

SESSION II – GROUPS E-H

STUDENT RECRUITMENT

Discussion Items:

- Create the highest quality product...
- The more publicity knows about what is going on the more they can promote...
- Communicate information to UNC today...
- Do colleges understand their role as a recruiter?
 - In general academic programs do not know this...
 - For programs to be effective they need to be diverse...
 - WE don't have the funding to do out of state recruitment...
- Information desks try to get answer...
- As a program we need to understand out needs...
- Know our capacity to have an inclusive student body...
- Inform admissions on expectations...
- Assign faculty
- Partnership is helpful...admissions...get them information...how do we work across campus to share needs...
- Personal touch...spend personal time meeting with student s and parents...
- Students say I am not just a number, I like the size...
- Students say...it just felt right...
- Very important to have the availability of resources....especially for very specific areas...
- Extend the personal touch to the phone and be mindful of using voicemail...
- Registrar has the menu...
- Difficult to bring recruits to different offices...Is there a system to connect people and recruits to areas...
- Designated contact in each area to work with recruits
- Increase scholarship base...
- Look at National Undergraduate Scholarship
- Utilize students in recruiting events....
- Define "Our Goals"...is it really the university vision and buy in...
- Metro is the only other school that is close to being HIS we may have a niche.
- More of a presence from athletics to departments ... locals schools are struggling academically.
- The university should make a conscience effort to help by proving ACT prep
- Frank Garcia doing recruitment – shows Latino presence – diverse recruiters
- Identify alum in Hawaii to promote students
 - Current offering scholarships to promote opportunities
 - Rejoined WUE
- Hand out pens at conferences
- Out of state support group for students
- Set up articulation agreements with 2 year colleges on reservations to have graduates come to UNC
 - 2 year tribal degree transforms to AA to cover liberal arts core
- Emphasizing current student services
- Expand FYE program
 - As much as can be done
 - If possible through Senior Year
- Promote learning and living communities
- Continue International Ambassador program going on for 3 years between study abroad students and international students
- Develop program between new students and returning students within same groups
- SSAC gathering data from successful colleges and universities to find best practices
- Develop human touch type programs for Hispanic students to increase retention

- Show students what is going on hands on
- Hispanic students more likely to succeed if living on campus for Freshman year
- Develop mentor component across disciplines and ethnic backgrounds
 - life skills
- Require freshman to have 5 community involvement activities in first year
- Build on CUMBRES model
- Support for non-traditional students who are supporting their families in different capacities
 - Academic support
 - Tutors
- Develop a transfer student program
 - Faculty buy in
 - Student buy in
- welcoming and supporting on all levels
- Join Hispanic Association of Colleges and Universities
 - Promotes Hispanic Student support
 - Utilize their resources
- Work with local churches to have Sunday evening meals
 - Community support
 - Allows students to recruit students
- Send out invitations for applications
 - Targeted messages
- UNC hosted career counselors
- Gather data from UNC alumni teachers
- Student teachers talk about UNC
 - Give out pens, stickers, etc
- Advertise in High School newspapers
- Work with afterschool programs
- Sleep over in residence halls
 - Friday, Saturday, and Sunday
 - Or stay with a student and attend class
- Family literacy nights
 - Includes parents and students (all ages)
- UNC Bureaucracy hard to navigate
 - Ombuds program
 - Help for parents unfamiliar with website.
- High touch to recruit community college students
- Getting practical day to day information out to students

Action Items:

- Offer high program quality
 - Define this more specifically...
 - What do graduates do
 - What research is done by faculty
- Timely and personal response to inquiries
- Broadly look at overall customer service
 - Focus on personal touch...Invest in a position focusing on this!!!
 - Every area should have this!
- Resources in the broader areas to provide personal touch and connections...humanities...
- Create a resurgence of awareness around campus around what it means to be a college who focuses on size and personal touch...
 - Sharing of best practices between areas...
- Define the UNC experience in a very concise way...
 - Tie this into the alumni talking points
 - Standardize this between units and allow areas to personalize it
- Commit to having program resources available from all areas...
- Review institutional customer service
 - What is the standard...what is the desired goal?

