

UNIVERSITY OF MINNESOTA
Driven to DiscoverSM

**BUILDING ON SUCCESS:
MULTICULTURAL STUDENT RECRUITMENT**

Office of Admissions

A Division of the Office of Undergraduate Education



TABLE OF CONTENTS

PART ONE: INTRODUCTORY LETTER.....	3
PART TWO: STUDENT OF COLOR AND AMERICAN INDIAN RECRUITMENT HISTORY AND OVERVIEW.....	5
PART THREE: COMPETITIVE LANDSCAPE AND KEY STRATEGIES	8
PART FOUR: (APPENDIX) STUDENT OF COLOR AND AMERICAN INDIAN RECRUITMENT ACTIVITIES.....	14



Dear colleague,

It is an honor to work side-by-side with University colleagues, community partners, and students and their families to enhance the diversity of the University of Minnesota Twin Cities undergraduate student body and to support student success at all levels. We are privileged to bear witness to a transformative season in our students' lives. In our daily work, we have the privilege of working directly with eager young students as they progress to focused high school scholars, to high-achieving leaders on our own campus, to proud graduates who become leaders and advocates in our community.

In recent years, the University has increased its focus on the recruitment, enrollment, retention, and graduation of students of color and American Indian students. We are constantly developing and evolving our work to meet the needs of our students and their families. Staff in the Office of Admissions—in partnership and collaboration with staff and faculty from across the University—work tirelessly to connect with students and families, build personal relationships, and encourage students to take key steps toward enrolling at the University of Minnesota. This report attempts to provide a high level overview of some of the University's comprehensive student of color and American Indian student recruitment efforts. At the heart of each program and initiative described in this report is a strong campus-wide commitment to diversity.

Early Outreach and Relationship Cultivation

Instead of waiting for students to apply before we recruit them, we identify students early on in their high school years to encourage them to consider the University and, ultimately, to enroll on our campus. We reach out to high schools and community organizations to help develop, prepare, and attract future students who have high potential for success at the University of Minnesota. This strategic approach to recruitment and enrollment management has helped the University move the dial on a number of key aspects of the undergraduate enrollment experience.

Building on Success

This report, entitled “Building on Success,” illustrates the significant strides we have made as we continuously seek to build upon existing efforts that enhance the diversity of our student body. Despite historically low numbers of college-bound students in Minnesota and surrounding states, the fall 2016 class included the largest number of enrolled students since 1970 and the largest number of enrolled students of color of all time. As an example of these exciting outcomes, African American freshmen enrollment increased 26.6 percent and Hispanic student enrollment increased 53.9 percent from 2011 to 2016. Additional information about our efforts to enhance student of color and American Indian enrollment on campus as well as additional data regarding key outcomes and metrics are included in this report. We are pleased to share this update on the University's commitment to student of color and American Indian recruitment and enrollment efforts.

continued...



Looking Forward

Of course, our efforts to enhance the diversity of the undergraduate student body require continuous focus and ongoing enhancements.

Enrolling a diverse student body—with students bringing differing experiences, talents, and perspectives to their scholarly community—is essential to achieving the educational benefits of diversity for all students. Discovery and the exchange of ideas is central to the undergraduate experience. All University of Minnesota students benefit when students and scholars with an array of identities, experiences, and perspectives learn together in an environment that allows them to share their perspectives and challenge and support one another in their learning.

We thank our campus and community partners. Your collaboration and partnership is so important to recruit, enroll, and educate our leaders of tomorrow.



Sincerely,

Rachelle Hernandez

Rachelle Hernandez
Associate Vice Provost for Enrollment Management and Director of Admissions,
University of Minnesota Twin Cities





PART TWO: STUDENT OF COLOR AND AMERICAN INDIAN RECRUITMENT HISTORY AND OVERVIEW

VISION:

The Office of Admissions will bring to the University of Minnesota Twin Cities a diverse class of academically prepared students who will benefit the University and themselves by their enrollment.

- The Office of Admissions will **orchestrate** a campus-wide recruitment effort.
 - > The Office of Admissions will collaborate with our colleagues across campus—both colleges and units—to ensure we are speaking to students with one voice.
- The Office of Admissions will work with community partners to showcase the opportunities available at the U of M.
- Together, we will differentiate the University’s programs and showcase the benefits of a U of M education.

DIVERSITY AS A CORE VALUE

Diversity, broadly defined, is a core value of the University of Minnesota, and enrolling an academically qualified, diverse student body is essential to the University’s mission. A diverse student body greatly enhances the academic and social environment of the campus and it helps prepare students to thrive in a global society. Diversity is also one of the University’s Student Learning Outcomes; graduates are expected to “understand diverse philosophies and cultures within and across societies.”

The recruitment and enrollment of student of color and American Indian recruitment in the freshman class is a top priority of the University and the Office of Admissions. Twenty years ago, the University did not have a formal recruitment program in place. Since that time, the Office of Admissions has built one of the most effective and highly regarded recruitment programs in the country. **The majority of the University’s student of color and American Indian recruitment efforts are focused in the state of Minnesota.**

Recruitment is a campus-wide, collaborative effort between the Office of Admissions and University faculty, staff, currently enrolled students, and alumni. The Office of Admissions leads and orchestrates the University’s recruitment efforts of high-school aged students of color and American Indian students to ensure that the University “speaks with one voice.” Given that students of color and American Indian students are being aggressively recruited by colleges in Minnesota and across the country, it is essential that we make it easy for students to take key steps towards enrollment.

Over the last decade, significant progress has been made in the recruitment and enrollment of students of color and American Indian students. That said, further progress is needed, and student of color and American Indian student recruitment remains a top priority. The Office of Admissions continually works to expand and enhance the effectiveness of its recruitment efforts. A detailed listing of recruitment activities is included in the appendix of this report.



