

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

Your Institution: UW-La Crosse	
Program/Initiative: Multicultural Student Recruitment Group	Year Established: 2005
Target Audience (check all that apply): Administration: <input checked="" type="checkbox"/> Faculty: <input checked="" type="checkbox"/> Academic Staff: <input checked="" type="checkbox"/> Classified Staff: <input type="checkbox"/> Students: <input type="checkbox"/> Campus Community: <input checked="" 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: NONE	Funding Sources:
Description: Group with representatives involved in/interested in recruitment of students of color. The group meets monthly to share activities, make plans for upcoming activities, and strategize about future plans.	
Point Person(s): Barbara Stewart/Kathy Kiefer	Department/Unit(s): Multicultural Student Svcs/Admissions
Departments/Units/Groups Involved: and includes staff from admissions, campus climate, fin aid, athletics, affirmative action and diversity, alumni affairs, multicultural student services, advancement, student life, minority affairs committee, graduate studies, and academic success institute.	
Goals & Expected Outcomes: Goal is to coordinate, collaborate, and communicate recruitment efforts and strategies. The expected outcome is to increase students who apply to UWL	
Actual Measurable Outcomes for Plan 2008 Goals, Including Impact on Enrollment, Retention, and/or Graduation, and/or long term potential thereof: This activity is an item under UWL's Plan: Goal 2. Increase the number of applications for admissions of students of color each year for the next five years—Action Step 1 Implementation Plan.	
Intersections Across Plan 2008 Goals: In some ways this group intersects across numerous goals: involving more alumni, increasing graduate students, increasing fin aid/scholarships, improve campus climate through increased diversity, establishing partnerships with other agencies.	
Assessment Practices and Program Changes in Response to Challenges: During the first year of existence, this group was successful in improving communication among those involved in various aspects of recruitment. As it moves into its second year, the focus will be on more action steps and strategizing.	
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