

OFFICE OF THE DEAN OF ADMISSIONS

COPY

TO: Dr. Richard H. Passon  
Provost

SUBJECT: 1995-96 REPORT ON FRESHMAN MINORITY STUDENTS

DATE: November 15, 1996

INTRODUCTION

In addition to the following report, I have attached a statistical breakdown of our freshman minority students, as well as some comparative graphics. This marks the twelfth consecutive year that minority statistics have been gathered.

REPORT

My report will follow the 24-month cycle of the admissions process.

1. 0 RECRUITING PHASE

1. 1 Here the goal was clear: develop a strong inquiry pool of potential American minority applicants. In 1995-96 the overall number of inquiries increased 6% (from 39,500 to 42,000). Although it is impossible to give exact figures, it is safe to say that our minority inquiry pool experienced a noticeable growth.
1. 2 Velma Cotton continued to focus her recruiting efforts on geographic areas with high minority populations. She spent 22 weeks in a 7 state region getting across the message that the University of Scranton is actively recruiting qualified minority students. This same message was reinforced by all the other members of the Admissions Office staff.
1. 3 The University was represented at programs specifically for minority students (v.g., Project Uplift in Philadelphia and SERO/NSSFNS at Rutgers, College Access, etc.).
1. 4 The Admissions Office purchased advertising in magazines and publications for minority students interested in attending college (v.g., Peterson's, Private Colleges Minority Edition, etc.).
1. 5 Special attention was given to Jesuit Prep schools and other private and public schools with limited minority populations, but with high college bound percentages.

1. 6 Second visits were made to some schools in northeastern Pennsylvania to seek out minority students.
1. 7 Members of the student multicultural ambassadors committee were trained and made calls to minority prospects from the inquiry pool.
1. 8 Work was completed on the second edition of the brochure "Building A Diverse Community." A copy is enclosed.
1. 9 Velma attended a variety of meetings and workshops including the Pennsylvania Black conference on Higher Education which was held in Pittsburgh.
- 1.10 An ongoing series of meetings were held with Rev. Calvin Hooks, pastor of Bethel A.M.E. Church, and some of his parishoners. The purpose was to explore ways by which the University in general and the Admissions Office in particular could be of service to the local African American community. A special college access program was held at Pastor Hook's church.

## 2. 0 APPLICATION PHASE

2. 1 Here the specific goal was to turn the initial interest of a minority student into an application for admission. In 1996 the minority applicant pool was 398 students (a new record high and a 2% increase over last year).
2. 2 Contact was maintained with the inquiry pool through a series of periodic newsletters and brochures. Individualized letters were sent to targeted groups.
2. 3 Information on scholarships and financial aid was sent to students to make sure that they were aware of the University's programs of assistance, including the Claver grants.
2. 4 An in-depth open house was held in November for all interested students and their parents. About 4,000 people attended.
2. 5 A special multicultural student information reception was held at the College Access Center for interested minority students from the Philadelphia area.
2. 6 The Admissions Office hosted an on campus program for 30 African American and Hispanic students from Pocono Mountain High School in Monroe County. The day's events included an information session, campus tour, luncheon, student panel, etc.

2. 7 Working in conjunction with the "Operation Link-Up", 35 students of color were bussed from the Paterson area of New Jersey to our campus. The format for the program was similar to that used for the Monroe County on campus day.

2. 8 The U of S Minority ambassadors committee served as hosts for campus visits. Members continued to call prospective applicants.

3. 0 DECISION PHASE

The 1996 goal was to continue to increase the pool of qualified minority students. I am happy to report that 326 students of color were accepted. This represents a 5% increase over last year and a new record high.

3. 1 Target figures were set by the Enrollment Management Committee which gave direction to the acceptance process.

3. 2 Minority students were coded for tracking purposes.