STUDENT SUCCESS AS A CORE VALUE

Student success is at the center of everything we do, and we consider recruitment and admissions to be the start of that work. The University's focus on student success over the last decade has resulted in freshman retention rates that are at an all-time high. We encourage strong student preparation at the junior high and high school levels, as academic preparation is key to a student's college success. We require submission of senior year grades to not only confirm high school graduation for financial aid eligibility, but also to confirm academic progress has remained strong during this important, foundation-building year.

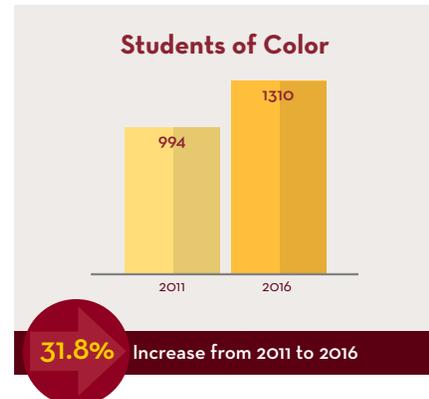
Although academic preparation is the foundation for a student's success on campus, we also take into consideration other factors that may lead to a student's preparation for success at the University. As outlined in our University "Student Learning and Development Outcomes," it is our goal to provide an educational environment that prepares our students "to be responsible and engaged citizens who, upon University graduation, are ready to participate in and meet the challenges of a complex, diverse, and global society."

Our holistic review process ensures that we look at the whole student, which allows us to admit students who are not only academically ready for University study, but also those who will most benefit from and contribute to our thriving and diverse campus environment. We do not base our admissions decisions on an automated or numeric process. Our review process considers many factors, including a student's likelihood of success at the University. In our admissions review process, we consider those characteristics that lend themselves to the success of our enrolled students. We positively recognize and consider characteristics that we know enhance student success and likelihood of timely graduation. No two students are alike. Students with similar academic credentials may have different interests and experiences, and the pool of applicants and fit for a particular program at the U of M can vary by student and freshman-admitting college. Our holistic review allows us to get to know our applicants, so that we can make the best decision possible for students and the University.

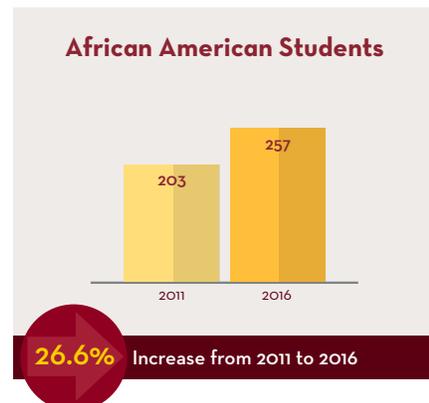
Holistic review allows us to support student success. Over the past decade the University has experienced record student satisfaction, retention, and graduation rates. These student success metrics inform our admissions practices as well as our recruitment and outreach practices.

OUTCOMES: A GOOD NEWS STORY

At the University of Minnesota Twin Cities, through strategic recruitment and enrollment management practices, enrollment of underrepresented students has increased significantly.



In particular, strategic recruitment efforts have increased enrollment of African American freshman students at the University of Minnesota Twin Cities by 26.6 percent in five years.



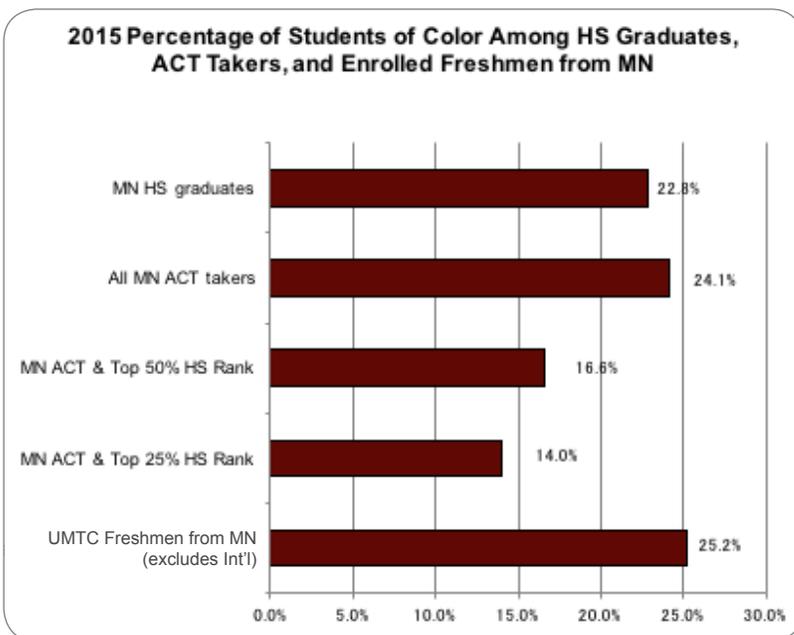
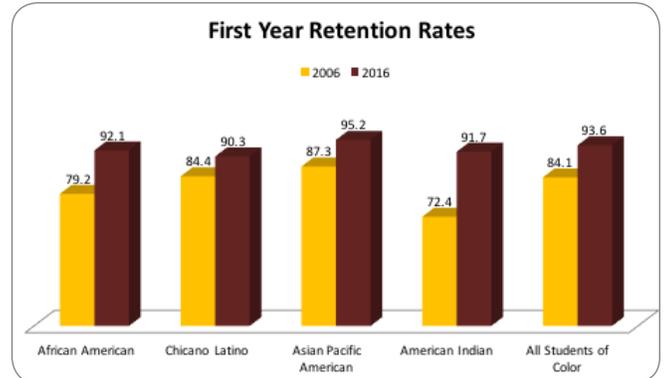
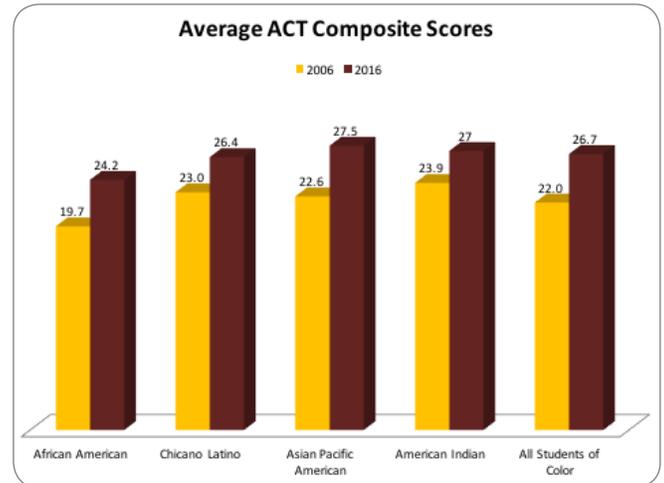
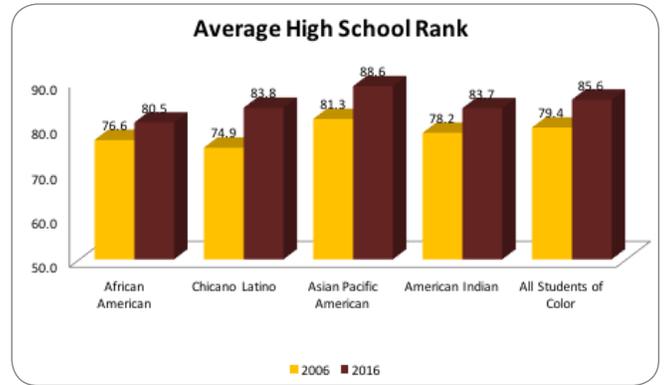
And, the academic preparation of the freshman class at the University of Minnesota Twin Cities has continued to increase.



