

MULTICULTURAL RECRUITMENT/ENROLLMENT PLAN

Introduction

This plan reaffirms the University of Scranton's commitment to the educational development of its students. Since they live in a pluralistic society, it is important that they be exposed to many cultural perspectives. The University attempts to provide this setting through its programs of study and the composition of its student body. This plan seeks to focus on the recruitment/enrollment of a culturally diverse undergraduate population.

The plan attempts to follow the 18-month cycle of the admissions process:

- Recruiting phase
- Application phase
- Decision phase
- Conversion phase

Goals and Objectives

Goal

1. 0 That the Admissions Office seek to develop a strong inquiry pool of potential American minority applicants.

Objectives

1. 1 Review general marketing strategies with special emphasis on the recruitment of minority students.
1. 2 Target specific geographic areas noting in particular large urban locations with high minority populations.
1. 3 Meet with local church and community leaders to identify potential minority students and discuss recruitment strategies.
1. 4 Keep the Admissions Office current by having the counselor in charge of minority recruitment attend national and regional seminars and workshops.
1. 5 Go over admissions viewbooks, brochures and publications to see that persons of color are properly represented.
1. 6 Emphasize that recruiting students of color is the responsibility of every member of the University community and the Admissions Office staff.
1. 7 Advertise in magazines and other publications for minority students interested in attending college (v.g. Opportunities, Private Colleges, Peterson's, McDonald's Communication).
1. 8 Visit selected high schools primarily in the mid-Atlantic region during a 22-week period in the fall and spring to speak with interested minority students and their guidance counselors.
1. 9 Reinforce the message with high school guidance counselors that the University continues to be truly interested in recruiting minority students.
- 1.10 Participate in college nights, information programs as well as regional and national college fairs to make minority students and their parents aware of the University's interest in them.

- 1.11 Schedule visits to our Jesuit Prep schools and certain other private and public schools, whose profiles indicate they send a high percentage of students to college although their overall minority populations are somewhat limited.
- 1.12 Make use of various surveys and studies which address the question of recruiting minority students (v.g. the Sevier Study for College And University).
- 1.13 Attend information programs specifically for minority students - ASPIRA for hispanic students and SERO/NSSFNS for African Americans.
- 1.14 Prepare a special brochure for minority students which attempts to address their questions and concerns.
- 1.15 Pay particular attention to our local minority students who reside in northeastern Pennsylvania.
- 1.16 Involve alumni and present U of S students in the process of identifying potential minority applicants.

Goal

2. 0 That the University attempt to take the minority students initial interest and turn it into an application for admission.

Objectives

2. 1 Maintain contact with the inquiry pool through a series of periodic newsletters and brochures.
2. 2 Encourage high school students to visit the University, receive an interview, tour the campus, speak with some of our present students of color.
2. 3 Target personalized mailings for individual groups.
2. 4 Hold an in-depth Fall Open House for all interested students and their parents.
2. 5 Send information on scholarships and financial aid to make sure that students of color are aware of the University's programs of assistance, including the Claver grants.
2. 6 Conduct an on-campus awareness day for minority students from the Scranton/Wilkes-Barre area. The program includes an information session, question and answer panel with U of S minority students, campus tour, luncheon, etc.

2. 7 Form a U of S minority ambassadors club to host campus visits.
2. 8 Arrange bus trips for students of color from Philadelphia and other areas within a 100-mile radius of Scranton.
2. 9 Follow up on student names received through various advertisements and cooperative student recruitment.
- 2.10 Involve alumni, students and members of the ambassadors club in the process of encouraging interested minority students to apply.

Goal

3. 0 That the University attempt to select as many qualified minority students as possible from the applicant pool.

Objectives

3. 1 Review the Board of Trustees directives regarding the size of the freshman class.
3. 2 Set the target enrollment figures for the class working in conjunction with the enrollment management committee.
3. 3 Factor in the numbers for certain capped programs (nursing, occupational therapy and physical therapy).
3. 4 Determine acceptance figures to protect the enrollment target and meet resident housing constraints.
3. 5 Code minority students for computer tracking purposes.
3. 6 Make admissions decisions based on such factors as high school grades, class rank, ability range, letters of recommendation, extracurricular activities, etc.
3. 7 Do not rule out a minority student simply because of lower SAT scores, but rather use other characteristics (determination, leadership qualities, social awareness, signs of maturity) to offset them.
3. 8 When necessary offer minority students admission into the academic development program in order to strengthen their verbal skills and study habits.
3. 9 Pay special attention to our local students of color who reside in northeastern Pennsylvania.
- 3.10 Involve alumni whenever possible.

Goal

4. 0 **That the University attempt to enroll as many minority students as possible from the accepted pool.**

Objectives

4. 1 Send letters from the department chairpersons congratulating the students and giving further information about their program of studies.
4. 2 Have admissions counselor/minority recruitment call minority students to answer questions, explain scholarship/ financial aid procedures, discuss majors, etc.
4. 3 Mail a personalized letter of congratulations from the University President along with a special conversion brochure.
4. 4 Beginning in March put together scholarship/financial aid packages paying special attention to the needs of minority students.
4. 5 Conduct a follow-up phonathon by members of the minority ambassadors club.
4. 6 Present an on-campus preview day in April for all accepted students and their parents focusing on University programs, services, activities, outcomes, etc.
4. 7 Continue to involve alumni whenever possible.
4. 8 Provide accommodations for minority students who wish an overnight stay with ambassador club members serving as hosts.
4. 9 Pay special attention to confirmed students of color during the July orientation programs.
- 4.10 Work with other offices and departments to insure contact with confirmed minority students during all the summer phases until they actually arrive on campus.
- 4.11 Host a September reception for freshman minority students to welcome them and introduce them to the various segments of the University community, including returning minority students.

Five Recruiting Obstacles

As we attempt to recruit minority students, we find there are some obstacles. Some of these are beyond our control while others need to be addressed.

1.) The Scranton Area:

The low percentage of minorities living in the area (for example, .5% African American) is a real negative for a minority student considering the University.

2.) A Catholic School:

The fact that the University is a Catholic institution presents problems for some students of color. Over 80% of our present students are Catholic, but national statistics show that only 9% of African Americans are Catholic.

3.) The University Faculty and Staff:

Role models are very important to minority students and this is always one of their first questions. An ethnic breakdown of our 249 full-time faculty members indicates the following: 2 Hispanic, 10 Asian, 223 Caucasian. The remaining 14 members are not U.S. citizens. Out of 127 junior and senior professional staff members there are 5 minority persons (1 Hispanic, 1 Asian and 3 African Americans).

4.) "The University Is Not Interested In Local Students:"

Students, including minorities, rely strongly on word of mouth networks and here their perceptions of the U of S are negative. Although the Admissions Office does everything possible to present a positive image, the entire administration, faculty and staff must assume a share of this responsibility.

5.) Low Percentage Of Minority Students Attending the University:

As the 1985-1993 application statistics show, the minority population ranges below 5%. This creates somewhat of a vicious circle. We are seeking students of color, but often they are not attracted to the University because of our low minority percentage.