3. 3 In general, admission decisions were based on such factors as high school grades, class rank, ability range, letters of recommendation, extracurricular activities, etc. However, minority students were not ruled out simply because of lower SAT scores. Other characteristics (determination, leadership qualities, signs of maturity, social awareness) were used to offset any testing weaknesses.

3. 4 In some cases minority students were placed in the academic development program to strengthen their verbal skills and study habits.

3. 5 Special attention was given to our local students of color.

4. 0 CONVERSION PHASE

Our 1996 goal was to increase the percentage of minority students in the freshman class from 6% to 7%. Our efforts fell short and the numbers remained at 6% (54 students of color in a class of 948).

4. 1 Congratulatory letters were sent by the department chairpersons.

4. 2 Beginning in March scholarship/financial aid packages were put together in an attempt to meet the needs of minority students. Here the Claver grants were very helpful.

4. 3 The University President sent a personal letter of congratulations along with a conversion brochure.

- 4. 4 Invitations were sent to accepted minority students from the Philadelphia area to take part in a special on campus visitation day. Five students attended, despite a March snow storm. Transportation was provided by the Admissions Office.
- 4. 5 A preview day was held in April and special attention was given to students of color.
- 4. 6 Velma Cotton called each minority student at least once to answer questions, explain scholarship/financial aid packages, etc.
- 4. 7 Accommodations were available for any students of color who wished to stay overnight. Ambassador committee members served as hosts.
- 4. 8 The Admissions Office worked with other offices and departments to insure that there was contact with confirmed minority students during all the summer phases, including orientation.
- 4. 9 The Dean of Admissions hosted a September reception for freshman students of color to welcome them and introduce them to the various segments of the University community, including returning minority students.

5. 0 QUANTITY/QUALITY QUESTIONS

In addition to the enclosed graphics, the following points should be noted.

5. 1 Applications

The 1996 overall applicant pool showed a slight increase (4,790 vs 4,783). However, minority applications were up 2% (398 vs 391).

If we focus on the three largest groups in the minority pool, it is easy to trace the growth pattern.

	<u>1996</u>	<u>1995</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>
African American	75	72	74	41	37
Asian American	137	143	150	130	98
Hispanic	179	164	142	112	120
Total	391	379	366	283	255

## 5. 2 Yield

The acceptance rate for minority students was 81.9%. Our overall yield rate was 30%. Despite all the special conversion efforts the yield for minority students is still below average.

	<u>1996</u>	<u>1995</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>
	17%	18%	19.5%	17%	16%

## 5. 3 Enrolled Students

The following statistice provide some additional information on the average profiles:

	<u>Minority</u>	<u>Nonminority</u>
High School Rank	2/5	2/5
SAT Verbal	526	563
SAT Math	515	550
Total	1041	1113

## 6. 0 OUTCOMES

Although we did not reach our projected target (minority students accounting for the 7% of the freshman class), there were some encouraging signs, as the following figures show:

<u>Freshmen</u>	<u>1996</u>	<u>1995</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>
African American	12	5	7	4	2
Asian American	13	20	24	16	16
Hispanic	28	24	24	16	9

6. 1 This year, records were set in the African American and Hispanic categories (a total of 40 students). Unfortunately, Asian American freshmen dropped to the lowest number in the last five years (13).

6. 2 Students of color who were accepted at the U of S but who chose not to attend were surveyed by telephone. A special focus was given to Asian American students.

The main reasons given by all minority students for not enrolling were:

- the U of S is too expensive
- a better financial aid package at the other school
- location - wanted a more complete urban center
- looking for a college with a larger and more diverse student body
- accepted at school of their first choice

6. 3 As you review the responses from the Asian American students, one negative stands out very clearly - FINANCIAL AID. Fifty-six percent of those called (31 out of 55) indicated that financial aid was one of the main considerations. Forty-two percent chose state universities. The two schools enrolling the largest number of students were Rutgers (11) and Penn State (5). Seven chose other Jesuit institutions which were located in urban centers.