A DECADE OF PROGRESS: 2006-2016

Widening the analysis from five years to ten years shows longer-term success. In 2006, students of color and American Indian students made up 20.8 percent of the freshman class. In 2016, students of color and American Indian students made up 22.3 percent of the freshman class. During this same time frame, the University's freshman class increased in number by 8.1 percent overall, while the number of students of color and American Indian students in the freshman class increased by 19.1 percent. In addition:

- During the last 10 years when the enrollment of student of color and American Indian students freshmen increased slightly, there were also significant increases in the academic preparation of new freshmen and equally significant increases in their first year retention rates. (See charts below.)
- In 2016, approximately 77 percent of new student of color and American Indian student freshmen were from Minnesota.
- The University of Minnesota has an exceptional market share of college-prepared students of color and American Indian students in the state of Minnesota. As the chart below indicates, 25.2 percent of enrolled freshmen from Minnesota were students of color. This compares to 14.0 percent of Minnesota student of color high school graduates who took the ACT test and ranked in the top 25 percent of their high school class.





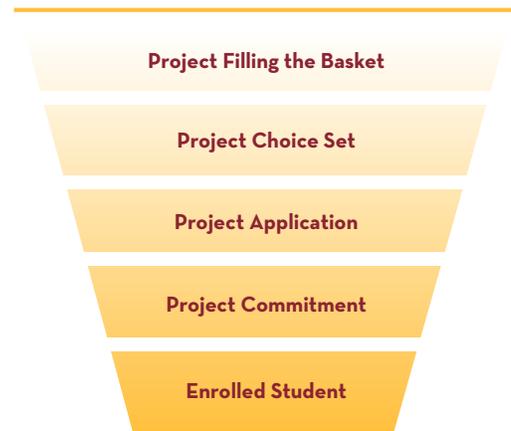
PART THREE: COMPETITIVE LANDSCAPE AND KEY STRATEGIES

COMPETITIVE LANDSCAPE

Numerous enhancements made to the undergraduate experience and admissions program have directly contributed to the University’s outstanding enrollment success. Despite declining and shifting demographics in Minnesota and surrounding states, the Office of Admissions has consistently met the University’s enrollment targets and worked to enhance the diversity and academic preparation of the freshman class. However, the recruitment environment is highly competitive. We are recruiting a population of students who have numerous options for their college experience. The University’s ability to continue to meet enrollment goals—especially in the face of shifting demographics—requires that we evolve and improve our recruitment approach.

THE “RECRUITMENT FUNNEL”

We develop relationships with prospective students throughout their high school careers and assist them with each stage of the college choice, application, and enrollment processes. We simultaneously target recruitment efforts to high school sophomores, juniors, and seniors to provide key information in the format they want it, when they want it. Managing three freshman classes at a time means communicating to and with hundreds of thousands of high school students. The phases of the recruitment cycle are divided into Project Filling the Basket, Project Choice Set, Project Application, and Project Commitment. During each phase, we implement strategic marketing campaigns and relationship-building initiatives to encourage students and their influencers (such as parents and school counselors)



to take the next step towards enrolling at the University. We also work with transfer students, communicating information about next steps for applying to and enrolling at the University of Minnesota Twin Cities.

KEY STRATEGIES

1. **Build relationships.** Our admissions counselors serve as a personal and accessible connection to the University, and spend their time talking and meeting with students, families, community leaders, and other influencers to provide information and build personal relationships.
2. **Make it easy.** We work hard to make certain it is easy for students to take the steps necessary to enroll at the University. In our student of color and American Indian recruitment efforts, this means getting out into the community as often as possible.



This means communicating at multiple touch-points in multiple channels so that when a student is ready to respond, it's easy to do so. This also means offering many *repeated* opportunities to connect with students and families both on and off-campus.

3. **Authenticity as a cornerstone.** By making sure students and families can connect with currently enrolled students from similar backgrounds, we encourage U of M students to share their experiences on campus and as members of a community of students of color on our campus. These interactions are never scripted or prescribed—students are encouraged to share their own experiences so we can help students see themselves at the U of M.
4. **Customer service.** Our students are the reason we are here. We work to make it easy for students to get answers to their important questions. Further, we work to make sure our application and enrollment information is easily accessible and that our staff are readily available to answer student, family, counselor, and community member questions.

