

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

Your Institution: UW-Superior

Program/Initiative: Goal I: **INCREASE THE NUMBER OF WISCONSIN HIGH SCHOOL GRADUATES OF COLOR \*WHO APPLY, ARE ACCEPTED, AND WHO ENROLL AT UW-SUPERIOR.**

- Objective: **UW-Superior will develop a high-contact recruitment model**, comparable to the recruitment models for student athletes.

**Timetable:** Fall 2005

**Persons Accountable for Outcomes:** Director of Admissions and the M/D Coordinator

**Progress Level:** Revised

**Institutional Level of Participation:** Institution wide.

**Funding Sources:** Admissions budget (102), Office of Multicultural Affairs budget (402), University Foundation.

**Implementation Procedure:**

**Assessment:** Numbers of applicants will be tracked and compared to every previous year. Numbers of applicants who enroll will be tracked and compared to every previous year.

**Year Established:** Fall 2005

**Target Audience (check all that apply):**

Administration:  Faculty: x Academic Staff: x Classified Staff:  Students: x Campus Community: x  
Other:  If other, please specify:

**Race/Ethnic Groups Affected by this Program/Initiative (check all that apply):**

African American/Black: x American Indian: x Latino/Hispanic: x Southeast Asian: x Other Asian: x  
European American:  Other:  If other, please specify:

**Cost of Program/Initiative:** \$5,000

**Funding Sources:** 402, 102, Specifics listed above

**Description:** The Admissions Office and the Office of Multicultural Affairs have worked together to expand current programs and to create new ones that will develop a seamless recruitment process from initial contact through the first week of classes for all students of color.

**Programs in existence:**

**Multicultural College Student for a Day programs:** UW-Superior and the Office of Multicultural Affairs has a series of one-day recruitment programs specifically dedicated to students of color in the local high schools. This program started with a program for Native American high school students from around the Superior/Duluth area. After the success of this one year program that was local grant funded, the Office of Multicultural affairs expanded this program to four programs. These one day events are titled the following: American Indian College Student For a Day, African American College Student for a Day, Hmong College Student for a Day, and Hispanic Latino College Student For a Day. Each of these dedicated days is designed with the following similar format: A high school student is paired with a college student of the same racial/cultural

background and these students are together for the entire day. The high school student shadows the college student and attends all classes, visits their residence hall room, eats in the cafeteria and gets their own pictured UW-Superior ID card to take home as a souvenir. There is an awards ceremony at the end of the day in which each student, high school and college, gets a completion certificate.

Note: This program cooperates with various personnel in the area public schools. Although all four programs are scheduled yearly, some years the programs was cancelled due to a difficulty connecting with pertinent staff at the area high schools.

Data from these events are available below.

**Other ongoing recruitment activities:**

Recruitment officers will attend recruitment fairs located in areas with a high concentration of potential students of color.

An assertive effort is continually made by the staff of UW-Superior Multicultural Affairs Office and admissions personnel to create relationships with regional Hispanic/Latino, Hmong/Southeast Asian, and African American communities for the purpose of recruitment and retention efforts.

**The Personal touch:** The Admissions Office and the Office of Multicultural Affairs works together in the following way: Students of color who show an interest in UW-Superior by filling out interest cards at recruitment fairs, send an e-mail, make application on-line, make phone and other inquiries will receive systematic follow-up. The follow-up will include phone calls from current students, invitations to campus, and personal visits to their home or community by university personnel.

**Point Person(s):** MDC and Admissions Director    **Department/Unit(s):** Multicultural affairs and Admissions

**Departments/Units/Groups Involved:** All staff in Multicultural Affairs, key staff in Admissions, various academic departments, residence halls, dining service and other student affairs offices as needed.