7. 0 1996-97 MARKETING PLANS

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

7. 1 Our goal for the coming year is to increase the number of minority students in the freshman class to 7%.

7. 2 Telemarketing strategies call for a continued effort to reach students of color through phonathons both at the inquiry and accepted stages of the application process.

7. 3 Receptions are planned for Philadelphia and New Jersey. These programs will be held to tap selected geographic areas at the inquiry and application stage.

7. 4 The new edition of our new minority brochure, Building A Diverse Community, continues to focus on the University's commitment to cultural diversity.

7. 5 All our studies tell us that getting a student to visit the campus is the best assurance of enrolling that student. Day van trips are planned for students of color from the Scranton/Wilkes-Barre area. The Admissions Office will provide the transportation and students will spend the day on campus.

7. 6 Similar campus visits will also be arranged for students from Monroe County in the Poconos. We will continue to use "College Access" in Philadelphia and "Operation Link-Up" in New Jersey.

7. 7 New markets in New York City and in Allentown, Bethlehem and Easton will be studied for possible on campus programs.

7. 8 We will continue to participate in the 5 "BIG APPLE" college programs which focus on students of color living in the 5 boroughs of New York City.

7. 9 Attention will be given to increasing funds for the Claver grants and addressing the question of Asian American students.

- 7.10 Special attention will given to improving attendance at our Open House and Preview Day by students of color.
- 7.11 It is important to reaffirm on campus the University's commitment to cultural diversity. This must be done throughout the school year.
- 7.12 Special priority will be given to seeking additional ways of improving our yield rate for students of color.

8. 0 PERSONNEL

On July 1, 1996 Velma Cotton decided to leave her job as minority recruiter and to begin her doctoral studies at the University of Maryland. Phil Odom, a 1996 U of S graduate, was hired to replace her.

I hope you will find this report helpful. If there are any questions, please do not hesitate to contact me.

