

DIVERSITY RECRUITMENT PLAN
DIVISION OF STUDENT SERVICES
UNIVERSITY OF NEVADA, RENO

Principles

Student Services actively seeks to recruit a diverse student body which embraces individuals from a multiplicity of dimensions including race, religion, national origin, sexual orientation, age, gender and differential abilities. Diversity is valued as the most critical component in the development of a rich intellectual environment within which students may experience inclusiveness and appreciation of individual differences.

Planning Assumptions

1. Students of color are under represented at the University of Nevada; Reno when compared to the composition of the school aged population within the state. (See Appendices A&B)
2. Retention rates for some groups of students of color at the university lag behind that of the majority population. (See Appendix C)
3. Graduation rates of students of color lag behind that of the majority population. (See Appendix D)
4. The acute under representation of African American and Native American students at the University of Nevada, Reno presents significant challenges to the attainment of diversity goals.
5. Nevada's college continuation rate implies the need for comprehensive outreach efforts to the youth of the state. (See Appendix E)
6. The large percentage of first generation college students at the university implies the need for increased support services throughout the university experience. The 2000 Cooperative Institutional Research Program Freshmen Survey indicated that over 30% of new freshmen reported that they were the first in their family to go to college. (See Appendix F)
7. Higher Education is a planned experience necessitating early outreach to elementary and middle school students and their families.
8. A multicultural campus is comprised of a minimum of thirty percent (30%) of students of color.
9. The initiatives outlined in this plan will take place over the next nine years (2002-2011)

Purpose

To improve the participation rates of students of color enrolled at the University of Nevada by increasing the enrollment of students of color from 15% to 25% of the student body population by 2011.

Enrollment

GOAL 1: Target recruitment efforts towards specific populations of students.

ASSESSMENT MEASURE: The recruitment pool of students of color will be expanded by 25%.

INITIATIVES:

1. Widely distribute the president's commitment to the diversification of the composition of the student body, faculty and staff at the University of Nevada, Reno.
2. Marketing: Expand direct mail and e-mail efforts by purchasing specialized name searches available through ACT/SAT. This includes expanding the direct mail and e-mail campaigns to sophomores in high school. Create e-mail groups for select groups of students by ethnicity, geography, interest and special needs. Create publications that address the special needs of diverse populations (i.e. bilingual materials, materials for parents, accommodations for disabled students).
3. Expand Tele-counseling follow-up efforts for students of color. Strengthen the longitudinal follow through from initial contact to enrollment. Continue to utilize Tele-counseling to assess the effectiveness of current and future recruitment programming for all students.
4. Expand distance education offerings to include CEP 121, Introduction to the College Experience. Make this widely available in English and Spanish to all high school students in Nevada. Offer CEP 690 as a one-credit graduate course and in-service credit for high school counselors, teachers and administrators to help them in their guidance of students navigating the college admission and financial aid process. This course can be taught at the university and offered in other communities as well.
5. Conduct higher education awareness workshops in the local community in settings of diverse populations such as churches, youth organizations and co-curricular school events.
6. Partner with ethnic community organizations in an effort to promote higher education through the co-sponsorship of recruitment activities that outreach to students, parents and alumni.
7. Incorporate alumni of color in the effort to attract students of color to the university.
8. Refine recruitment efforts in select out of state areas to focus on bringing students of color to the University of Nevada, Reno. The focus areas for this activity are California, Alaska and Hawaii as well as other states participating in the Western Undergraduate Exchange program.
9. Expand outreach efforts to include visitations to student groups of color in the high schools and community colleges in Nevada. These efforts include groups such as the

Black Student Organization, Alitas, JASAN, Diversity Club, AVID, Italian Club, Latinos Unidos, Arte y Cultura, Sign Language Club, UNITY (United National Indian Tribal Youth), Polynesian Club.

10. Expand outreach efforts to include non-traditional students of color. Utilize college fairs with large populations of transfer and students of color. Continue to work with OASIS to provide College is Possible Workshops for non-traditional students.
11. Expand the recruitment partnership between the Office for Prospective Students and Student Services' programs such as the Rural Assistance Program and Student Support Services to maximize the recruitment potential of students of color.
12. Expand the presence of academic faculty in the recruitment effort. Through the Academic and Student Services Council and the Academic Leadership Council, continue to identify specific programs and activities that reach out to students of color.

GOAL 2: Expand recruitment activities that reach beyond school based settings.

ASSESSMENT MEASURE: At least 25% of the recruitment activities will be comprised of bringing prospective students of color to the university campus or on site within local community venues (e.g. North Las Vegas Community Center).