FOCUS ON MINNESOTA

We take great pride in our heritage as Minnesota's only land grant university. As long as Minnesota has been a state, the University has been committed to providing educational opportunities to Minnesota residents, which is why Minnesota residents receive preference in our admissions process. Minnesota residents make up approximately two-thirds of the freshman class each year, and the University is committed to making certain that the enrollment of Minnesota students remains strong.

Demographic changes are making the recruitment environment even more competitive. As numbers of high school aged graduates in Minnesota have diminished in recent years, there are more competitors recruiting in our backyard. We have to work harder than ever to recruit students who are in our region. Our recruitment efforts address the challenges created by the decline in the number of high school graduates in Minnesota and neighboring states. The University's recruitment and enrollment efforts are proactive and personal and ensure a strong commitment to Minnesota residents.

In addition to a comprehensive recruitment direct marketing effort targeting students and their families, we visit Minnesota high schools across the state to ensure that we are connecting with Minnesota students. In addition, we host events and participate in college fairs across the state, targeting both students and high school counselors. Our Minnesota recruitment efforts also include the recruitment of transfer students. Communications, campus visits, and college fair participation targeting transfer students are key to supporting access and enrollment of transfer students. We work closely with community colleges to enhance transfer opportunities for Minnesota students, including providing advising and support throughout the enrollment process.

TARGETED COMMUNICATIONS

Our communications are designed to support a recruitment strategy that provides extra-mile customer service and develops personal relationships to bring to campus a diverse and academically prepared student body.

Undergraduate recruitment communications:

- Showcase the benefits of attending the University of Minnesota Twin Cities and its colleges
- Distinctly convey the inspiring tone surrounding curiosity and discovery
- Contain a clear call to action (facilitate next steps in admissions/enrollment process)
- Contain appropriate messaging to both students and key decision influencers

BASIC RECRUITMENT AND MARKETING ELEMENTS

To ensure we meet the University's enrollment goals, our operating philosophy is to be service-driven and results-oriented. Each recruitment activity, event, and communication has a specific purpose and message.

We identify prospective students through a variety of methods including list purchase from testing and survey agencies, placement on or participation in college search websites, alumni and community member referrals, campus visits run by Admissions, and other sources. Working with these names, we launch comprehensive direct marketing campaigns inviting students to 'opt in' to receive communication and contact from the University.



We utilize a combination of communication methods and campaign strategies to reach students across Minnesota including:

- Personalized, benefits-focused communications that differentiate the U of M from competitors. Communications are delivered across multiple channels throughout the recruitment life cycle. Extensive electronic and print communication campaigns are benefits-oriented and outcomes-driven.
- Exceptional customer service to make it easy to access and interact with the University.
- Customized visits and events to help students see themselves at the U of M. Each event showcases the University's academic programs and opportunities, and a series of recruitment events are held on campus each year. We roll out the "maroon carpet" to make students and families feel welcomed and special.
- Visits to schools across Minnesota, sending admissions counselors directly into the school buildings to build relationships with school counselors, career counselors, and college-bound students.
- Participation in college fairs across the state and a commanding and engaging presence at the National College Fair in the Minneapolis convention center.



- Alumni Ambassador program recruitment and send-off events.
- Social media campaigns and engagement.
- Multi-channel communications to key decision influencers – counselors, parents, and guardians.
- Comprehensive over-the-phone and in-person outreach program to connect personally with students and facilitate their enrollment. Phone call campaigns from student staff and student volunteer groups, with multiple touchpoints over time, facilitate personal relationships with students.
- Leverage merit scholarships and University Honors Program admission to encourage top students to enroll at the U of M.
- Personal contact with professional admissions counselors who build 1:1 relationships with students, supported by strong communications, extra-mile customer service, and campus collaboration.

UNIVERSITY OF MINNESOTA'S CAMPUS-WIDE RECRUITMENT EFFORTS

In orchestrating the University's recruitment efforts, the Office of Admissions collaborates closely with University colleges and key departments such as the Office for Equity and Diversity, the Multicultural Center for Academic Excellence (MCAE), and the student cultural centers and ethnic studies programs. These coordinated efforts have been key to connecting prospective students with faculty, staff, and enrolled students of color and American Indian students and showcasing the opportunities available for students at the University.

Recruitment of students of color and American Indian students includes outreach, communications to students and families, and ongoing personal attention. Recruitment events are family and community-oriented and focus on showcasing the University's current students, faculty and staff, academic programs, and student groups. The Office of Admissions works closely with key partners on campus to keep them informed of current efforts, to provide updates on annual progress, and to ensure everyone is working toward a shared focus of attracting Minnesota's students to the University of Minnesota. The Office of Admissions also works closely with several key community and high school partners



to ensure we are available to students, parents, and others who may be assisting students in the college preparation, search, and enrollment process. The Office of Admissions strives to make it easy for students to work with and enroll at the University of Minnesota.

The Office of Admissions has dedicated recruitment efforts targeted to the recruitment of prospective students of color and American Indian students. While remaining culturally sensitive to students and communities, the Office of Admissions strives to provide an experience that is personalized for students and allows them to determine how they wish to interact with the University. Because student and family interaction and participation increases when communications and events are customized to individual student cohorts, most of our events and many of our communications are ethnic specific.

Admissions counselors and staff work closely with the University's ethnic studies programs and multicultural student groups on campus, to leverage resources and increase touchpoints with students. Personal interaction with prospective students and collaborative efforts are central to effective student of color recruitment and enrollment efforts. The Office of Admissions takes the lead in identifying and engaging prospective students and then collaborates with colleges, faculty, key departments, and student groups to ensure that students and their families receive the information they need to consider and enroll at the University of Minnesota.