*Bernard R. McIlhenny*

Bernard R. McIlhenny, S.J.  
Dean of Admissions

cc: J.A. Panuska, S.J., President  
Dr. Shirley Adams

**OFFICE OF THE DEAN OF ADMISSIONS**

**TO:** Dr. Richard H. Passon  
Provost

**SUBJECT:** INFORMATION ON FRESHMAN MINORITY STUDENTS (1995-96)

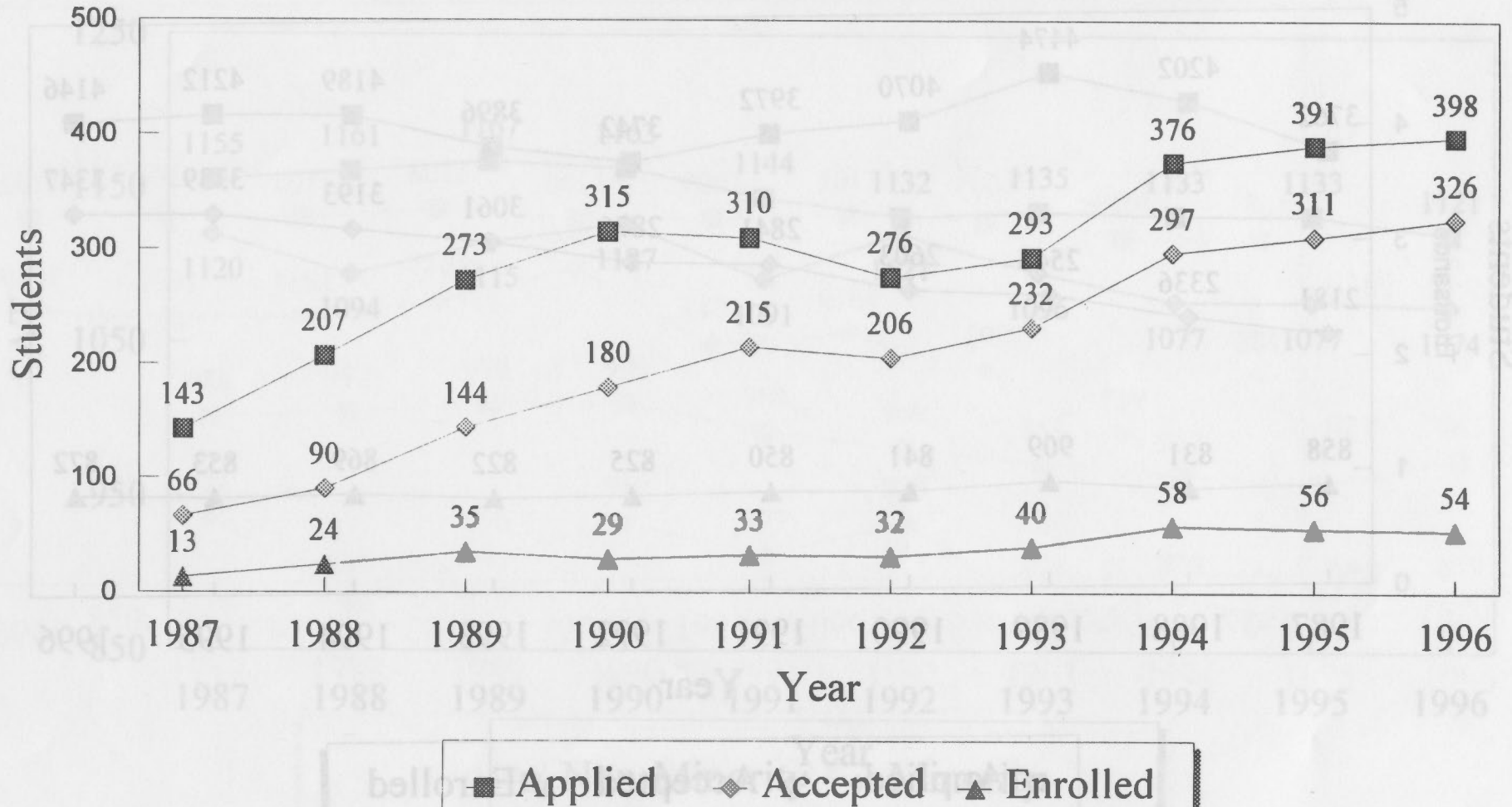
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	<u>APPLIED</u>	<u>ACCEPT</u>	<u>REJECTED</u>	<u>INCOMPLETE</u>	<u>ENROLLED</u>
1.) <u>OVERALL</u>	4790	3732	454	43	948
<u>No Response</u>	157	108	25	12	20
<u>Response Totals</u>	4633	3624	429	31	928
2.) <u>MINORITY BREAKDOWN</u>					
Alaskan Native/ American Indian	7	7	0	0	1
Asian American/ Pacific Islander	137	119	14	2	13
Black (non Hispanic)	75	53	18	4	12
Hispanic	179	147	30	2	28
Totals	398	326	62	8	54
3.) <u>MINORITY STUDENTS AS PERCENTAGE OF RESPONSE GROUP</u>	8.5%	8.9%	14.4%	25.8%	5.8%
<u>MINORITY STUDENTS AS PERCENTAGE OF OVERALL GROUP</u>	8.3%	8.7%	13.6%	18.6%	5.6%