INITIATIVES:

1. Continue to bring ESL/Upward Bound/ students to campus. All students will receive a campus tour and information about the admission process.
2. Expand the current Nevada Bound Program that brings students from the Las Vegas area to visit the Nevada campus to other communities with large concentrations of Native American students.
3. Continue to expand efforts that bring targeted populations of prospective students to campus such as the VIP Basketball Program, Science and Technology Day, Jazz Festival etc.
4. Enhance campus tour programs to incorporate college preparation workshops specifically geared to the needs of students of color. This would include presentations from various student groups on campus as well the Ethnic Student Resource Center staff.
5. Partner with Cooperative Extension Site Coordinators in Nevada to deliver college awareness programming to students of color in rural and urban areas.
6. Expand efforts to reach parents of students of color to insure that they will support the efforts of their students to obtain higher education.
7. Utilize students of color as group leaders and role models/mentors for prospective students.
8. Create focus groups comprised of students of color, first generation and at risk students to review and assess recruitment efforts, materials and media.
9. Increase training for Student Ambassadors and New Student Orientation Staff geared toward the development of multicultural competence.

10. Increase training for all university faculty and staff in order to support the continued development of multi-cultural competence among our students, faculty and staff.
11. Implement specific programming for the GEAR UP grant. Ensure that we provide services for all schools throughout the state.

GOAL 3: Financial Opportunities: Expand the awareness of financial aid and scholarship opportunities for students and parents.

ASSESSMENT MEASURE: The pool of financial aid and scholarship applicants will realize a 10% increase in applications from students of color.

INITIATIVES:

1. Ensure that the portion of the student fee increase allocated for financial aid is awarded primarily to students with demonstrated financial need.
2. Partner with the Ronald MacDonal Houses of northern and southern Nevada to assure that students of color who stay in Nevada are well represented amongst those awarded scholarships by this foundation.
3. Actively identify students of color who demonstrate financial need who could benefit from an Enrollment Grant in Aid.
4. Conduct financial aid workshops for specific ethnic/racial/community groups in local community settings.
5. Expand financial aid mentoring programs such as the Diversity Teacher Scholarship Program that provides economic support and counseling.
6. Continue partnerships with lenders and guarantors that assist us with outreach to the schools with financial aid information concerning how to meet the costs of higher education.
7. Expand educational efforts to assist students in locating scholarship dollars outside of the university.
8. Promote awareness of specific scholarships, dedicated by donor, for students of color.
9. Expand programming for parents of students of color to insure the awareness of financial opportunities available to all students.

GOAL 4: Institutionalize the Summer Bridge Pilot Program for special admits, students of color and first generation college bound.

ASSESSMENT MEASURE: 75% of the students admitted under the special admissions criteria will participate in the Summer Bridge Program. Permanent source of funding will be identified and guaranteed as on going. 50% of the students participating in this program will be students of color.

INITIATIVES:

1. Identify a stable source of funding that will allow for program implementation.

2. Secure funding for scholarship support for students who participate in the program.
3. Target students of color from Las Vegas and other areas outside of Reno as prime participants for this program.
4. Work cooperatively with Residential Life and Housing to offer a complementary residential experience that would extend the academic component of the program.
5. Design individualized academic support for each participant.
6. Enlist the support of a diverse group of faculty, staff and students to serve as mentors for the summer bridge participants.
7. Educate parents concerning the importance of student participation in a summer preparedness program.
8. Market and promote the summer bridge program to the target audiences of students, parents, counselors and administrators.

GOAL 5: The Ethnic Student Resource Center will partner with the recruitment staff and take the lead in retention programming for students of color.

ASSESSMENT MEASURE: Students of color will be retained at a rate comparable to that of all students.

INITIATIVES:

1. Establish the Ethnic Student Resource Center as the leader in retention and mentoring programming for students of color.
2. Establish the Office for Prospective Students as the leader in the recruitment efforts for students of color.
3. Establish a Diversity Partners Program comprised of Student Ambassadors and Student Orientation Staff.
4. Encourage parent participation in retention programming for students of color.
5. Establish a Parent Advisory Board for the retention of students of color.
6. Network with alumni of color in order to effectively plan programs and events that will enhance recruitment and retention efforts.

GOAL 6: New Student Orientation will expand its programming in diversity.

ASSESSMENT MEASURE: An increase of 10% of activities targeted toward the development of a multicultural community.