- Use available technology
- Designated contact in each area to work with recruits
- Create a base amount of scholarship for local recruitment.
- Importance of increasing the number of faculty of color
- Utilize students in recruiting events
- Add more precollegiate programs...either summer or afterschool
 - Promote these on the website!
 - Make them affordable...
 - The burden of cost of facility uses.
- Create a campus wide understanding of University profiles of students
 - Need materials in Spanish including website...
- Highlight the fact that UNC has cultural centers and many other universities don't...
- Ask more in depth questions on applications to show what we have.
- Cultural centers are student fee funded...look at how non student fee funds can be funneled to support cultural centers or can they be completely funded outside of student fees.
 - To assist with backyard recruitment
- Work more directly with cultural centers in recruitment events
- Need to focus in our back yard
- Clarify what our recruitment goals are
 - In reference to diverse populations
 - What is the student mix Define what our target student populations are...community college? Transfer?
- Explore opportunities to be a Hispanic Serving Institution (HIS)
- University sponsored ACT prep courses
- Send students along to do HS recruitment
- Don't forget the importance of outreach to international
- Define inclusive as a university...
- Admissions advisor from UNC on AIMS campus...
- Define ways to use teaching workforce in intentional ways.

Question 1: What might be the role of the faculty, staff and student in recruitment?

Discussion Items

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Action Items

- Partnering with Residence Life – mentorship
- Engage principals and teachers to tell our story with high school students
- Advocates at career days and more connected with schools
- Contact applicants that are interested in programs
- Educating alumni about what is going on at UNC
- Targeted by association to a certain program

Question 2: What 2 or 3 things could your unit and you as an individual do to affect recruitment?

Action Items

- Carry business cards – having business cards for faculty and staff to hand out
- Give work load credit for recruitment by faculty
- Middle school program – follow up with students who visit UNC
- Experiential opportunities
- Our equivalent of the Wizard Show
- Each college could adopt a middle school
- Help kids study for the ESAP
- Academic mentorship for community schools
- Correspondence with schools
- More high school opportunities to come to campus events
- Develop a position that is focused on FYE and K-12 – library

- Relationship building
- Course time release for professors to go out into the community
- Grow the awareness of our logo
- Find out where the students are getting their information
- Increase the positive amount of press – communicate our story to the media
- Build relationships with the media – stronger relationship with the Greeley Tribune
- Targeting of families of under- represented families
- We need to be positive – image of a safe community
- Community relations – telling the community of our stories
- Understand our mission and our identity
- Ask current students, alumni, and employees to “refer” potential students.
- Highlight faculty/Staff who are helping with recruitment (need to get away from “That’s not my job.”)
- Create a more unified effort to call prospective students –
 - Make it easy for faculty/staff to help. Example provide lists of student registered in Fall but not in Spring – but make sure that NSE and Study Abroad students not on these lists (which happened in a previous year).
 - Have “pizza parties” with department staff to encourage them to help make calls.
- Improve communication on what is already being done with Recruitment and Retention. Every college has a recruitment and retention plan and all chairs on overall R&R plan committee. Need better promotion of the plans to the university community – let the faculty/staff know what we are doing because there are some great things being done.
- Coordinate the R&R efforts so that efforts are streamlined and not duplicated.
- Investigate “best practices” at other universities that are in similar situations across the country. Send a team to go see what they are going.
- Do more off-campus recruitment activities.
- Involve more faculty to these recruitment functions – from across campus so that they can answer questions.
 - Need to have incentives for faculty to participate
 - Evaluations
 - Rewards
 - Can’t just Mandate
 - Service needs to make a difference to the Faculty’s evaluation, etc.
 - Directors should know what faculty are going out to these functions so that it is documented.
- Recruitment at on-campus young student (Jr High, High School) conferences (Journey Conference, Latina Conference). Get the names and follow-up. Invite them to come back to campus.
- Have college students go to the K-12 schools to judge contests.
- Market UNC to the youth that come on campus for summer camps and conferences. Do campus tours, give out information, presentations, etc.
 - Integrate a mini-college event and activity (mini-bonfire?). Give these potential students a “taste” of the University.
 - Welcome these large camps in a different way.
 - Have admissions counselors at these events (rather than just having materials available like was done this year.)
- Satellite activities at I-25/Hwy 34 (at new Centerra location)
 - Put out a freeway sign
- Implement a student recognition program
 - Coordinate with admissions
 - Create a scholarship with pomp & circumstance
 - An event on campus – invite students who qualify for the awards on campus for recognition. Be sure to integrate minority/Hispanic students. Make it their night.
 - Put student bio and photo in Bear News.
 - Need to be external to show the awarding of the scholarships.
 - Send to the local newspaper (Tribune)

Question 3: What strategies can we implement in order to accomplish our goals of serving and recruiting a diverse student population?