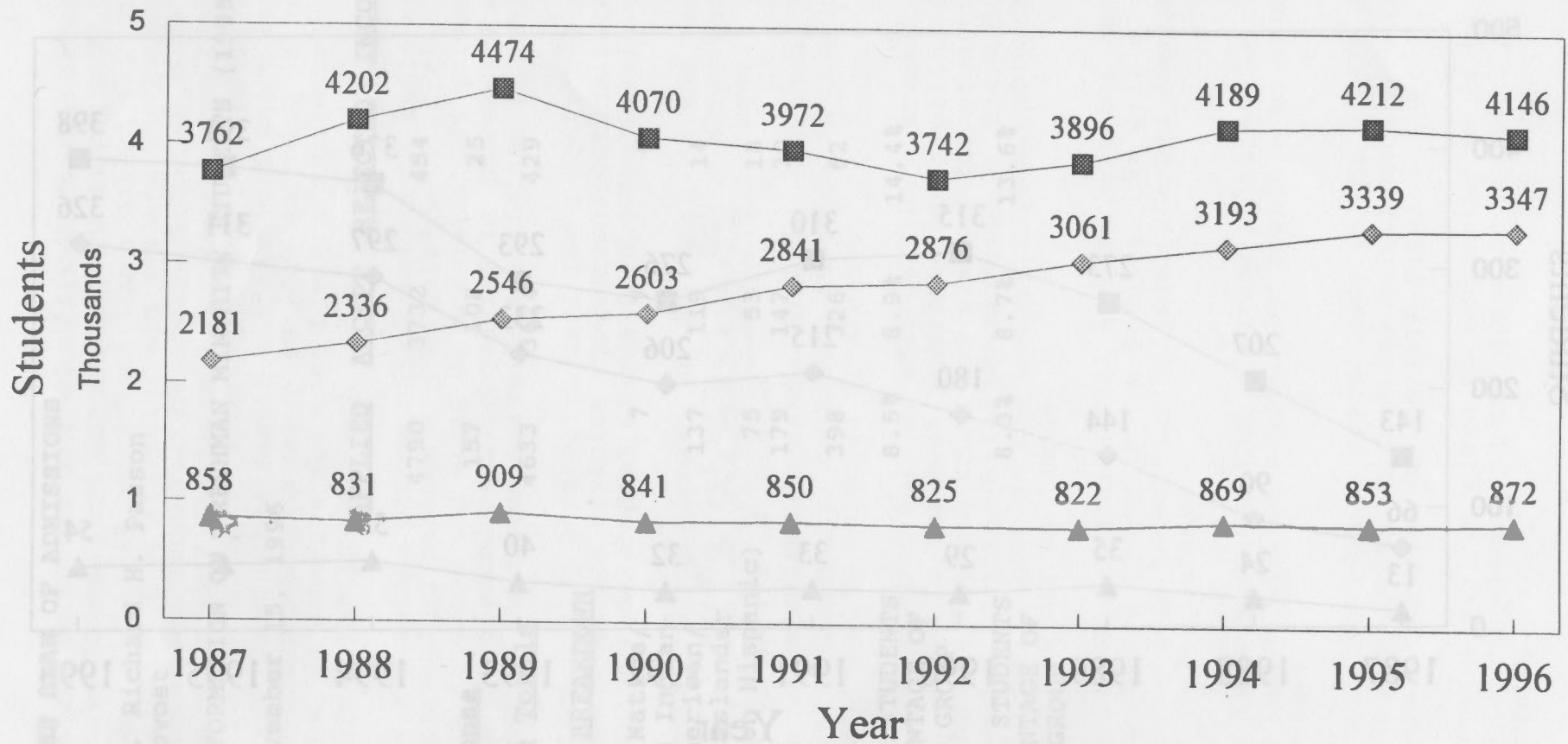
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# Minority Application Flow 1987 -1996