DEDICATED MULTICULTURAL STUDENT RECRUITMENT TEAM

While the entire Office of Admissions staff is committed to the recruitment of students of color and American Indian students, there is a team of five full-time professional staff members and one shared position working 25 percent time in the Office of Admissions and 75 percent time in the Center of Indigenous Nations. The work of these staff members includes specific responsibilities for outreach to and recruitment of high school students of color and American Indian students. These staff members serve as personal contacts for students and their families. They build relationships with students and frequently visit high schools with high enrollments of students of color and American Indian students throughout the academic year. They also take the lead in coordinating the Office of Admissions' involvement at community events.

Our admissions counselors serve as a highly visible connection point between prospective students and families, community leaders, and campus communities. Our admissions counselors' relationship building efforts are at the heart of our work.

Professional Affiliations

The University has long been a member of the Minnesota Association of Counselors of Color (MnACC). Each admissions counselor on the recruitment team is active in the MnACC organization and admissions counselors have historically served in key leadership roles within that organization. Staff members are currently serving in the following roles: Communications Chair, Scholarship Chair, Development Chair, and Advisory Chair.

Unit Structure

The Office of Admissions restructured its freshman recruitment unit in 2013 to focus additional resources on the recruitment of African American and Hispanic students. By reallocating existing resources and using some carry-forward funds, admissions counselors working with Hispanic and African American students are now able to dedicate their attention solely to the recruitment of students of color. Previously all counselors also had high school territory responsibilities. This shift is a significant change for the Office of Admissions and we are already seeing an impact from this change. Student recruitment intern units were also created to support the recruitment of African American male students. The Office of Admissions also renewed its partnership with Chicano Studies where we co-sponsor an intern to focus on yield activities and promote the CASA SOL Living Learning Community.

Student Staff Component: Authenticity and Engagement

The Office of Admissions also staffs a team of student territory managers. These currently enrolled students build relationships with prospective students of color and American Indian students. They refer questions to professional admissions counselors and work closely with the student of color recruitment team to ensure that students receive quick answers to their questions. Student territory managers also follow-up by mail and email with students they cannot reach by phone.



Student Group Partnerships

The Office of Admissions continues to work closely with several on-campus student groups and involves current students in all aspects of student of color and American Indian student recruitment including: student panels both on- and off-campus, recruitment, events, student calling outreach, and student visit experiences. One example of these partnerships is with the Minnesota Multicultural Recruitment Society, a professionally advised, registered student organization that was created in February 2015. The mission of the Recruitment Society is to incorporate the student voice into recruiting efforts to attract and retain underrepresented student populations at the University of Minnesota. Recruitment Society members work to recruit culturally diverse high school students to campus by participating in student panel discussions and connecting with prospective students at recruitment events.

Continuous Feedback

Focus group sessions are held periodically with current U of M students to gather their feedback and to help build and strengthen relationships between the Office of Admissions and current students. This is used to inform event planning and messaging.

STRONG COMMUNITY PARTNERSHIPS

We are proud to partner with many community colleagues and organizations in our expanding access to students and in support of the University's enrollment efforts. A cornerstone of the University's commitment to student of color and American Indian student outreach and recruitment is a focus on working with community members to support student college exploration and preparation as we encourage students to consider the University of Minnesota for their college home.

Our community partnerships ensure that students gain important access to the opportunities that exist at the U of M, and provide the University with opportunities to connect and build relationships with students so they may fully consider the University of Minnesota as one of their college options. The interactions fostered through our partnerships provide students with the experiences and interactions that give students the information and tools they need to prepare for a successful undergraduate experience at the U of M.

An example of these partnerships is the University's relationship with Minneapolis Public Schools (MPS). Terry Henry, Executive Director of College & Career Readiness for the Minneapolis Public School system, had this to say about our relationship:

"During my (2-year) tenure as Executive Director of College & Career Readiness, one of our department's most valuable partners is the University of Minnesota Twin Cities...While serving our urban school district (largely African-American, African, Latino/Chicano, Hmong and Native American), the University of MN has demonstrated an amazing ability to connect with our district leadership, instructional staff, and school communities. Both organizations' strategic plans require intentional focus towards hiring/retaining staff from a variety of cultural backgrounds and student-life experiences. We are growing relationships that foster mutual respect, even within the toughest of political frames and social-economic disparities."

We engage in many community partnerships. We've included below just a few brief examples of our many crucial community partnerships.

- **My Brother's Keeper (MBK) Initiative** (Minneapolis Public Schools): A call to action to communities, originally started by former President Barack Obama, to enact "sustainable change through policy, programs, and partnerships." In conjunction with Minneapolis Public Schools, we serve students of multicultural communities in many ways, including:
 - > Lunch with 100+ Minneapolis Public School students after students attended "The Parchman Hour" at the Guthrie Theater on November 1, 2016.
 - > Hosting 300 select middle and high school students on October 6, 2016 to introduce two Congressional Medal of Honor Recipients (discussing "Overcoming All Odds" & "Decision Making"), attend a U of M Campus Resource Fair, eat lunch at the Coffman Student Union, and have a one-hour campus visit hosted by the Office of Admissions.



