

## **Best Practices for Recruitment of Students of Color**

In a review of nearly 1,000 University and College websites describing activities undertaken to encourage recruitment and retention of students of color, the following approaches were among the most common for those that were successful in this endeavor:

- ❖ Support from the highest administrative levels and inclusion of recruitment and retention goals and accountability mechanisms in strategic plans.
- ❖ Early outreach activities designed to increase college awareness in students at the elementary, junior high, and high school levels.
- ❖ Recruitment activities that go beyond the traditional college fairs and high school visits. Successful institutions recruit students of color in community centers, churches, and other nontraditional settings.
- ❖ Current minority students and alumni are involved in the recruitment effort.
- ❖ Recruiters engage the parents and other family members rather than focusing exclusively on the prospective student.
- ❖ Summer bridge programs to help students make the transition from high school to college.
- ❖ Academic and cultural support services programs to assist students of color in adapting to the new cultural milieu and new academic demands.
- ❖ Diversity awareness or multicultural sensitivity programs to address the needs of the larger campus community and the community at large. This may include programs to engage on-campus students of color with the larger community.

Among the specific methods used by successful programs were:

- Collaborations with community churches, church youth groups, neighborhood community centers, and other community organizations for recruitment and various projects.
- Year-round recruitment efforts within communities that focus on early awareness and recognition of the possibility of attending college.
- Hiring minority recruitment coordinators/representatives that live within the targeted community.
- Maintenance of Minority Advisory Councils that offer recruitment and retention guidance and assistance from local minority leaders.
- Inclusion of parents and community representatives during visits to schools with a high percentage of students of color.
- Recruitment teams consisting of students and faculty of color who visit and/or correspond with students from elementary through high school to reinforce the opportunities available for college attendance.
- Offering seminars for students of color, led by faculty members or community professionals, regarding a number of culturally relevant topics.
- Creating partnerships with community organizations and schools that offer minority college students opportunities to provide community service by mentoring younger students of color.
- “Bridge” programs that bring students of color to campuses for overnight or extended periods to experience college life and the cultural atmosphere. Some colleges offered similar visitation opportunities to students as young as elementary-aged.

Taken from: Minnesota State Colleges and Universities, Academic and Student Affairs at <http://www.studentaffairs.mnscu.edu/BestPractices.pdf>