College regarding the placement of two graduate assistants to the program. Dr. Livingston Alexander and Carrie Thornton are currently working on identifying students for placement into these positions.

GOAL #6

To make a larger number of the scholarships renewable beyond the freshman year.

OUTCOME

Upperclassmen who do not have renewable scholarships are being considered now for one year scholarships by the staffs from Minority Student Services and Admissions.

GOAL #7

To increase the number and percent of full-time Kentucky resident African-American students enrolled in programs of study at the graduate level.

OUTCOME

For the 1993-94 academic year, we have assigned, thus far, six new in-state graduate assistants.

- Ann Grey, Communications, $4,000
- Alyssa Harvey, Communications, $4,000
- Alison Moorman, Student Health Service, $5,000
- James Price, History, $5,000
- Martha Robey, Minority Student Support Services, $4,000
- Jane Shelton, Admissions, $5,000
We have four in-state students who are in their perspective departments awaiting assignment.

Carolyn Grider  Wellness Center
Shannon Brashear  Student Affairs
Gracie Rice  Student Affairs
Beora Williams  Psychology

We have four in-state students who have been admitted, but do not want assistantships.

Michelle Muir
James Webb
David Emerson
Mona Daugherty

We have six in-state students who have applied and are awaiting admission to the graduate college or their assistantship paperwork is not complete.

Lynne Holland
Marie Matlock
Janell Wood
Alisha Miller
Sam Starks
Cassandra Douglas

Last year, 1992-93 academic year, there were nine in-state graduate assistants (six from WKU) and eleven out-state graduate assistants.

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**RECOMMENDATIONS FOR WHICH FUNDING IS NOT REQUIRED OR NOT APPROVED**

**GOAL #8**

All high school guidance counselors, especially those in the eleven target areas, should receive information packets that emphasize Western's interest in attracting minority students and opportunities available for such students. Western should send follow-up letters to counselors asking for names and addresses of potential minority students (Not funded, will do within existing programs).
OUTCOME

At the beginning of the 1993 fall semester, the newsletter for high school counselors, Hilltopper Highlights, will include a feature on the renewed commitment to minority student enrollment. The new position in the Office of Admissions and additional minority scholarships will be prominent in this feature.

GOAL #9

The Office of Admissions and Graduate Studies will develop and implement a strategy for including faculty members and professional staff members in off-campus recruitment activities and in meetings with prospective students during visits to the campus. (Not funded, will do within existing programs).

OUTCOME

The Office of Admissions conducts several off-campus recruitment activities in which faculty and professional staff members are involved. During daily campus tours and other recruitment programs, such as College Awareness Day, faculty are routinely involved. The staff will continue to be sensitive to the need to have a diverse representation of the Western community, including current students, at all recruitment programs both on- and off-campus.

GOAL #10

Establish new criteria for academic scholarship awards and renewals. (No new funding required; money already appropriated in the scholarship budget for renewals).

OUTCOME

Done. Upon reviewing the WKU academic records of minority students on renewable scholarships, the Scholarship Selection Committee determined that scholarships should be renewed for all students with a cumulative average of at least 2.70, the minimum grade point average recommended by the Implementation Committee.

GOAL #11

To secure more meaningful input from selected professional staff regarding the awarding of academic scholarships to deserving minority students. (No new funding required).
Although this recommendation is to be implemented fully in spring 1994, initial steps have been taken to increase the involvement of professionals, both on and off campus. Before awarding the new minority leadership scholarships, recommendations from high school counselors and the Minority Student Support Services staff were sought. A letter from President Meredith was sent to all minority prospects who qualified for the automatic Regents Award. Next year, admissions counselors will be asked to help identify potential scholarship candidates before the application deadline, and Ms. Baird will follow up with individual students to make sure they complete the scholarship application.

GOAL #12

The Assistant Director of Admissions for Minority Recruitment needs to visit each high school with a high concentration of minority students to encourage them to apply early for admissions, scholarships, financial aid, etc. (Not funded, will do to the extent possible within existing programs).

OUTCOME

We are identifying now the school systems with the highest proportion of African-American students. Dr. Cheryl Chambless and Ms. Debi Gray will be working with Ms. Baird to determine how to coordinate her travel with that of the admissions counselors. It is hoped that additional travel funds can be obtained next budget year to aggressively implement this recommendation.

GOAL #13

To actively visit and recruit minority students who are enrolled at selected community colleges throughout the state. (Not funded, will do to the extent possible within existing programs).