- > Members of the Office of Admissions participating in the “100 Black Men Strong” event at Patrick Henry High School on January 13, 2017. In collaboration with Minneapolis Public Schools / My Brother’s Keeper Initiative and Success Mentor Initiative to provide chronically absent students in Minneapolis communities with school success mentors to increase their engagement and success. More than 400 black Male Scholars (middle/high school) attended, as well as more than 100 black male professionals to engage, empower, encourage, and equip the black male scholars to create hope for their futures.
- > **Connecting Parents to Educational Opportunities (CPEO), Parents of Power program (POP), and Parent Academy:** The Office of Admissions collaborates with MCAE and the College Readiness Consortium to host the families of high school students and provide an overview of post-secondary options and next steps.
- > **College Possible:** The Office of Admissions and College Possible partner closely on a number of efforts, including hosting the annual College Possible Launch graduation, bringing hundreds of participating College Possible students to campus each year to celebrate their accomplishments and launch the new fall cohort. Also, the hosting of Metro Visit Days, a partnership with College Possible that showcases to students the many opportunities at the U of M. In addition, Admissions also provides annual training and training resources for College Possible Coaches.
- > **St. Paul Public Schools Mentoring Excellence Program (MEP):** The Mentoring Excellence Program serves American Indian students and students of color in 10th-12th grade in the St. Paul Public Schools. The MEP and the Office of Admissions partnership exposes students to the college admissions process, academic and career opportunities upon graduation.
- > **The Tazel Institute:** This program exposes African-American Male Students to Career opportunities. Over the past two years, the Office of Admissions has hosted more than 120 male students from the Rosemount, Apple Valley, and Eagan School District to share information about admission into the University and the opportunities that exist at the University.
- > **Prepare2Nspire:** Provides an opportunity for personal connection with 75 students at the Prepare2Nspire program. This program prepares underserved students to succeed on grade-level, high-stakes mathematics exams, and to inspire them to continue their study of mathematics.
- > **Indian Education Program High School and Campus Visits:** The University’s American Indian Recruitment Coordinator works closely with Indian Education counselors in select high schools, and also with educators at Leech Lake Band of Ojibwe, Red Lake Band of Chippewa Indians, Fond Du Lac Band of Lake Superior Reservation, Shakopee Mdewakanton Sioux (Dakota) Community, White Earth Reservation, and Mille Lacs Band of Ojibwe to host students on campus. At these on-campus events, prospective students meet with current students and faculty, learn about the University’s academic options, including American Indian Studies, and develop connections with key University enrollment staff.
- > **STEP-UP Achieve:** STEP-UP Achieve is a community partnership with AchieveMpls, which connects Minneapolis youth ages 16-21 with paid internships at nearly 150 companies, public agencies, and nonprofit organizations across 17 industries. The U of M provides internship opportunities and the Office of Admissions hosts Golden Gopher Day, a day where students who participate in the internship program come to campus to learn about college admissions, hear from former STEP-UP Achieve participants and current U of M students, and experience the U of M Campus.





PART FOUR (APPENDIX): STUDENT OF COLOR AND AMERICAN INDIAN RECRUITMENT ACTIVITIES

Included in this section is a detailed overview of the multicultural recruitment activities orchestrated and conducted by the Office of Admissions each year.

ON-CAMPUS RECRUITMENT EVENTS

The campus visit experience is often a key deciding factor for students as to whether or not they will apply to and enroll at the University of Minnesota. As such, the Office of Admissions has a robust visit program and hosts a number of recruitment events throughout the year. The purpose of the campus visit is to showcase the benefits of attending the University and to help students see themselves at the U of M. Events are hosted throughout the calendar year to provide students with a call to action for each step they must take towards admission and enrollment and to provide families with the information they want, as the need arises in their college searches.

On-Campus Visits

Daily visit program:

The Office of Admissions offers customized campus visits Monday through Friday. During the visit, students and their families have the opportunity to:

- meet one-on-one with an admissions counselor
- attend a general information session and get answers to their questions about University colleges, programs, and services
- attend college- and program-specific information sessions
- meet with faculty, staff, and current students
- tour the campus

- attend walk-in financial aid appointments in collaboration with UMNTC One Stop student finance.

Saturday Visits

The Office of Admissions also offers regularly scheduled information sessions and tours on Saturdays during the academic year. Visit options on Saturdays are as follows:

- meet one-on-one with an admissions counselor
- attend a general information session and get answers to questions about University colleges, programs, and services
- tour the campus

Special Programs in Summer

- Golden Days of Summer: Special visit days on Mondays and Fridays throughout the summer with enhanced visit options.
- Sneak Previews: College-based visit events in the summer for rising junior and senior students. These events are collaborative efforts between the Office of Admissions and the freshman-admitting colleges. The Office of Admissions provides a multicultural student reception in conjunction with the College of Education and Human Development, the College of Liberal Arts, and the College of Food, Agricultural, and Natural Resource Sciences during their collegiate Sneak Preview events.



Group Visits

The Office of Admissions works extensively with schools and multicultural and college-preparatory organizations to bring high school aged students to campus. The Office of Admissions also works closely with campus departments to coordinate these visits to ensure they meet the objectives of the group and provide students with a taste of campus life and the University experience. Activities include:

- specialized admissions information sessions
- tours and meetings with University staff from MCAE, Circle of Indigenous Nations, College of Liberal Arts Martin Luther King, Jr. Office, and the TRIO Program
- panel discussions with enrolled students
- tours of cultural centers on campus (e.g., American Indian Student Cultural Center, Black Student Union, Hmong Student Association, and La Raza)

A sampling of the groups the Office of Admissions

hosts and with whom we work closely are:

- TRIO
- Upward Bound
- Educational Talent Search (ETS)
- Multicultural Excellence Program (MEP)
- College Possible
- Boys & Girls Club
- Hmong Youth Development College Prep Program
- El Colegio
- Neighborhood House
- AVID groups from Minnesota high schools
- Connecting Parents to Educational Opportunities (CPEO), Parents of Power program (POP), and Parent Academy. The CPEO program is offered in these schools:
 - > Washburn High School – Minneapolis, MN
 - > Roosevelt High School – Minneapolis, MN
 - > Wellstone International High School – Minneapolis, MN
 - > Edison High School – Minneapolis, MN
 - > North High School – Minneapolis, MN
 - > South High School – Minneapolis, MN
 - > Southwest High School – Minneapolis, MN
 - > Patrick Henry High School – Minneapolis, MN
- Minneapolis Public Schools My Brother's Keeper program

VIP Weekend For High School Students

The first-ever VIP Weekend Leadership Retreat was held May 1-3, 2015. This event gave 68 high-achieving students an opportunity to experience a weekend-long look into life at the University of Minnesota, while also showing a path for success on campus. The second annual retreat was held July, 22-24, 2016, where 98 high-achieving students attended.



