Thinking Strategically About Outreach

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1. Learn models and best practices to creating a strategic plan for diversity recruitment
2. Hear examples of plans from IU Bloomington and Purdue University
3. See how these plans have impacted diversity recruitment efforts
Strategic Planning Model and Best Practices
Strategic Planning Model

Results
Assess and Revise

Strategies and Tactics
Institutional Strategy

Research Data
External Environment
8 Strategies and Tactics

1. Identify High Schools and Target Areas for URM Students

2. Integrate the Marketing and Communications Plan into Diversity Recruitment; include campus institutional strategy

3. Proactive outreach and partnerships with community based organizations

4. Analyze and Assess programs and initiatives
8 Strategies and Tactics

5. Identifying your Campus and Community Stakeholders

6. Prospective Students focused at URM students

7. Admitted Student Events

8. Identifying Retention Efforts

Purdue University’s Diversity Team brings together resources, cultural centers, and diversity programs across campus: To create and sustain a welcoming campus where all students can excel; to retain and increase the numbers of historically underrepresented and multicultural students, faculty and staff; and to facilitate Purdue’s inclusion of all its students in programs which ensure successful participation in our global environment.
External Environment
External Environment

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Indiana</th>
<th>College Ready (SAT 1110-1600)</th>
<th>College Ready (SAT 1110-1600) (GPA 3.0+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black or African American</td>
<td>10944</td>
<td>213</td>
<td>203</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>1266</td>
<td>88</td>
<td>86</td>
</tr>
<tr>
<td>Asian alone</td>
<td>2598</td>
<td>724</td>
<td>714</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander alone</td>
<td>160</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>8698</td>
<td>424</td>
<td>416</td>
</tr>
<tr>
<td>White alone, not Hispanic or Latino</td>
<td>74079</td>
<td>8928</td>
<td>8764</td>
</tr>
<tr>
<td>Total</td>
<td>97745</td>
<td>10393</td>
<td>10199</td>
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</table>

- Changing demographics in US HS grads and overall size in population
  - WICHE data
  - population growth in the South

- Know the demographics and population shifts for your state
  - State Dept. of Education data
• Political Climate Nationally and Statewide
  – Presidential Election and Proposed Travel Ban
  – Environmental Climate from recent state elections or legislation
Research and Data
How do you create a strategic Plan?
   – Exploring a model

Where are we? What do we have to work with? Where do we want to be? How do we get there? (Schilder, 1997)

Interventions in the Application Process (Bastedo et al, 2016)

Quality Contextual Information, Awareness of Cognitive Biases, High School Data (Bastedo et al, 2016)
Research and Data

- Southern Remigration Trends
  - *The Great Remigration* (Di Salvo, 2012)

- Academic Landscape of URM students in your state versus the US

- Performance of URM students in your state on ACT/SAT and AP tests
SAT Averages for URMs within Top 40 Indiana High Schools

<table>
<thead>
<tr>
<th></th>
<th>Average Old SAT</th>
<th>Average New SAT</th>
<th>Indiana Average Old SAT</th>
<th>Indiana Average New SAT</th>
<th>Purdue Average New SAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Composite</td>
<td>870</td>
<td>870</td>
<td>991</td>
<td>1070</td>
<td>1212</td>
</tr>
<tr>
<td>Math</td>
<td>430</td>
<td>470</td>
<td>500</td>
<td>530</td>
<td>633</td>
</tr>
<tr>
<td>Reading</td>
<td>360</td>
<td>400</td>
<td>490</td>
<td>540</td>
<td>580</td>
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<tr>
<td>Writing</td>
<td>350</td>
<td>400</td>
<td>470</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Within Top 40 Indiana High Schools for URM student recruitment, 70% of students received free or reduced lunch.
Strategic Plan Example from Indiana University
Community Based Organizations (CBOs)

Counselor and High School Programs

Community College Programs

Communications

Pre-College Camps and Competitions

Churches and Religious Institutions

6Cs Diversity Recruitment Strategy
Diversity Recruitment "Six C’s" Strategic Plan

The mission of the Diversity Recruitment team in the Office of Admissions is to support the overarching mission of Office of Admissions. The Office of Enrollment Management and the Indiana University as it pertains to diversity, inclusion, access, and enrollment management. Our team has identified six areas of opportunity as it relates to diversity and the admissions pipeline. These "Six C's" are: Communications, Community College Programs, Community Based Organizations, Churches and Faith-Based Organizations, Pre-College and Summer Programs, and Counselor and High School Programs. The following plan outlines the specific programs, partnerships, and collaborations used to create and increase these opportunity areas.

IU Stakeholders in Plan: Diversity Recruitment Team (DR)(Admissions), Marketing and Communications Team (MC)(Admissions), Recruitment and Outreach Team (RO)(Admissions), Regional Recruitment Team (RR)(Admissions), Office of Enrollment Management (OEM), Multicultural Outreach Workshop (MOOW), Office for Diversity, Equity, and Multicultural Affairs (DEMA), Office of Scholarships (OS), Office of Community and School Partnerships (OCSP), Hudson and Holler Scholars Program (HSP), Groups Scholars Program (GSP), Kelley School of Business (KSB), Jacobs School of Music (JSM), The College of Arts of Sciences (COAS), School of Public Affairs (SPA), School of Public Affairs (SPA), IU Alumni Association (LAA), IU Athletics (IUA), Balfour Scholars Program (BSP), Office of First-Year Experience (FYE), 21st Century Scholars Program (21C), Office of Financial Aid (OFA), School of Public Health (PH), Admissions Operations and Data (DATA), Residential Programs and Services (RPS).

