

UNIVERSITY OF  
SCRANTON

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TO: Rev. B. McIlhenny, S.J., Dean of Admissions  
FROM: Rosemary Sylvester  
SUBJECT: Report on Freshman Minority Students 1992-93  
DATE: October 12, 1993

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Thank you for your comprehensive report on the 1993 minority applicants for the Freshman Class.

It is encouraging to see the 2.6% increase in the applicant pool and the improvement in the yield for minority students. The graphics and printout give a clear picture of your efforts and the results.

Dean Shirley Adams, Affirmative Action Officer, also is reviewing your report. We will discuss it with the Affirmative Action committee, too, and send along to you any comments or questions that come up.

OFFICE OF THE DEAN OF ADMISSIONS

TO: Ms. Rosemary Sylvester  
Asst. Affirmative Action Officer

SUBJECT: REPORT ON FRESHMAN MINORITY STUDENTS (1992-93)

DATE: October 4, 1993

Attached you will find my report on minority applicants for the 1993 Freshman Class. This marks the eighth consecutive year that statistics have been gathered. I am enclosing copies of various computer printouts and graphics which have made the tracking and report possible.

1.) Recruiting

Velma Cotton joined the Admissions staff as a minority recruiter in August 1992. Her efforts focused on geographic areas with high minority populations. She spent 22 weeks in a 7 state region visiting selected high schools to get across the message that the University of Scranton continues to actively recruit qualified minority students.

Our purpose was also to acquaint Velma with the high school guidance counselors in these same areas (Pittsburgh, Buffalo, Baltimore, New York City, the District of Columbia, Philadelphia, Alexandria, Newark, Long Island, Camden, etc.). This is a very important first step as we begin to develop a minority network.

Special attention was also given to our minority students in Scranton and Wilkes-Barre. In addition to school visits, an on campus awareness day was held for local minority students. The program included an information session, a question and answer panel with U of S minority students, campus tour, luncheon, etc. The Admissions staff provided transportation to and from the local high schools.

College nights and information programs also play an important role in our recruiting efforts. Velma participated in a number of these - NACAC Fairs, SERO/NSSFNS Student-College Interview Sessions, etc.

Recruiting students of color is the responsibility of each of our admissions counselors. We target certain private and public schools for visits. Although these schools have limited minority populations, they have a history of sending a high percentage of their minority students on to college (v.g., Seton Hall Prep, St. Peter's Prep, Monroe-Woodbury, etc.).

Although it was impossible to track exact numbers, many students of color were among the 1,000 students who attended the fall "Open House."

The Admissions Office also advertised the University in OPPORTUNITES (a publication for minority students interested in continuing their education) and in the minority edition of PRIVATE COLLEGES).

2.) Applications/Acceptances

The overall applicant pool showed a 2.6% increase. Minority applications were up 6% (17).

If we focus on the three largest groups in the minority applicant pool, we see a 33% increase since 1991:

	<u>1993</u>	<u>1992</u>	<u>1991</u>
Asians	130	98	68
Blacks	41	37	33
Hispanics	112	120	112
Totals	283	255	213

Seventy-nine percent of the students in the minority pool were accepted. Factors such as leadership qualities, extra-curricular activities and social awareness were often used to offset SAT scores. The following statistics give more detailed information.

	<u>Minority</u>	<u>Nonminority</u>
a.) <u>Applied</u>		
High School Rank	<u>2/5</u>	<u>2/5</u>
SAT Verbal	443	480
SAT Math	502	538
Totals	945	1018
b.) <u>Accepted</u>		
High School Rank	<u>2/5</u>	<u>2/5</u>
SAT Verbal	473	493
SAT Math	533	552
Totals	1006	1045
c.) <u>Rejected</u>		
High School Rank	<u>3/5</u>	<u>3/5</u>
SAT Verbal	346	398
SAT Math	391	441
Totals	737	839

### 3.) Yield

As you will note from the minority breakdown, there are 40 students of color in the freshman class (4.4%). This represents an increase of 8 students (25%).

The yield for minority students improved from 13% to 17% (overall yield: 27%).