INITIATIVES:

1. Develop additional programming sessions that address a broad spectrum of diversity issues on campus.
2. The Divisions of Student Life and Student Success in cooperation with the Ethnic Student Resource Center will develop specific programming to be included in the New Student Orientation experience.
3. Increase the participation of multicultural student groups in New Student Orientation programming.

4. Make available bilingual materials and presentations available for parents at Orientation Sessions.
5. Establish “Super Fridays” that will open the campus to all prospective students with specific and targeted programming. Engage the Ethnic Student Resources Center as an active participant in this project.

GOAL 7: Early Outreach

ASSESSMENT: 10% of the recruitment activities will be geared toward middle and elementary school students.

INITIATIVES:

1. Implement Talent Search Program (if grant is funded) as a complement to diversity recruitment efforts.
2. Expand middle school and elementary school visitations to promote awareness of higher education to students of color. Target schools with high-density populations of students of color.
3. Continue participation with the state’s Gear Up Grant.
4. Continue Nevada Bell Mentoring Program that has been designed to improve the college participation rate of first generation college students.
5. Continue the Student Ambassador Reading Challenge/Penpal program that works with at risk elementary students to promote literacy.
6. Establish a parent advisory board to support efforts to outreach to young students of color.

GOAL 8: Communicate Changes in Admissions Requirements for High School students.

ASSESSMENT MEASURE: Within the next two years the Office for Prospective Students will meet with the principals and counselors of each high school in the state of Nevada to apprise them of the changes in the requirements for admission.

INITIATIVES:

1. Send letters to parents and families of all 9th graders in the state apprising them of the changes in university admissions requirements, apprising them of the core high school courses required for admission.
2. Develop a brochure for parents, students and counselors in English and Spanish that outline the new admissions requirements effective Fall 2006.
3. Develop additional bilingual recruitment materials.
4. Establish a visitation timeline for meeting with high school principals and counselors throughout the state over the next two years.

GOAL 9: Insuring that the Special Admissions Process is inclusive for all populations.

ASSESSMENT: Each year, students who are admitted through special admissions will be at a minimum representative of the compositions of the student body as a whole.

INITIATIVES:

1. Establish a new special admissions committee that includes a more diverse representation of faculty and staff to ensure that student appeals are given proper and full consideration from the most knowledgeable professionals at the university.
2. Students who do not meet the regular admission criteria will be apprised of the special admission process and encouraged to request consideration.

GOAL 10: Target specific populations of transfer students to insure access for students of color, supporting their retention and completion of the bachelor's degree

ASSESSMENT MEASURE: Transfer students will account for 30% of newly admitted students each year. 25% of the transfer students admitted will be students of color.

INITIATIVES:

1. Make Transfer Center resources available in Spanish
 - Transfer Center flyer
 - Transfer student web pages
 - Transfer guide
2. In cooperation with the faculty, critically review diversity in the curriculum (Ethnic Studies Board, Core Board) that will insure the voice of students of color.
3. Develop transfer student retention plans that will allow transfer students of color to become peer mentors to new transfer students.
4. Increase outreach to TMCC (Truckee Meadows Community College) through the establishment of cooperative programming that encourages students of color to continue on to pursue the bachelor's degree upon completion of the associate's degree.
5. Outreach to CCSN (Community College of Southern Nevada) whose student population is approximately 25,000 with large population of students of color.
 - Outreach to counselors on the various campuses
 - Post flyers on CCSN campus
 - Place ad's in CCSN student newspapers
 - Send letters to new graduates
 - Send letters and information to student leaders in clubs and organizations representing students of color
6. Work with International Student office to effectively do outreach and recruitment with out of state institutions with large diverse populations
 - Go to Santa Monica College transfer fair twice per year and visit other campuses such as Orange, LA City and Santa Barbara Community College
 - Provide Transfer Center information and brochures to International Students office when they do recruitment

7. Encourage students of color to refer their family and friends to utilize the transfer services available through the Transfer Center and Academic and Career Services.
8. Increase the availability of scholarship for full and part time transfer students.
9. Communicate changes in admissions requirements (to take place in 2006) to community college students preparing to transfer.

GOAL 11: Recruit and retain faculty and staff of color within the Division of Student Services.

ASSESSMENT MEASURE: Faculty and staff of color will be retained at a rate comparable to that of all faculty and staff within the division.

INITIATIVES:

1. Provide training for all faculty and staff that will insure the development of multi-cultural competence.
2. All faculty will include diversity objectives as part of the yearly evaluation process in the development of future goals and objectives.
3. All staff will include diversity within the context of work performance standards.

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