Recruitment and Retention of African American Males

A Spotlight on Black Male Initiative Programs

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Ask yourself...

- How committed are you to the recruitment, retention & graduation of African American males?

- How committed is your college, university, community based organization, etc?

- What programs, events or activities do you currently have in place to support the recruitment, retention or graduation of African American males?
Did you know?

16.2%

Graduation rate for African American males who enroll in a four-year Bachelor’s degree granting institution.

(National Center for Education Statistics, 2015)
Did you know?

African American men rank last compared to other races as it pertains to graduation within four years of enrolling in school.

(National Center for Education Statistics, 2015)
This epidemic is something that plagues the African American male community so much so, that many colleges around the country create specific programs to ensure the success of African American males.

(Brooks et al, 2015).
Why is this important?

Research shows that, “students who are actively engaged in educationally purposeful activities and experiences, both inside and outside the classroom are more likely than their disengaged peers to persist through graduation”

(Harper, 2012, p. 13)
Black Male Initiative Programs
Programs created specifically to help ensure the success of African American Males.

- Programs often have several key components:
  - Mentoring
  - Academic Enrichment
    - Socioemotional Development
    - Social (Campus) Involvement
  - Civic Engagement
  - Professional Development
Black Male Initiative Spotlight

Ohio State University

• Todd Anthony Bell National Resource Center on the African American Male
  – Early Arrival Program
  – Band of Brothers
    • Student organization
  – Leadership Institute
  – Leadership & Civic Engagement Course
  – Project 25
    • Post baccalaureate preparation
  – Roundtable Discussions
Black Male Initiative Spotlight

North Carolina State University
  • Black Male Initiative
    – Living and Learning Village
    – Study Halls
    – Resume Workshops
    – Budgeting & Finance Workshops
    – Health & Wellness Workshops
    – Attend University Sporting Events
    – Trips around North Carolina and the country
    – And more!
Black Male Initiative Spotlight

Dillard University

• Men of Dillard
  – Round Table Discussions
    • A judgement free zone for students, faculty, administrators and staff
  – Tie Drive
  – Cooking Classes
  – Film Review
    • Students view and discuss films with symbolic themes of the Black experience.
Recruitment
Best Practices

- Campus open house events
- Campus visits days for high school students
- Encouraging applying online
- Encourage online campus visit scheduling
- Using enrolled students in recruitment process
- Weekend visits for high school students
Recruitment Highlights

Project Pipeline Repair (Project PR)

- Targeted multi-school recruitment program geared towards creating a pipeline for Black Male Educators.
- Participating Universities
  - Southern University at New Orleans
  - Tuskegee University
  - University of Arkansas Pine Bluff
  - Alcorn State University
  - Claflin University

(Pearson, 2017).
Recruitment Highlights

Clemson University
• Pre-College Enrollment Programs
• Study skills courses for minorities, Workshops on the college admissions process, SAT prep seminars and FAFSA

Brown University
• Weekend Programs
• Brings accepted minority students to the university to experience the environment first hand to see if they will be comfortable at Brown
Recruitment Highlights

Arizona State University
• Minority advisory council of 25 leaders from community to provide ideas and guidance for developing programs

Washington State University
• Adopt-a-school program which provides outreach to students of color in junior year of high school.
Environmental and cultural factors have a profound influence on behavior and academic performance (Noguera, 2003)

Student culture qualifies as a starting point for teachers to engage students.

When teachers attempt to understand culture it symbolizes care.
Influence of Culture

• Culture Circles- an informal learning space comprised of adults from different backgrounds (Emdin, 2016)

• Points of view are shared in circles and learning occurs.

• Potential to replicate Network

• Dense networks are tight-knit and interconnected binds that human being shared social capital have to each other. (Emdin, 2016)
Astin’s Perspective on Retention

• What is the most important asset for a student?

TIME

• Time is the foundation of student involvement.

• Involvement should be continuous. Once involvement is discontinued then it is considered dropping out.
What is Involvement?

- Involvement is not limited to classroom attendance.
- Students interacting with professors.
- Forming study groups.
- Working part time jobs.
Creating Campus Culture

- Examine Social movements.
- Must involve students from beginning
- Pick students who resemble your vision
- Set clear expectations
- Create a product that students want
- Club promotion 101
Administrative and faculty role in culture

ARE YOU LISTENING TO WAYNE????
References


Questions...