Three specific strategies were employed to strengthen the conversion rate from accepted to enrolled:

#### a.) Phone Contact

Each student of color received a minimum of three phone calls from Velma to discuss a campus visit, explain the course of studies, answer questions on financial aid, etc. U of S students also participate in a phonathon.

#### b.) Preview Day

A number of minority students along with their parents attended the spring "Preview Day" for accepted students. This program proved to be quite successful.

#### c.) Scholarships/Financial Aid

Special attention was given to students of color to make sure that they were aware of the University's programs of financial assistance. Follow-up calls were made regarding procedures, packages, etc.

### 4.) Negatives

There are some turnoffs as we attempt to recruit minority students. I have picked out a few items. Some of these are beyond our control while others need to be addressed.

The Scranton Area: the low percentage of minorities living in the area is a real negative for a student considering the University.

A Catholic School: this fact presents problems for some students of color.

The University Faculty and Staff: role models are very important to minority students and this is always one of their first questions. It is a definite turnoff when we have to report the facts.

"The University is not interested in local minority students": students rely strongly on word of mouth networks and here their perceptions of the U of S are negative. Although the Admissions Office attempts to present a positive image, everyone must assume a share of this responsibility.

Financial Aid: our funds for minority students are very modest. Meeting 70% of need just is not enough for some, especially when a competitor school has a minority budget ten times larger than the U of S.

5.) 1993-94 Marketing Plans

The Admissions Office will continue to build on this year's work. Some specifics:

a.) Off Campus

High school visits will continue to be made in a seven state area. Based on last year's experience some high schools have been added to the itinerary while others have been dropped.

College nights, fairs and information programs still prove to be important sources of potential students. Initial reports from the Pittsburgh, Erie, Buffalo, Rochester and Syracuse areas seem encouraging.

b.) On Campus

Last month the Admissions Office conducted a reception for students of color who attend the University of Scranton.

A minority ambassadors club has been formed and a first meeting has been held. These students will serve as hosts for campus visits and overnight stays. Through phonathons and letters they will assist with follow-up work. They will also attempt to identify potential students from their home areas.

Continue meetings with local Afro American church and civic leaders to seek direction and reinforce the message that the University is interested in our local students. Again we will ask their help in identifying students of color.

Improve attendance of students of color at our Open House on Sunday, November 7.

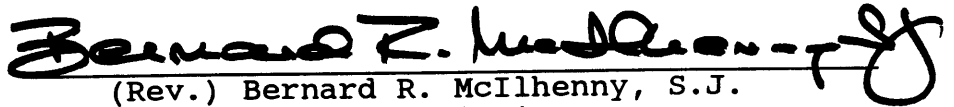
A special awareness day for local minority students from the Scranton/Wilkes Barre area will be held again this year.

A pilot bus trip is planned for students of color from the Philadelphia area. The Admissions Office will provide the transportation and the students will spend the day on campus.

c.) Advertising

PETERSON'S has been added to OPPORTUNITIES and PRIVATE COLLEGES as another source of minority students. Names are received on a regular basis and personalized letters are sent to each prospect.

I hope that you will find this report helpful. If I can be of further assistance, please do not hesitate to contact me.