Many topics were covered as part of the leadership retreat, including sessions on filling out admissions applications, applying for financial aid, and preparing for a successful university experience by taking proper high school classes. Beyond that, students learned about developing leadership skills, time management, small group problem solving, travel abroad, and undergraduate research possibilities. University professors conducted breakout sessions, with a focus being on the importance of diversity. Students also had time to take a tour of campus, as well as time to visit cultural centers located at Coffman Memorial Union. Finally, the Office of Admissions devoted evenings for team building activities for the students to enjoy. For a sample of the enthusiasm generated from VIP weekend, see this video: <http://z.umn.edu/vip16>

The Office for Equity and Diversity and MCAE co-sponsored this successful event along with in-kind support from Gopher Athletics.



Feedback from VIP Weekend student attendees

"I learned about diversity and teamwork, and that we should advocate for others who can't stand up for themselves despite their culture, skin, or background! I learned that college will have a lot of group projects just like the Grand Challenge, and we need teamwork!"

"I liked everything about VIP Weekend, especially the diversity conversation with Dr. Keith Mayes."

"I loved the lecture Dr. Mayes put on for us. It opened my mind to new things. The Grand Challenge was my favorite part. Include it next year for VIP Weekend!"

Experience Minnesota: An Open House for Multicultural Students

The tenth-annual Experience Minnesota event was held on September 17, 2016. Nearly 600 prospective multicultural students, as well as their families, attended the event at Ted Mann Theatre. Experience Minnesota (a weekend event) was held to highlight our diverse community and to inspire the students in attendance to take the next steps in the admissions process.

Experience Minnesota began with breakfast and dance and drum group performances at Northrop Memorial Auditorium. Keith Mosati, a 2016 U of M alumnus,

gave a keynote address on his time as a student at the University. Dr. Katrice Albert, Vice President for Equity and Diversity and Dr. Robert McMaster, Vice Provost and Dean of Undergraduate Education, also addressed the audience. Students attended academic sessions, participated in admission application workshops, and learned about financial aid. Students and their families also visited the cultural centers at Coffman Memorial Union and took campus tours during the event.

Feedback from Experience Minnesota student attendees:

"I fell in love with this school! This is a great experience and really allows me to explore more about the U of M. The student guides and faculty members are all friendly and the stories they shared with us are really helpful in my future college admission decision. I hope I come for another round next year!"

"I really hope I can be a Gopher. I know what it takes—I can do it!"

Multicultural Connections: A University of Minnesota Event for Young Men

Multicultural Connections, a partnership event for young men co-hosted by the Office of Equity and Diversity and the Office of Admissions, was held on August 8, 2016, at Coffman Theater in Coffman Memorial Union.





More than 100 students attended the second annual event, ranging in age from 5th grade students to rising high school seniors. The event featured remarks on leadership development by U of M Regent Abdul Omari, as well as discussion groups for students and a Q&A panel for parents attending. Students also had opportunities to talk about University life with University of Minnesota staff and current students from a number of different freshman-admitting colleges and backgrounds.

Special Receptions

Fall special recruitment events showcase the University, its academic programs, and the campus multicultural communities to high school seniors considering the University of Minnesota Twin Cities. At these events, prospective students and their families have one-on-one conversations with admissions representatives, faculty, staff, and current students.

Special Reception for Hispanic Students

Recruitment event for high school-aged Hispanic students designed to provide information related to the application process while highlighting the academic and support resources available to Hispanic students at the University of Minnesota Twin Cities.

Special Receptions for African American Students

Recruitment event for high school-aged African American students designed to provide information related to the application process while highlighting the academic and support resources available to African American students at the University of Minnesota Twin Cities.

Special Reception for Asian and Pacific Islander Students

Recruitment event for high school aged students from underrepresented Asian populations designed to provide information related to the application process while highlighting the academic and support resources available to Asian and Pacific Islander students at the University of Minnesota Twin Cities. Invitations for this event are targeted to Minnesota high schools that serve high populations of underrepresented Asian students, including Hmong, Vietnamese, and Korean students.

Feedback from Special Reception attendees

"I liked how interactive the students were with us. They were genuinely interested and it made me feel like I belong" –Student comment from the Special Reception for African American Students

"I learned about the connection between staff and students. They really helped me get a better understanding of the U." –Comment from student who attended the Special Reception for Asian and Pacific Islander Students

"I like the information about how the U of M is a place where there is an opportunity to have a dynamic home and various traveling choices around the world." –Comment from Latino student who attended the Special Reception for Hispanic Students





Joining a Legacy: A Special Reception for Young African American Males

The fourth annual “Joining a Legacy” reception was held November 15, 2016 at Jones Hall. The event was tailored toward African American males in high school, and featured residents from Huntley House, a living-learning community for African American men that fosters leadership skills. Following dinner, students and their parents attended sessions that focus on the unique academic and support resources that advance African American male success at the U of M.

American Indian Campus Visit Day

The third annual American Indian Campus Visit Day was held on November 9, 2016. The event is held in collaboration with with the Circle of Indigenous Nations, the Office of Undergraduate Education, and the Office of Admissions.

As part of this event, the Office of Admissions welcomed middle and high school age students from 10 Minnesota school districts. Attendees were provided the opportunity to learn about the University’s rich history of supporting American Indian student success, experience current student research, attend an application workshop, take a campus tour that highlighted resources for American Indian students on campus, and participate in a student panel discussion.

COMMUNICATIONS

Our communications plan ensures that the Office of Admissions can achieve the University’s enrollment targets for each fall’s freshman class, not only in terms of the total number enrolled, but also one that delivers a diverse class, shows a commitment to Minnesota residents, and demonstrates strong academics.

The communications team is tasked with developing and executing a communications strategy targeted to future students and their parents to facilitate the achievement of all intended enrollment outcomes. While each year has a plan that forms the basis of our efforts, additional efforts are added based on identified needs and emerging trends.

