

Minority Student Recruitment

Goal

To recruit a diverse student body, enhancing access to educational opportunities and providing a more well-rounded educational experience for all students.

Objectives

1. Redirect scholarships to high potential minority prospects.
 - The Diversity Scholarship replaced the Minority Leadership Award. The Diversity Scholarship offered an increase in the scholarship amount to \$1,000 annually. Unlike other scholarships, this award is able to be stacked on other scholarships, up to the cost of attendance.
 - Diversity initiative funding supported enhanced scholarships, up to full tuition, to participants in the YMCA Black Achievers programs in Lexington and Louisville.
2. Target recruitment and marketing activities to areas with significant minority population, especially in or near MSU's service region.
 - Expanded advertising into more diverse television markets (Lexington and Northern Kentucky) with specific emphasis given to stations/programming with the broadest range of diversity in demographics (BET, MTV, etc.).
 - Sponsored YMCA Black Achievers Banquets in Lexington, was included in print programs and Adult Achievers volunteered with the program.
 - Supported SREB recruitment efforts with printed marketing materials, an updated portable display, and promotional items.
 - Included MSU in targeted publications (African American Bulletin - both Ohio and Tennessee editions; Affirmative Action Directory).
 - Sponsored Maysville/Mason Co. NAACP "Freedom Fund Gala" event.
 - Sponsored Lexington's Dr. Martin Luther King Jr. Day Unity Breakfast.
 - Purchased T-shirts for assistant provost for diversity to use in targeted recruitment events.
 - Increased visibility in print publications in more diverse areas of Kentucky (Louisville Courier-Journal college guide, Lexington Herald-Leader, Maysville Ledger-Independent, Ashland Daily Independent).
 - Wayne "Box" Miller was retained to recruit students and arrange campus visits by students from the Greater Cincinnati area, especially from Taft and Hughes.
3. Seek grant funding for minority recruitment, scholarships, research and study.
 - To date, funding has been internal. Funding has been utilized from other sources, including funds earmarked for school relations, when it supports both the diversity initiative and the other fund source.
 - Research and Sponsored Programs has conducted searches for grant opportunities. Many of those opportunities include an athletics-related focus that has not matched the objectives of the recruitment focus.
4. Compile campus diversity resources into a comprehensive Web site for recruitment and marketing purposes.
 - An intern was recruited and assigned responsibility for creating a diversity Web site that compiled both on- and off-campus resources into one list, available at www.morehadstate.edu/diversity. The site has received updates periodically, but it continues to need ownership by a Web author.
5. Conduct and compile research data from current minority students, and lost prospects, as a basis for planning minority recruitment activities.

- The minority *retention* plan includes methods of contact with current students.
 - The market research study currently being fielded by Stamats, Inc. includes a specific focus on African-American students, to allow marketing materials to be customized based on research results. Those results will be available in the Spring of 2007.
6. Coordinate efforts between Academic Affairs, Student Life, and the Affirmative Action Officer to recruit minority students.
 - Provided financial support of programming, such as the Soul Food Dinner sponsored in part by Multicultural Student Services.
 - Provided financial and promotional support of Academic Affairs events, including The Lost Boys of Sudan.
 - Purchased and created NPHC display.
 - The assistant provost for diversity has been a tremendous asset in facilitating cross-divisional participation in recruitment and retention opportunities.
 7. Utilize the “Black Gospel Ensemble” to assist in the recruitment of minority students from local, regional and metropolitan/rural public schools
 - Funds from the diversity initiative were transferred to the Black Gospel Ensemble to support recruitment activities. In addition, support was provided to the MSU Dance Ensemble and to support the assistant professor of dance position.

Evaluation

African-American FTFR increased from 62 in the Fall of 2004 to 80 in the Fall of 2005. This year, “Box” Miller brought a group from Taft High School and is currently working on scheduling a group from Hughes.

More Diversity Scholarships have been awarded than in the past, but there is still room in the budget for additional awards.

The research study will provide a measure of awareness to determine if current strategies have resulted in awareness and positive perception of MSU and allow for targeted messages relevant to minority students.