  
(Rev.) Bernard R. McIlhenny, S.J.  
Dean of Admissions

BRM:dp

cc: Fr. Panuska, S.J.  
Dr. Passon  
Dr. Adams

**OFFICE OF THE DEAN OF ADMISSIONS**

**TO:** Ms. Rosemary Sylvester  
Asst. Affirmative Action Officer

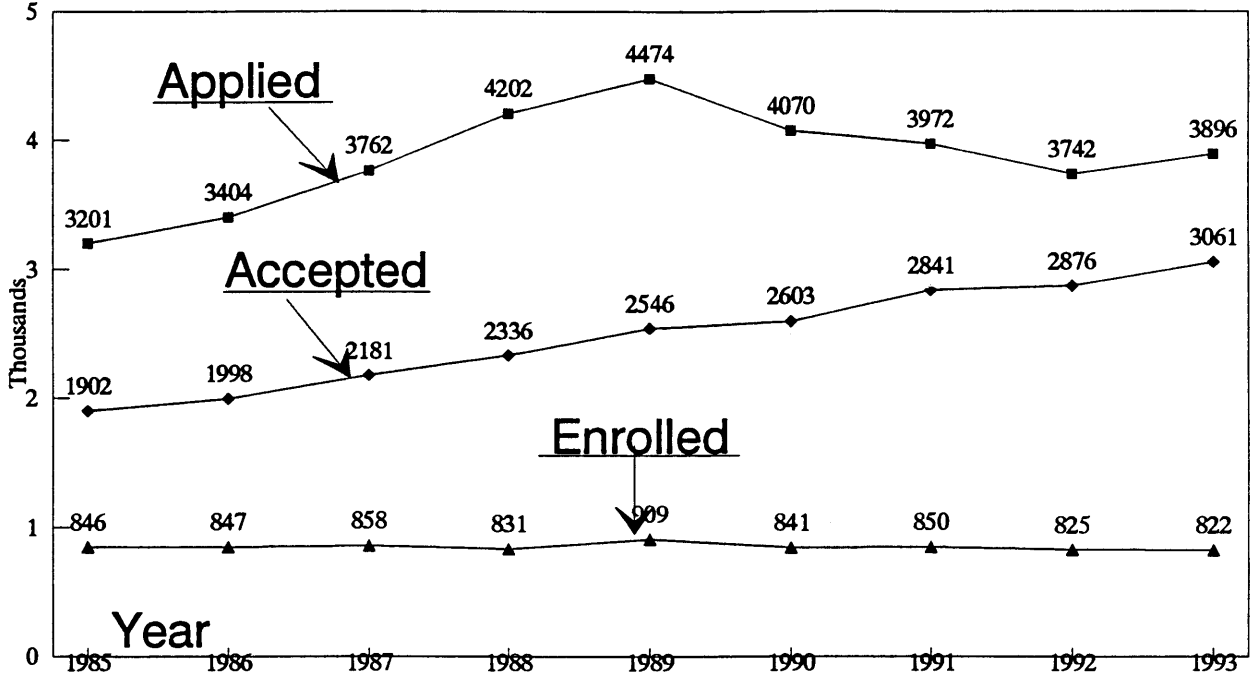
**SUBJECT:** INFORMATION ON FRESHMAN MINORITY STUDENTS (1992-93)

