

UW-STOUT MULTICULTURAL RECRUITMENT PLAN

Purpose Statement: *Develop a multi-year recruitment plan which supplements current efforts with specific focus on **students of color (particularly Hmong and Hispanic), Veterans, and non-traditional populations (Focus 2015 University Priority).***

The work of this subcommittee was informed by the Equity Scorecard project and Inclusive Excellence information. The subcommittee was chaired by Richard Tafalla other members included: Lionel Jones, Pam Holsinger-Fuchs, Bruce Pamperin, Kit Carlson, Glendali Rodriquez, Claudia Johnston, Maureen Carlson, Dang Yang and Gao Vang. The equity scorecard indicates that the number of Hispanic/Latino and Southeast Asian college-age students is increasing dramatically in the region thus an intentional focus on these two groups. Other recruitment efforts that were started to set a foundation in the 2009-10 academic years include the following:

- The equity scorecard identified a large gap between applications and application completion for all minority students. To address this issue the MSS office has been assisting the Admission office in follow up phone calls to these students.
- Workshops were held at the State Gear Up conference for students that included Native American, African American and Hmong students.
- The admission office attended four National Hispanic fairs, four regional Hispanic fairs and the 100 Black Men scholarship fair in IL.
- Five Gear Up coordinators for WI invited to campus for a meeting serving primarily Native American students.
- Workshops were held for Hmong students by Dang Yang on application completion including an essay component.
- A brochure translated in Hmong was completed.
- A multicultural brochure highlighting all scholarships, services and pre-college programs was created.
- A workshop for Somali students living in Barron, WI was held.
- A direct mailing was created and sent to past participants of pre-college camps to encourage them to consider applying to Stout.
- A meeting was held with three of the staff at the Madison People program to discuss UW-Stout and our programs.

Goals		Strategies/Implementation			Cost	Assessment	Targets
Activities <i>What we're doing</i>	Responsible Partners	2010-11 <i>What we plan to achieve</i>	2011-12	2012-13			Focus 2015 goals in red
Conduct a community capacity assessment: Hispanic & Hmong students focus	Social sciences faculty: Loizides, Paulson, Pearson, Sweat, Pamperin, BPA	Conduct a Nominal Group Process (NGP) assessing perceptions of UW-Stouts capacity for education Latino and Hmong students. Include marketing related questions to inform future marketing efforts.	Disseminate recommendations and utilize to plan marketing and support functions for retention	Identify specific changes UW-Stout can implement to improve its' capacity to serve Latino students.	\$27,500 for ¼ time of faculty and 2 Hispanic/2 Hmong	Applications from Hmong students Retention rate for Hmong students	Increased retention rate to 73% by 2015 Six-year graduation

					student \$1000 for ARC to conduct NGP	Applications from Latino students Retention rate for Latino students	rate of 87% or higher Enrollment of 870 minority students or more by 2015
Targeted Hmong and Hispanic Marketing	Admissions, marketing office, Education DIN	<ul style="list-style-type: none"> • Advertise in Statewide Hmong Directory (09-10 ongoing) • Identify sources of prospective students, e.g. community programs, churches, influential leaders, ESL programs • Diversity web presence audit-create Student/Faculty/Alumni success story profiles • Create brochure in Spanish 	<ul style="list-style-type: none"> • Distribute Hmong & Hispanic brochure, link on website. • Direct mailing to influential community members. • Utilize information from NGP to influence future marketing 	Expand outreach to UW-Marathon that has large numbers of Hmong students. Also outreach to Twin Cities.	\$1500	Number of applications from Hispanic students Number of applications from Hmong students Number of hits to website Number of contacts with sources for prospective students Number of advertising pieces created in another language	Increased retention rate to 73% by 2015 Six-year graduation rate of 87% or higher Enrollment of 870 minority students or more by 2015
Increased outreach to groups working with students of color	Admissions, TRiO, Gear Up staff, MSS, Dang Yang	Increased from 3 group visits in 08-09 to 12 in 09-10. Include MMEP, Admission Possible and other Gear Up groups in MN & WI. Have each participant entered into our database.	Evaluate and make improvements, encourage attendance at summer camps	Target mailings to past participants	\$7500	Number of enrollments at summer camps Number of group visits made Number of participants in database Number of resulting UW-Stout enrollments Retention of those students	Increased retention rate to 73% by 2015 Six-year graduation rate of 87% or higher Enrollment of 870 minority students or more by 2015
Financial needs of students of color	Foundation	Collaborate with the foundation to create scholarships and opportunities for targeted	Establish five Latino Scholarships for students	Establish five Hmong Scholarships for students	Donations-\$200	Number of scholarships awarded to Hispanic students	Increased retention rate to 73% by 2015

		populations AOP brochure distribution to students and PDs			printing	Number of scholarships awarded to Hmong students Retention rate of scholarship recipients Graduation rates of scholarship recipients	Six-year graduation rate of 87% or higher Enrollment of 870 minority students or more by 2015
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