OUTCOME

Like Goal #12, we plan to coordinate regular visits to community colleges with Ms. Baird’s activities.

GOAL #14

To recruit more African-American student representatives to visit their respective high schools. (Not funded, will do within existing programs).
OUTCOME

Andy Wagoner, who coordinates the student representatives program, has been asked to work with the admissions counselors, Ms. Baird and the staff of Minority Student Support Services to involve more African-American students in the program. Recipients of the Minority Leadership Scholarship are an obvious group of students we need to recruit as student representatives.

GOAL #15

To recruit more outstanding African-American students and/or administrators from Western to telephone prospective African-American students. (Not funded, will do to the extent possible with existing funding).

OUTCOME

Ms. Baird will develop plans to implement this recommendation. Whether this recommendation will be accomplished within the existing student phonathon to be conducted at the beginning of the spring semester, or as a separate minority recruitment initiative, will be determined after considering both alternatives.

GOAL #16

To keep in touch with minority students by phone or handwritten notes to keep abreast of the admission process, etc. (Not funded, will do within existing programs).

OUTCOME

Since her appointment July 12, Ms. Baird has written to all of the minority students who were 1994 Governor’s Scholar program participants. We see this as a key strategy for increasing the number of new minority students.

GOAL #17

To identify prospective African-American students by major interest and ask appropriate departments to correspond with them. (Not funded, will do within existing programs).

OUTCOME

Information about prospective students by major interest are sent to departments.
GOAL #18

To adopt new standards for the "automatic" Regents Scholarship to a 20 ACT composite and a 3.0 GPA or top 15 percent of class rank for the 1994 fall semester. (No funding required).

OUTCOME

Mr. Smith will compile a report of the number and academic characteristics of freshmen scholarship recipients for 1993. This report will be used by the Scholarship Selection Committee in determining whether this recommendation is feasible.

GOAL #19

Staff from the Office of Admissions and the Office of Minority Student Support Services should meet regularly to plan, coordinate, and collaborate regarding minority recruitment and retention. (No funding required).

OUTCOME

The staffs have met five times this summer to evaluate and award minority student scholarships. We will continue to meet to plan specific programs as well as general evaluation of progress toward recruitment and retention goals.

GOAL #20

The Office of Admissions should contact other schools for minority scholarship regulations, selection criteria, and amounts offered in order to generate new ideas and to make comparisons for planning. (No funding required).

OUTCOME

Mr. Smith has contacted other schools about their scholarship programs, in general. He has been asked to supplement the information received by specific requests for minority scholarship information and to compile a report of the findings.

GOAL #21

Selected Western staff should visit the YMCA African-American Achiever officials early in the school year to explain Western's scholarship program and solicit their assistance in identifying appropriate recipients well in advance of the banquet. (No funding required).
OUTCOME

Ms. Baird is writing to officials of both programs to introduce herself. She will be visiting both programs during the fall semester.

GOAL #22

To participate in African-American Heritage Festivals or similar events conducted in eleven target areas. (Not funded, will do to the extent possible within existing programs).

OUTCOME

Ms. Baird will participate in as many of the minority programs as time and funds will permit. Priority will be given to programs in the eleven target areas. She has made plans already for the following three programs:

a. Project Hope, a program sponsored by the Kentucky Higher Education Assistance Authority, for minority students in the Lexington area on Saturday, July 17.

b. The 15th Annual Inroads Awards Reception to honor top minority students in Davidson and surrounding counties in Tennessee on Tuesday, July 27.

c. A program at Kentucky State University for the best and brightest high school seniors from throughout Kentucky on Saturday, July 31.

The remaining goals are primarily in academic areas. At the Administrative Retreat on Wednesday, June 9, I encouraged members of the academic community to take the report and discuss the various goals with their respective faculties. Examples of such goals are as follows:

GOAL

Panels of recent minority graduates should be asked to attend departmental faculty meetings and comment on the comfort level they felt as students at Western.
Memo -- Implementation

GOAL

To enhance the academic advisement of minority students, a workshop for faculty advisors will be conducted. Advisors working with minority students must be sensitive to the variety of challenges these students face. Minority students who are undecided about majors require particular attention. A workshop on these issues conducted by appropriate University staff could be beneficial.

GOAL

To provide appropriate educational experiences in the areas of African-American history and culture and to provide an atmosphere conducive for relevant psychological and social needs of African-American students.

At the appropriate time, Dr. Haynes and/or his subordinates will need to give you a progress report regarding implementation of those goals that fall within the purview of Academic Affairs.

JRW/jse