# 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.

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<tr>
<th>Goals</th>
<th>Strategies/Implementation</th>
<th>Cost</th>
<th>Assessment</th>
<th>Targets</th>
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<tbody>
<tr>
<td>Conduct a community capacity assessment: Hispanic &amp; Hmong students focus</td>
<td>Social sciences faculty: Loizides, Paulson, Pearson, Sweat, Pamperin, BPA</td>
<td>2010-11</td>
<td>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.</td>
<td>Focus 2015 goals in red</td>
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<td>Disseminate recommendations and utilize to plan marketing and support functions for retention</td>
<td>2011-12</td>
<td>Identify specific changes UW-Stout can implement to improve its’ capacity to serve Latino students.</td>
<td>$27,500 for ¼ time of faculty and 2 Hispanic/2 Hmong</td>
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| Targeted Hmong and Hispanic Marketing | Admissions, marketing office, Education DIN | • 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 | • 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. | $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 |
| 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 |
<table>
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<th>Populations</th>
<th>AOP brochure distribution to students and PDs</th>
<th>Printing</th>
<th>Number of scholarships awarded to Hmong students</th>
<th>Six-year graduation rate of 87% or higher</th>
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<tr>
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<td>Retention rate of scholarship recipients</td>
<td>Enrollment of 870 minority students or more by 2015</td>
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<td>Graduation rates of scholarship recipients</td>
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- Enrollment of 870 minority students or more by 2015