

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES**

Agenda Item Summary Sheet

Committee: Joint Advancement and Diversity
and Multiculturalism

Date of Meeting: July 16, 2008

Agenda Item: Reaching the Underrepresented initiative update

Proposed
Policy Change

Approvals
Required by
Policy

Other
Approvals

Monitoring

Information

Cite policy requirement, or explain why item is on the Board agenda:

At the Board of Trustees October 2007 retreat, four proposed initiatives surfaced for further development. One of them, Reaching the Underrepresented, was assigned to the Advancement and Diversity and Multiculturalism committees of the board by Chair David Olson. This is an update on that initiative.

Scheduled Presenter(s):

Whitney Harris, executive director for Diversity and Multiculturalism
Linda Kohl, associate vice chancellor for Public Affairs
Mike López, associate vice chancellor for Student Affairs

Outline of Key Points/Policy Issues:

See attached

**BOARD OF TRUSTEES
MINNESOTA STATE COLLEGES AND UNIVERSITIES**

INFORMATION ITEM
Reaching the Underrepresented Initiative Update

BACKGROUND

The Board of Trustees has identified Reaching the Underrepresented as one of its four initiatives for fiscal year 2009. Attachment outlines the proposed initiative, which was reviewed by the board January 15, 2008.

Whitney Harris, executive director for Diversity and Multiculturalism, will update the committee on results of focus group research conducted with middle-school youth from groups traditionally underrepresented in higher education.

Linda Kohl will update the committee on the results of focus groups conducted in the course of revamping recruitment brochures and the progress in translating the brochures and establishing a companion Web site.

Mike López will update the committee on progress on the Higher Education Access Centers.

DRAFT 1/2/08

Reaching the Underrepresented

An initiative of the
Minnesota State Colleges and Universities Board of Trustees

Purpose: The Board of Trustees of the Minnesota State Colleges and Universities system recognizes that recruiting and retaining college students in groups traditionally underrepresented in higher education is critical to the state's economic future (Strategic Plan Direction 1). This initiative will build on efforts already under way at the colleges and universities to recruit and retain students from low-income families, students of color, first-generation college-goers and students from immigrant families.

Research:

- Review existing inventories and plans of systemwide and college and university recruitment and retention efforts geared to students in underrepresented groups.
- Review current spending on college and university recruitment and retention efforts geared to students in underrepresented groups.
- Assist system colleges and universities in evaluating customer service as it relates to providing a welcoming to students in underrepresented groups.
- Work with a focus group of campus staff from admissions and diversity offices in the metro area to review current recruitment programs and activities focused on New Americans and other underrepresented groups.
- Conduct focus groups of students from groups traditionally underrepresented in higher education to learn how they prefer to get information about college.
- Use results of the research to assist colleges and universities in developing and implementing outreach, public relations and marketing strategies to reach young people in the target audiences and those who ultimately will influence their decision to attend college.

Higher Education Access Centers: Work with one of the three Higher Education Access Centers to find ways to provide incentives for community-based organizations and employers to work with higher education institutions to encourage young people from underrepresented groups to understand the value of a college education and to take steps to prepare themselves for college.

Deliverables and timeline:

- Inventory of college and university recruitment and retention efforts geared to students in underrepresented groups (presented in May 2008)
- Report on current spending on college and university recruitment and retention efforts geared to students in underrepresented groups (presented in May 2008)
- Report on focus groups research findings (research completed by June 30, 2008; report presented in September 2008)
- Provide recommendations to Metro Alliance for improving recruitment programs and activities focused on New Americans and other underrepresented groups.
- Individualized report provided to college and university presidents summarizing customer service research results (first survey completed by September 2008; follow-up survey to be completed by spring 2011)
- Revamp "Make College Part of Your Future" brochure and translate it into appropriate world languages (completed June 30, 2008)
- Translate system Web pages into appropriate world languages (completed June 30, 2008)
- Share results with campus marketing, diversity and other professionals (fall and spring 2008-2009)

Budget: Existing FY 2008 funds totaling up to \$150,000 will be used. Budget for FY 2009 and 2010 to be determined based on available funds.

Evaluation: The ultimate evaluation measure will be recruitment and retention rates of people in underrepresented groups in future years. Deliverables will be evaluated based on available customer satisfaction data (hits to Web site, number of people reached by brochures, etc).