**DATE:** October 4, 1993

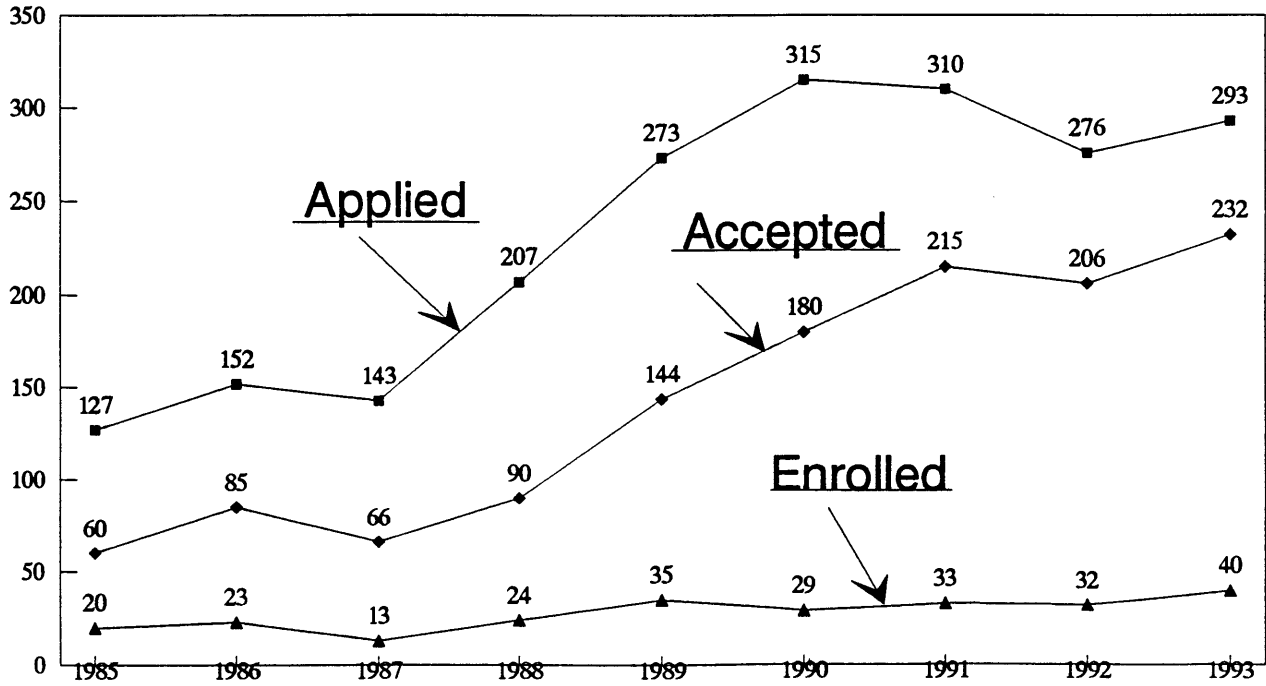
	<u>APPLIED</u>	<u>ACCEPT</u>	<u>REJECTED</u>	<u>INCOMPLETE</u>	<u>ENROLLED</u>
1.) <u>OVERALL</u>	4471	3426	530	63	910
<u>No Response</u>	227	173	29	11	40
<u>Response Totals</u>	4244	3253	501	52	870
2.) <u>MINORITY BREAKDOWN</u>					
Alaskan Native/ American Indian	4	4	0	0	1
Asian American/ Pacific Islander	130	116	13	1	16
Black (non Hispanic)	41	21	18	2	4
Chinese American	1	1	0	0	0
Filipino American	2	0	1	1	0
Hispanic	108	83	24	2	16
Korean American	3	3	0	0	2
Latin American	3	3	0	0	1
Puerto Rican	1	1	0	0	0
Totals	293	232	56	6	40
3.) MINORITY STUDENTS AS PERCENTAGE OF RESPONSE GROUP	6.9%	7.1%	11.1%	11.5%	4.6%
MINORITY STUDENTS AS PERCENTAGE OF OVERALL GROUP	6.5%	6.7%	10.5%	9.5%	4.4%