**Goals & Expected Outcomes:** UWS has as its goal to increase the applicants from students of color by 50% by fall of 2008. Expected outcomes: actual numbers of students of color who choose to come to UW-Superior will increase

**Actual Measurable Outcomes for Plan 2008 Goals, Including Impact on Enrollment, Retention, and/or Graduation, and/or long term potential thereof.**

**College student for a day program:**

2000: American Indian: First Program: 15 participants: 3 students came to UWS

2001: Hmong: 9 participants: 4 students came to UWS

African American: 7 participants: 0 came to UWS

American Indian: 9 participants: 1 student came to UWS

Hmong: 9 participants: 3 repeats who ended up at UWS

2002: African American: 10 participants: 0 came to UWS

Upward Bound: 5 participants: 0 came to UWS

Hispanic/Latino: 4 participants: 0 came to UWS

American Indian: 10 participants: 1 repeat came to UWS

Hmong: 16 participants: 4 came to UWS

2003: African American: 10 participants: 1 came to UWS

Hispanic: 2 participants: 0 came to UWS

Hmong: 13 participants: 3 repeats came to UWS

2004: African American: 12 participants: 0 came to UWS

Hmong: 8 participants: 3 repeats came to UWS

2005: African American: 3 participants: 0 came to UWS

Hmong: 6 participants: 4 students are still in HS. Two others did not come to UWS

2006: Asian: 12 participants: Still in HS

**Results: 160 participants since the inception of the program (including students who came for more than one year). There were approximately 100 to 120 students who came at least once. Out of that group, 13 students actually applied, were accepted and came to UW-Superior. This comes out to be between 11 and 13%.**

**The breakdown of these students by ethnic background are: American Indian: 4 African American: 1 Southeast Asian American: 8 Hispanic Latino: 0**

**Other Recruitment Activities sponsored by Admissions that targets Students of Color as well as those already listed:** The following data reflects the numbers of applications, admits, and matriculations (those who actually registered and came to UW-Superior for the years since 2002. These numbers reflect the results of all recruitment activities for students of color.

**Admissions Data: new students of color**

	Applications	Admits	Matriculated
2002:	58	40	26
2003:	57	38	22
2004	57	39	21
2005	76	41	20
2006	76	42	20

**Results:** From 1998 to 2002, new applications from students of color were up by 54%. From 2002 to

2006, new applications from students of color are up by 31%. From 1998 to 2006, new applications went from a total of 35 to 76. This is a 117% increase since the beginning of Plan 2008 in the fall of 2008.

How does this increase translate into actual new student numbers? Not as well as we'd like. As the data in the table above notes, since 2002 our matriculation numbers have gone down while our application numbers have gone up. But there are reasons for this that can't be clearly defined by a table. Many of these students came to UW-Superior through our access program which allows students to prepare for UW-Superior through a partnership with WITC, Superior. In this program, new students who do not fully qualify for our standard admissions are admitted through this program and they take preparatory classes at WITC and transfer them into UW-Superior in the Spring semester. These students are new transfer students that do not get counted because they come to UW-Superior in the spring.

Below are the total numbers of students of color at UW-Superior. By looking at these numbers, it can be deduced that students come to UW-Superior through many other routes other than the traditional new freshman student and new transfer routes. This table shows that our total student of color numbers have gone up from 91 in 1998 to 160 in 2006. This is a total increase of 76% over 9 years.

**Total numbers of students of color**

	Am Ind.	African Am.	Asian Am.	Hisp/Lat	Total
1998	49	15	15	12	91
1999	53	20	16	15	104
2000	49	24	18	14	105
2001	64	20	20	13	117
2002	61	27	23	10	121
2003	60	27	21	9	117
2004	73	37	27	12	149
2005	76	27	32	17	152
2006	77	31	33	19	160

**Intersections Across Plan 2008 Goals:** Basically Goal #1 as listed above with Goal #3 as a secondary by the use of students in our recruitment mentors. We believe that as we get more current students involved in our outreach programs it will create an ownership of their university.

**Assessment Practices and Program Changes in Response to Challenges:** None on these except for those already listed.

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