Other Stakeholders: Center for Leadership Development (CLD), Starfish Initiative (STI), 100 Black Men of Indianapolis (100), Indiana Black Expo (IBE), Indiana Latino Institute (ILI), Central Indiana Community Foundation (CICF), Ewing Marion Christian Center (EMCC), Indiana After-School Network (IANS), JMG Indiana (JMG), Community Resurrection Partnership (CRP), YMCA Avondale Meadows (YMCAAM), Black Star Project (BSP), TeamWorks (TW), 21st Century Scholars State Office (21C), YMCA Intercolligate Branch (YMCAIB), Eastern Star Church (ESC), Infinity Scholars Program (ISP), Chicago Scholars Program (CSP), United Hispanic Leadership (UHL), Daniel Murphy Scholarship Fund (DMSF), Alpha Kappa Alpha Sorority Inc. (AKA), Noble Network (NN), Indiana Academic All-Stars (IAAS), Hoosier Fund for Excellence (HFE), Indiana Youth Institute (IYI), Girl Scouts of Central Indiana (GSCI), Central Indiana Community Foundation (CICF), Young Black Men's Conference (YBMC).

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### Strategy 4: Community Based Organizations (CBOs)

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Increase collaboration with CBOS to access prospective students</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action Area:</strong> Community Outreach and Partnerships</td>
<td><strong>Lead Partner:</strong> DR, MOOWG</td>
</tr>
<tr>
<td><strong>Center for Leadership Development</strong></td>
<td><strong>HSP, CLD</strong></td>
</tr>
<tr>
<td>Office supports CLD Scholars and programming for college prep and success participation in annual conference and works with HSP on scholarship selection.</td>
<td></td>
</tr>
<tr>
<td><strong>Timeline:</strong> Ongoing, Partnership for 10 years</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Increase lunch with Latino students</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Indiana Latino Institute:</strong> Luncheon</td>
<td><strong>HSP, ILI</strong></td>
</tr>
<tr>
<td>Lunch is a fundraiser to support Latino students, education and scholarships</td>
<td></td>
</tr>
<tr>
<td><strong>Timeline:</strong> Annual Spring, Participant for 5 years</td>
<td></td>
</tr>
</tbody>
</table>
Strategic Plan Example from Purdue University
Purdue University Diversity Recruitment Strategy

- Expanded Regional Recruitment
- Strategic Communication
- Dedicated Scholarships
- Targeted Outreach
- Creative Yield Programs
A Closer Look at Purdue’s Diversity Strategy

Regional Recruitment:
✓ Chicago, Washington D.C., New Jersey, So. California

Strategic Communication:
✓ Junior Minority Brochure
✓ Outreach to Parents
✓ New partnerships with Academic Colleges

Targeted Outreach
✓ Explore Purdue
✓ Group Recruitment
✓ Community Partnerships

Creative Yield Programs
✓ Destination Purdue
✓ Boiler Tracks
✓ Diversity Session @Purdue’s For Me

Dedicated Scholarships
✓ Emerging Leaders Scholarship
✓ Marquis Scholarship
Results and Assessment
Purdue University URM Program Days

Registered:
- Explore Purdue
- Destination Purdue
- Boiler Tracks Day

Attended:
- Explore Purdue
- Destination Purdue
- Boiler Tracks Day

Matriculation:
- 2016 - 88%
- 2016 - 41%
- 2015 - 74%
- 2014 - 66%
- 2013 - 63%
- 2012 - 51%
- 2011 - 30%
Purdue University URM Enrollment

Figure 3. Total Undergraduate URM Students

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2010</td>
<td>2280</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>2455</td>
</tr>
<tr>
<td>Fall 2012</td>
<td>2483</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>2495</td>
</tr>
<tr>
<td>Fall 2014</td>
<td>2525</td>
</tr>
<tr>
<td>Fall 2015</td>
<td>2568</td>
</tr>
<tr>
<td>Fall 2016</td>
<td>2707</td>
</tr>
</tbody>
</table>
Indiana University Bloomington

The freshman class of 2015 is breaking records!

Class Size 7,875

- 3.76 median GPA
- 1218 SAT/ACT Composite
- 1,185 underrepresented students
- 7,875 students in this year’s class
- 898 21st Century Scholars
- 1,090 Hutton Honors College students
- 31% directly admitted to their major’s school
- 1218 average SAT/ACT score
- 12% growth in African American students
- 70% arrived with academic credit
- 23% growth in Hispanic/Latino students
- 92 Indiana counties
- 47 states
- 33 countries

Source: IU Institutional data, 2015 Beginner Cohort
Thank You!