Action Items

- Hire more diverse faculty
- More people of color involved in recruitment
- Collaborating with communities of color in terms in cultural and educational
- International diversity
- Identify what we do and who we are and get it out to the public
- Embrace the cultural diversity in Greeley and celebrate it
- More involvement with our local schools – public and private – spokes people
- Marketing our strengths of what we already do in the schools
- Raise profile in the community
- Highlight of what we already do in the community
- Talk to elementary schools about becoming a teacher
- Community access to university events
- Serving on city boards and/or committees
- City partnership with UNC and appreciating students and making them feel welcome
- Internship opportunities for students in the community
- Develop a professional tool kit – more information available for people to use
- Get our apparel out in the stores and the community – professional women apparel, golf shirts, etc.
- Mandate community connections in the curriculum
- Create more parent programs. Often this is a family affair “going off to college for the first time.”
- Highlight English as a second language programs that are at AIMS College that the UNC students can attend.
 - Look at some of the classes on UNC campus – have part of program at AIMS and some on UNC campus.
- Make the campus more accessible financially for these students.
- Look at issues involved public transportation needs.
- Need to create viable multi-cultural affairs structures like some other campuses have.
 - The Office of Multi-Cultural needs a director and needs to oversee the cultural centers.
 - Diverse students need to feel a stronger connection.
- Look at Cultural roots issues– students need to be able to identify with their culture *while* still studying and looking at going to college.
 - Parents need to be integrated – they need to feel comfortable with the college or they won’t allow students to enroll.
- Look at getting news on UNC students who are Hispanic in the Spanish language papers and media outlets (examples: cultural center happenings, students winning awards and scholarships).
- Look at joining Colorado Hillel.
- Look into creating targeted programs for non-traditional and other student populations (besides just the Hispanic demographic).

Question 4: What are some specific strategies the institution as a whole and your program or area specifically could implement to increase the number of local students enrolling at UNC?

Action Items

- More scholarship opportunities for local students
- Helping the students to see that they can go to college
- Addressing top reasons students select college and marketing to those items
- Getting our marketing materials into the local schools
- Sponsorship buyers – UNC spends money to sponsor local clubs
- Start younger
- Message board advertising – been suggested on at least 3 committees – high priority
- Create programs to educate local parents about UNC.
 - Intentional programming for parents of middle school parents
 - Need to have reason for these parents to attend, provide meals,

- Need to have lots of Spanish speakers available at parent programs.
- Integrate the cultural centers with the potential parent programs.
 - Show the parents that many students come to UNC that are not from high incomes.
- Look into initiatives for the University to become a “Hispanic Serving University” which is a specific designation and requires a certain percentage.
- During summers bring middle school students and high school students to campus for specific recruiting events.
 - Look at the travel patterns of the Hispanic families
 - Many travel to Mexico in the summer
 - Look at what is already happening with summer conferences
- Investigate creating a Child Care facility on campus or some other mechanisms for providing child care to those students who need it.

Question 5: How can we do a better job of recruiting community college students to come to UNC?

Action Items

- Partnering with Community Colleges with Early Childhood Development
- Articulation agreements with Community Colleges
- 3 + 1 idea – get a BA and Masters at the same time
- Transfer student center – somebody who processes them
- Identify the community colleges who offer programs that are similar to our programs
- Child care center
- Get more data about transfer students
- Accepting more of their credits to transfer to our programs
- Ensure people turn out to events (small turn out for transfer fair)
- Bus system to move students between the campus and downtown
- Dance club downtown
- Ask students for their input
- Safety measures for downtown Greeley
- Reduce PVA rates – cheaper tickets for entertainment
- Move the Colorado 2-year transfer guide to the front of the website.
- Look into transfer credits issues with community college transfers; students being told “this would transfer...”; Also look at various problems with not allowing classes to transfer in general.
 - Community College administration has indicated that UNC is the toughest at transfers.
 - Look at doing away with separate programs having their own admission criteria (This is already in process).