

Diversity Recruitment

Strategic efforts to attract applicants from diverse populations incorporate a dedicated and highly personalized approach. This task is not only spearheaded by a Diversity Recruitment Coordinator, but comprises one of the main focal points within the Admissions Office.

Identification

Initial identification of diverse high school populations centers around a few key lists: the free and reduced lunch list that the Duval County School Board supplies and the invitation list for the annual Minority Recognition Ceremony. The Hick's Prep Club and free SAT/ACT test prep sessions are examples of other sources of identification of potential multicultural applicants. Admissions attracts students on these lists through strategic marketing with personally engaging communications. The Admissions Office also maintains relationships with various civic organizations such as the 100 Black Men of Jacksonville, First Baptist Church of Mandarin, the Jackson Urban League and Black Achievers (YMCA), etc. The overall message in all identification efforts is scholarship and financial awareness, and the importance of staying focused. Collateral effects of the identification process help to foster a college going culture. A fraction of the Suspects addressed by admissions respond to our initial efforts and become Prospective Applicants. Prospects enter a more involved phase of Marketing and Recruitment. All Suspect and Prospect high school student data is maintained in the *Recruitment Plus* database which allows admissions staff to track progress and correspondence.

Recruitment

Recruitment of diversity students tends to focus not just on UNF but more basically on the academic preparation and financial access of a Postsecondary Education. We work closely with ongoing efforts encompassed within the Jacksonville Commitment to reinforce our messages without duplicating efforts. Speaking directly to prospective applicants at the high schools and at college fairs is the most fundamental aspect in that recruitment process. Additionally, we engage these populations in their neighborhoods using local churches and civic organizations as our partner in these endeavors. More passive efforts include campus tours, open houses and on-site admissions. Phone and mail campaigns focus on increasing applications as well as completing unfinished applications. Topics include deadline dates, financial means to fund college including scholarships, application materials, etc. Finally, these students receive printed and electronic communications that are in addition to those received by the general applicant/admit pool. Included in these communications are bilingual correspondences, messages from campus organizations such as HACE and AASU, as well as personalized birthday greetings, reminders of upcoming events and deadlines and inclusion in our Purl campaign.

Yield Strategies

Admissions seeks to give very high-touch attention to potential students, something larger deep-pocketed institutions can't always do. Once the multicultural student has applied and been admitted, a number of targeted efforts are employed to make them

feel at home and to better insure the highest possible percentage will attend UNF. This is a vital part of the admissions process since these valuable students are being bombarded by every other institution to which they've applied. With highly personal email and phone campaigns, the students are notified of campus events which may be of interest to them, or of application requirements yet to be met. Such strategies can be used to get housing contracts completed, financial aid paperwork submitted, connect them with HACE or the AASU, orientation confirmations, immunization requirements or any other university business. Also, a large part of this process is in pairing all qualifying students with the funding and resources they need to make their college goals a reality.

Scholarships

Throughout the year we disseminate information about scholarship opportunities and what is required to receive these awards. Since most need-based scholarships hinge on tax information submitted in the application year, Admissions designs workshops throughout the year to inform students and their guardians about financial preparedness and the FAFSA form. Scholarships include:

- Pathways to Success - The Pathways to Success program, funded by UNF Foundation endowments through Institutional Advancement offers 30 scholarship types to fund over a hundred students. These scholarships include the *Blanchart, Herbert, Hicks, Kessler, Stein, and Martinez* scholarships.
- Osprey Test Prep - This \$10,000 Admissions based scholarship is awarded to the first 40 high school seniors who attended the UNF Admissions SAT/ACT prep program, are admitted and matriculate to UNF.
- SWOOP- These scholarships are made available to 14 FTIC students from 7 designated high diversity schools. They are awarded based on merit as measured by academic performance and extracurricular activities.
- MCR- This limited scholarship is awarded to the first 24 high school seniors who received recognition at the UNF Admissions Multicultural Recognition Ceremony who are admitted and matriculate to UNF.

Events

Key events in the recruitment funnel for diversity application yield are as follows:

- *SAT/ACT Test Prep Session:* Since a lot of research shows discrepancies for multicultural and low income students on the SAT and ACT tests, Admissions offers free preparation workshops. Roughly 180 students this year will attend one of these sessions, which also include financial workshops for guardians.
- *Minority Recognition Ceremony:* Admissions holds this event to recognize exceptional high school juniors in Duval county with a cumulative GPA of 3.00 or better. This event seeks to instill a college going culture within regional multicultural schools and communities.