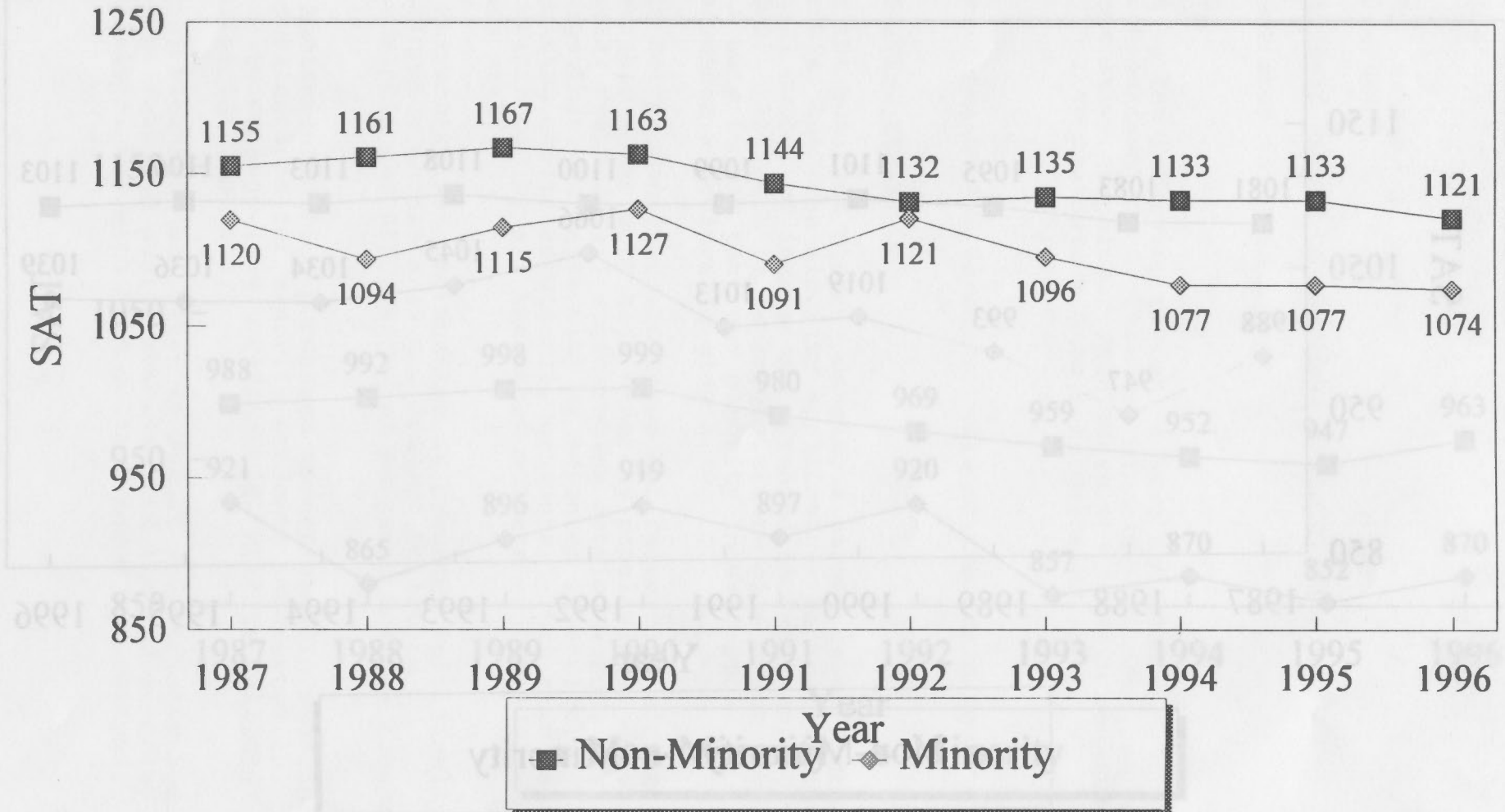


# Non-Minority Application Flow 1987 - 1996



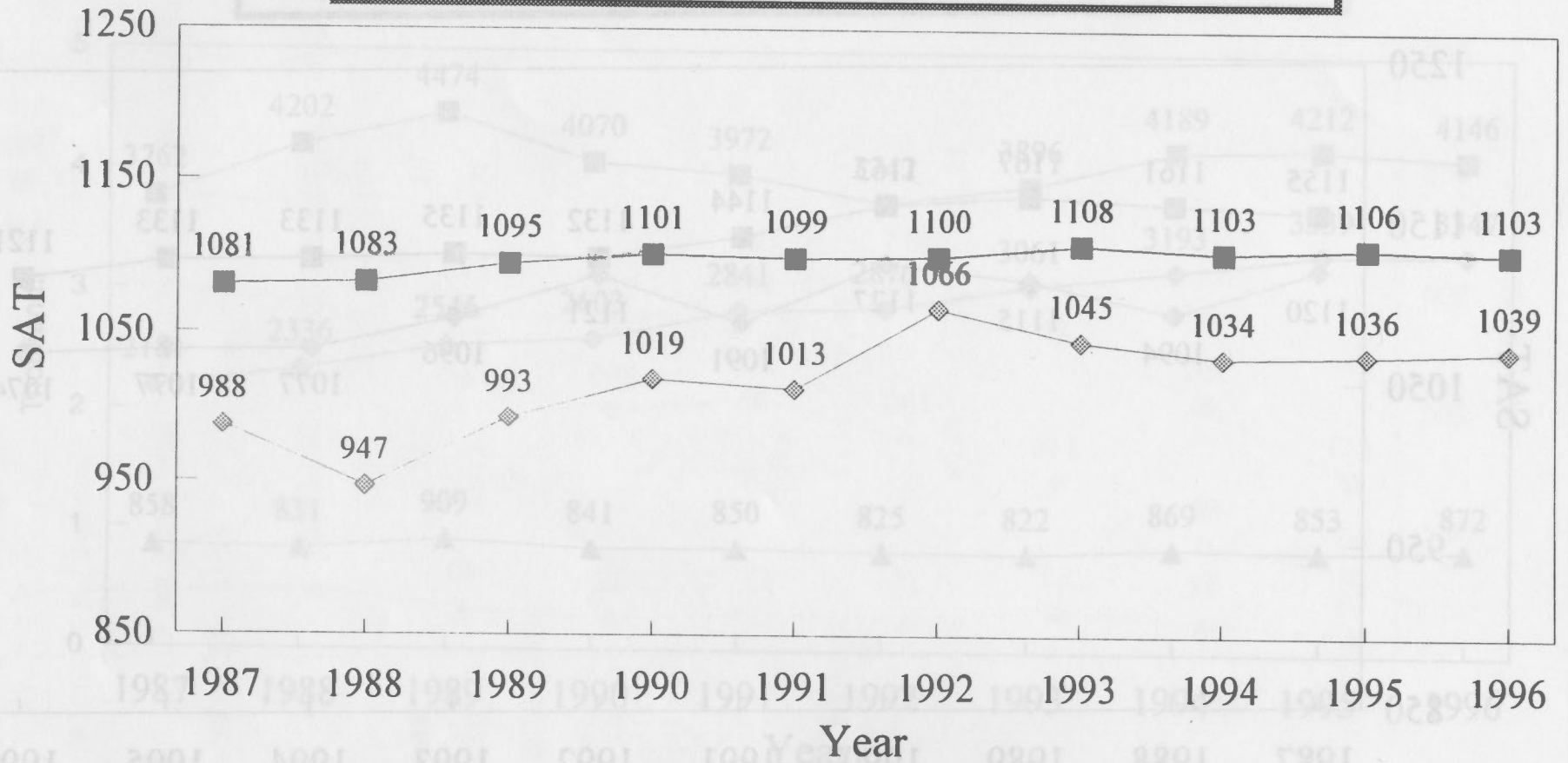
■ Applied    ◆ Accepted    ▲ Enrolled

# SAT Comparison: Accepts Minority to Non-Minority



# SAT Comparison: Applicants

## Minority to Non-Minority



■ Non-Minority ◆ Minority

# SAT Comparison: Non-Accepts

## Minority to Non-Minority

