

**Plan 2008 Phase II Programs & Initiatives
Outcomes Reporting Form
January 2007**

Your Institution: UW-Green Bay	
Program/Initiative: Admissions of Students of Color: NE WI Initiative	Year Established: 2003
Target Audience (check all that apply): Administration: <input type="checkbox"/> Faculty: <input type="checkbox"/> Academic Staff: <input type="checkbox"/> Classified Staff: <input type="checkbox"/> Students: <input checked="" type="checkbox"/> Campus Community: <input type="checkbox"/> Other: <input type="checkbox"/> If other, please specify:	
Race/Ethnic Groups Affected by this Program/Initiative (check all that apply): African American/Black: <input checked="" type="checkbox"/> American Indian: <input checked="" type="checkbox"/> Latino/Hispanic: <input checked="" type="checkbox"/> Southeast Asian: <input checked="" type="checkbox"/> Other Asian: <input checked="" type="checkbox"/> European American: <input type="checkbox"/> Other: <input type="checkbox"/> If other, please specify:	
Cost of Program/Initiative: ~\$20,000/yr (not including staff time) Funding Sources: GPR 102 and 402	
<p>Description: The initiative seeks to increase the enrollment of students of color from Green Bay metro and NE WI regional high schools at UWGB. The project involves a series of highly focused programs, visits, and follow-up activities that specifically target local students of color. Basic elements of the initiative include:</p> <p>Programs: Red Carpet Tours, Opportunity Knocks, & Celebrate Success. These programs are organized in addition to the normal array of campus visits and preview days, and are customized to the needs and interests of prospective students of color. All programs specifically target local and regional high school students.</p> <p>High School Visits: Frequent visits to area high schools maintain connections with prospective students and guidance counselors from inquiry through application.</p> <p>Coordination with Precollege Programs: Most UWGB precollege programs serve area and regional youth. Deliberate program coordination (i.e., encouraging young prospects to attend precollege programs, and encouraging precollege juniors and seniors to apply to UWGB) benefits both programs, and increases the likelihood of eventual application and enrollment at UWGB.</p> <p>Personalized Follow-up on Incomplete Applications: The application completion rate of students of color has typically lagged that of white students by 10 -15%. Teams of trained students and staff make personal phone calls to all students with incomplete applications to answer questions and encourage application completion.</p> <p>Personal Intervention to Assist With Financial Aid: Timely and personal intervention with students and families, particularly those with complex aid situations, is offered. Cutting the "red tape" and getting students directly in contact with the person who can act on their behalf demystifies the aid process, improves student satisfaction, and increases the likelihood of enrollment.</p>	
Point Person(s): Ron Morris	Department/Unit(s): Office of Admissions
Departments/Units/Groups Involved: Admissions Office Staff, Precollege staff, and American Intercultural Center Staff, Financial Aid staff	
Goals & Expected Outcomes: Increase in enrollment of students of color. Increase representation of local students in the total enrollment of students of color.	
<p>Actual Measurable Outcomes for Plan 2008 Goals, Including Impact on Enrollment, Retention, and/or Graduation, and/or long term potential thereof- Total enrollment of students of color has increased each year (2004: 320, 7%, 2005; 375, 6.7%, 2006; 399, 7%) Enrollment of new freshman and new transfer students of color has trended upward (2004; 99. 2005; 91. 2006; 106). The percentage of the total student of color enrollment coming from Green Bay Public and other Brown County high schools has increased 44% in the past 3 years (2004: 91 students, 16%. 2005: 112 students, 19%. 2006: 131 students, 21%)</p>	

Intersections Across Plan 2008 Goals: Increase the number of high school graduates of color who apply, are admitted and enroll. Improve retention rates of students of color (local students, adult students and students with local family and support networks may be retained at higher rates than out-of-area students)

Assessment Practices and Program Changes in Response to Challenges: The initiative itself was driven by data that suggested that first year retention rates of local students of color were higher than average retention rates of students of color.

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