BREAKOUT SESSION MINUTES

Session: Recruiting New Audiences - Urban, Under-represented, Distance

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Session Overview
Survey
MSU Approaches
- Pre-College Programs
- Youth Farm Stand Program
- Meet the Counselors Program
- China Turf Program

Best Practices/Questions/Answers

Audience participation with clickers to voice opinion about the following questions – used as an introduction to presentation to get participants to think about the student groups listed. Use to poll audience to see how opinions vary, collaboration potential, and audience involvement.

Survey question:
When developing programs and approaches for “Urban/Under-represented/Distance” audiences, which one of the following is an issue or concern?

Clicker choices:
A. Funding
B. Identifying/obtaining participants
C. Determining/developing programmatic content
D. Experience
E. Other

Why is it important to identify and implement programs for recruiting “Urban/Under-represented/Distance” audiences?

Clicker choices:
A. To enhance campus diversity
B. To meet the needs of industry, constituents, and/or employers
C. To expand existing course/class offerings
D. To expand the recruiting pool
E. To increase enrollment

CANR Pre-College Summer Programs – offer 4 residential programs during summer; range from 1-6 weeks in length – attract students to College; dispel stereotypes; increase awareness about majors; students can participate in multiple programs

AIMS and AIMS-B
Targets 9th and 10th graders; application with essay; educational, cultural and social activities; tours, demonstrations, and collaborations; online ACT prep (approximately $4 per student) 15 students in each

Multicultural Apprenticeship Program Overview
6 week program; 10th & 11th graders; paired with faculty mentor; work in a lab; field trips; high-tech equipment; practice online SAT; $55 stipend per week for students; $500 stipend for faculty mentors; 15 students participate; no fee for students; cost is approximately $4000 per student (manpower; residential component; stipend)

Pre-College Leadership Program
Native American youth; experience college classes; career opportunities; learn more about Native American culture; learn about financial aid; targets 8th-12th graders; one week program; cost is $30 per student; waiver for fee available; 30 students

Youth Farm Stand (Urban and Under-represented Audiences)
USDA funded; high school students are audience; opportunity to work with local farmers and learn about the production and the direct marketing of fresh produce.

Meet the Counselors
Developed to get information about College to high school guidance counselors; targeted areas send invitations (mail and email) to learn more about majors and programs, career opportunities, admissions and financial aid; day long meetings (provided breakfast and lunch); follow-up – counselors that attended were sent information for a student recruitment day hosted by CANR Ambassadors; have collaborated with admissions office to share the full message but planning and implementation hosted by CANR; next year plans are to move from 2 locations across the state to 5 locations (also inviting community college counselors)

China Turfgrass Program
24 graduates; discipline not offered at home institutions; help the fledgling turfgrass industry in China; additional students/alumni; new revenue source (75% of resources go back to department)
Developed a “company notebook” to share; what do you want students to know about your company in this field; labs; students end product; challenge involves getting company to look long term (freshmen in high school; internship will be 5-6 years out)

Outreach groups: high school counselors, community college counselors, high school teachers; poster session with programs for participants to view

Funding options: College support; working with development office; build direct participation of the program through alums (alums become active when it’s a real hands-on things for them to do)

Participation in programs yields attendance at University (65% in the state of Illinois; of those, 50% came to College – other 15% still came to University); good PR in urban areas; Provost willing to adopt campus wide effort/message and set aside continuous funding

Perhaps schools should consider 11th graders, rising seniors, or even the group of undesignated students (those accepted into the University but haven’t made a decision about major) to increase yield. Might consider transcripts; PSAT scores.

How do you handle the rejected student for a program? Spartan Youth Website has a listing of complete pre-college experiences. Explain situation delicately about limited space; parent phone calls and correspondence.

Tracking to see how program participants are being impacted – what are they doing with their lives? Want to be able to publish success stories. Advertise on the web as a recruiting tool.

Offering courses at the 100 level; students participating are building a college transcript if they do this program; with combined AP credits and these free elective courses, they can be half way through freshmen year; way we’re trying to hook them; students pay tuition to attend; we offer scholarship money for those who request assistance; just as they would pay for summer camps, we expect parents to pay the way.

Collaboration Efforts: email lists; grants; partnering opportunities – let’s work together.