Engaging Underrepresented Students in the College Admission Process: A High School, Private College, and Public University Perspective

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OBJECTIVES

- Highlight structural elements that ease outreach efforts to underserved communities in a small and large high school setting
- Describe high impact program components to build high school initiatives around
- Identify ways to be more strategic with outreach to underserved populations
# Laying the Foundation

## Small District or Setting
- College readiness incorporated as a founding component
- Being accepted into a 4-year institution included as a graduation requirement

## Large District or Setting
- Investment from district or campus administration
- Top-down approach to messaging
- Build mutually beneficial relationships on campus(es)
- Collective goal setting within campus teams
Small District or Setting
Seminar Classes
• Themed by grade level
• Taught daily or multiple times per week
• Built into graduation requirements
• Counts towards GPA

Large District or Setting
Classroom Presentations
Elective class as a college readiness course
Advancing

Small District or Setting

Individualized Advising
- Outcomes: get to know students and families, student interests, build lists, award letter review and decision support
- Incorporate parents into all aspects of the process

Large District or Setting

Individualized Advising
- Targeted outreach: who are the students who need the most support during specific times of the year? Who are the students who are eligible for 4 year options, but don’t seek out assistance?

Group Advising
- Consider groups with similar academic profiles or interests
FAFSA/SCHOLARSHIP SUPPORT

Small District or Setting
Incorporate as a series of lessons or structured work time

Large District or Setting
- Campus or district themed initiative to gain investment and ‘buzz’
- Large workshops/drives for submission (i.e. PSAT testing day or a night program)
ENRICHMENT

College exposure:
- Invite college representatives to campus
- College visit or tour
- Attendance or hosting of local college fairs
- Research project as part of a course

Career exposure:
- Research project incorporated as a series of lessons or structured work time
- Incorporate as a summer expectation of the school or grade level
MATRICULATION & PERSISTENCE SUPPORT

- Visit alumni and have face-to-face conversations
- Send care packages
- Communication: phone calls, text, social media
- Summer bridge programs
- College/University partnerships
- Parent support programs/initiatives
23 AFFILIATE ACAC ORGANIZATIONS

Dakota Association for College Admission Counseling
Great Plains Association for College Admission Counseling
Hawaii Association for College Admission Counseling
Illinois Association for College Admission Counseling
Indiana Association for College Admission Counseling
Iowa Association for College Admission Counseling
Kentucky Association for College Admission Counseling
Michigan Association for College Admission Counseling
Minnesota Association for College Admission Counseling
Missouri Association for College Admission Counseling
New England Association for College Admission Counseling
New Jersey Association for College Admission Counseling
New York State Association for College Admission Counseling
Ohio Association for College Admission Counseling
International Association for College Admission Counseling
Pacific Northwest Association for College Admission Counseling
Pennsylvania Association for College Admission Counseling
Potomac and Chesapeake Association for College Admission Counseling
Rocky Mountain Association for College Admission Counseling
Southern Association for College Admission Counseling
Texas Association for College Admission Counseling
Western Association for College Admission Counseling
Wisconsin Association for College Admission Counseling
Recruiting with Retention in Mind

“Engaging Underrepresented Students in the College Admission Process: A Public University Perspective.”

Shannon Musgrove, 2016
Engage

Participate

Involve

Interest

Attention
Know your Audience

• High School
• Neighborhood
• Student needs
• Individual Applicants
• Build Rapport
Building Rapport means...

What makes you feel comfortable when meeting someone new?

- Listen
- Retain
- Follow-Up
- Transparency
- Common Ground
- Empathy
- Be Honest!

... spending TIME

Shannon Musgrove, 2016
Recruitment Strategies

Fall
Senior Presentation
College Fair
Instant Decisions

*Campus Visits – connect with school alumni*

Spring
Social Media Marketing
Connect with Families
Recruit In the Spring

Shannon Musgrove, 2016
Connect The Dots
Annual Meet ‘n’ Greet Events

HISPANIC STUDENT MEET N GREET

GET CONNECTED
This is our 4th Annual Hispanic Student Meet n Greet and we want you and your friends to join us! This is an informal event and a great opportunity for you to meet faculty, staff and current students that will help guide you to success your first year.

HISPANIC STUDENT MEET N GREET

WHEN
THURSDAY, SEP. 1ST, 4-5:30PM
WHERE
KUB 345B
MORE INFORMATION
There will be free food, drinks, and great conversations! Please RSVP (you and a friend).

Shannon Musgrove, 2016
Mission:

The mission of the Mi Segunda Casa LLC is to establish a community for Latino and affinity students to increase cultural awareness, language proficiency in both Spanish and English, and to support first generation students through a successful first year at Bloomsburg University. This is a unique living community that you will call your second home.
Contact Information

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Challenges for Colleges Recruiting and Engaging Underrepresented Students

- Colleges are limited in their ability to reach underrepresented students
- Unfamiliarity with a name or type of college (e.g. liberal arts colleges)
- Academic preparedness
- Cost of attendance and understanding financial aid
Traditional Recruitment Efforts

- Student Search
- High School Visits/College Fairs
- Campus Tours/Information Sessions
- Regional Receptions
Relationship Development

- “High Touch” Model
- Family Engagement
- Counselor/Staff Connections

Financial Commitment

- Need-Blind Policy
- Need-Based Aid
Transitions Program at Vassar

- Pre-Orientation program created with the needs of first generation, low-income, and/or undocumented college students in mind.

- Six day program provides resources and mentoring through Transitions student interns, sophomore advisors, as well as faculty and staff.

- Programming includes meetings with academic resources on campus, as well as group activities and dialogues which provide students with an understanding of the many opportunities and resources available at Vassar.
**Cooke Prize for Equity and Educational Excellence**

- Vassar was selected as the inaugural recipient of the Jack Kent Cooke Prize recognizing the College’s efforts to support low-income students.

- Commitment by the College’s President and Board of Trustees to increase racial/ethnic and socioeconomic diversity.

- Transformation that has taken place over 10 years.
Questions?