# Application Flow Comparison 1985 – 1993

## Non-Minority



## Minority



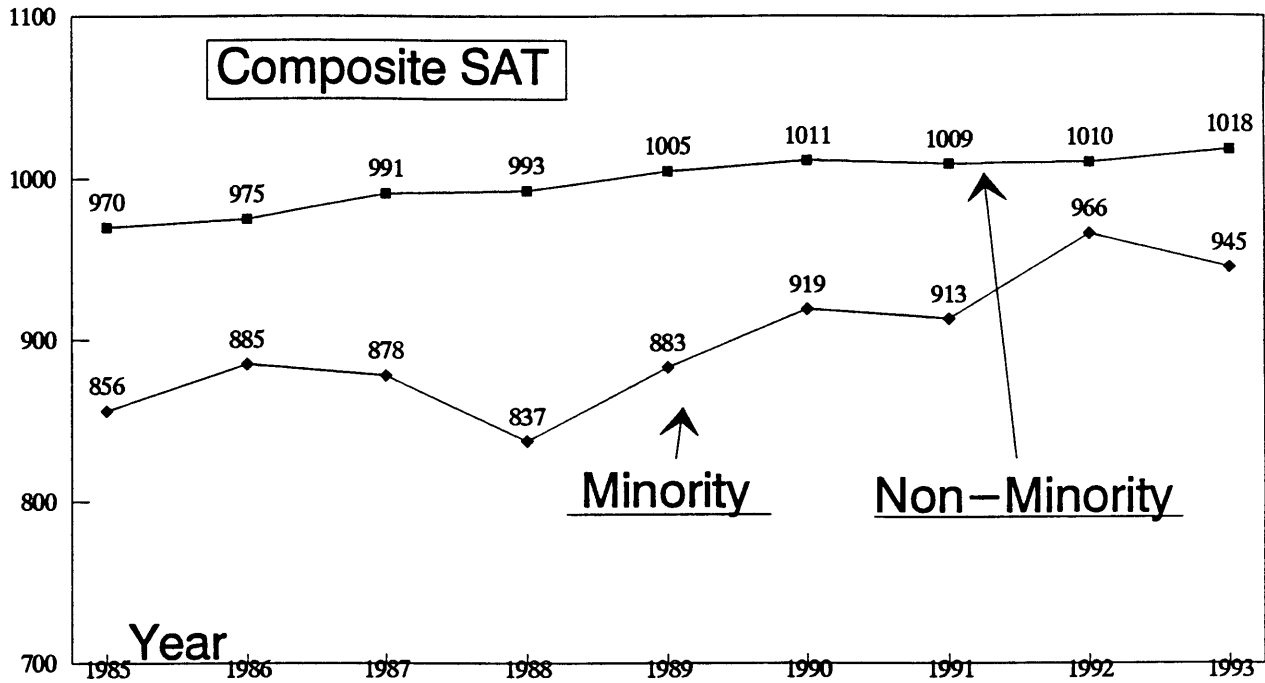


# SAT Comparison

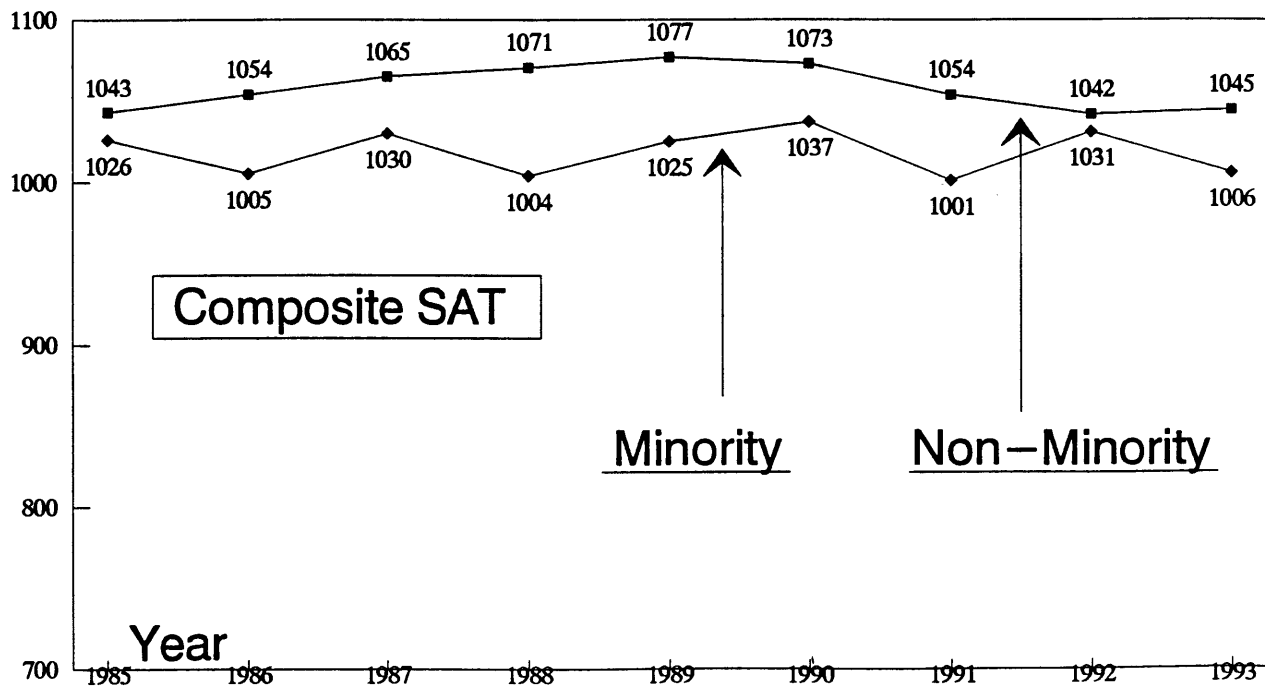
## Minority to Non-Minority

### 1985 - 1993

#### Applicants



#### Accepts



# SAT Comparison Minority to Non-Minority 1985 - 1993

**Rejects**