Communications Strategies

1. Illustrate the benefits of attending the University of Minnesota.
2. Conduct a number of communications touch points with each fall’s prospective student cohort to stay on the minds and in the hearts of future students.
3. Help future students see themselves at the U of M by sharing authentic voices and experiences of U of M students.
4. Build on U of M brand identity. Ensure the U of M brand is incorporated in each communications deliverable. Develop pride in the institution.
5. Emphasize calls to action.

The Office of Admissions has an extensive communications cycle in place and is in frequent contact with students who have expressed an interest in the University throughout their high school years. Communications are intended to keep students engaged with the University and generally have a single call to action to help them through each step of the college selection process from point of inquiry to enrollment confirmation. Print, electronic, and social communications are routinely deployed as research continues to underscore the importance of sending paper communications so parents can see them, and that sending a combination of paper and electronic messages yields the highest student response rates.



Below are some examples of key communications that are sent to students of color and American Indian students and their families:

- Letters and brochures that showcase multicultural opportunities and multicultural student life at the University of Minnesota Twin Cities.
- Targeted campus visit invitations to encourage multicultural students to visit campus.
- Frequent reminders about important upcoming dates, including application deadlines and ACT/SAT registration dates.
- “Commitment to Diversity” web page on Office of Admissions website with resources and information for prospective multicultural students (<http://admissions.tc.umn.edu/opportunities/diversity.html>).
- Special event invitation campaigns designed to provide students and families with an extra special “wow” factor—ensuring that students and families feel welcomed by the University. Event communications campaigns for multicultural student events including Experience Minnesota, special receptions, and Golden Evenings. Each campaign includes print and electronic invitations, reminder to attend emails, thank you for attending or sorry we missed you communications, follow-up communications, and personalized communications from admissions counselors.
- Scholarship award packets for scholarship recipients.
- Communications campaign that encourages applicants to complete their applications.
- A number of financial aid application reminders that also promote the University of Minnesota Promise Scholarship.
- Living Learning cultural house promotion communications, both print and electronic, that encourage admitted students to live in the cultural houses.
- Personalized letter from Assistant Vice President for Equity and Diversity to all admitted students of color and American Indian students and their families that encourages them to attend the University of Minnesota and attend the Multicultural Kick-Off.
- Outreach letters to targeted community groups and organizations to encourage students to consider the University of Minnesota.
- Frequent personalized communications from admissions counselors that provide students with their direct contact information.
- Every three years, the Office of Admissions partners with University Relations to develop a video campaign that showcases four enrolled students of color and American Indian students achieving their dreams at the University of Minnesota. This four-part campaign was later expanded to include the University’s other system campuses. These videos were accompanied by email campaigns sent directly to admitted students of color and American Indian students.



For Project Commitment, the recruitment season in which the Office of Admissions coordinates a campus-wide effort to persuade admitted students to choose the University of Minnesota for their enrollment, a number of communications for students of color and American Indian students are developed and sent. For the fall 2017 cohort, these communications included the following.

Students of Color / American Indian Students Commitment Letter

Objectives: To personally invite students of color to confirm their enrollment to the University of Minnesota and ask questions about the campus climate.

Description: This letter describes the opportunities and cultural communities found on campus, as well as highlights the great academics, opportunities, location, and value of the U of M. The letters are sent to admitted students in a custom window envelope on a rolling weekly basis from the Office of Equity and Diversity.

Multicultural Living Learning Communities Letter and Pamphlet

Objectives: To introduce to students the different multicultural Living Learning Communities (LLC) on campus, and to allow them to see themselves at the University as part of one of these communities. This also allows for an extended opportunity to sign up for the LLCs beyond the March 1, 2017 deadline.

Description: This is an all-encompassing letter that is mailed out following the March 1 signup deadline, and includes a pamphlet that describes a number of LLCs in more detail, including the American Indian Cultural House, CASA SOL, Tsev Hmoob (Hmong House), and the Huntley House for African American Males.

Hand-Signed Dean's Greeting Cards

Objectives: Make students and their families feel extra special and proud of student's accomplishments. Provide personal touch to recruitment process and stand out from competing schools' communication series to admitted students.

Description: Printed cards signed by the Dean sent to targeted students of color, congratulating them on their admission to their College of admission. (This is done in tandem with the colleges, and appears in both the student of color/American Indian student and specific college commitment plans.)

Huntley House Letter and Accompanying Bookmark

Objectives: To give prospective African American male students an enhanced view of the Huntley House, including its mission and vision, provide benefits, and give contact information for those interested. To encourage students to consider the Huntley House as a great fit as a Living Learning Community.

Description: This communication includes a letter regarding the Huntley House and an insert, which is provided by the Office of Equity and Diversity to highlight the benefits of the Huntley House for prospective students.

Diversity Brochure

Objectives: To showcase the different types of multicultural opportunities that exist for students of color on the University of Minnesota campus, and to encourage students to explore additional options beyond the ones provided in the brochure itself.

Description: A printed, encompassing brochure that focuses on the benefits of attending the University of Minnesota as a student of color, including different multicultural communities, academics, location, and firsthand student voices on campus.



ELECTRONIC COMMUNICATIONS

Students of Color / American Indian Students Video E-mail Series

Objectives: The purpose of these communications is to highlight the experience of a student of the same community (African American, Asian and Pacific Islander, American Indian, Hispanic) on the University of Minnesota campus to each targeted demographic. These videos have been developed by University Relations in partnership with the Office of Admissions, and are designed to show students discovering community, purpose, and opportunity. To encourage students of color to confirm their enrollment to the U of M.

Cultural Center Emails

Objectives: To provide an authentic voice in the recruitment process. To find out what it's like to be a student through firsthand accounts of current University of Minnesota students and provide a unique voice to the admitted student.

Description: These emails are written by current students who are involved in the cultural centers, such as the Black Student Union, to give students a firsthand idea of the opportunities that students can take advantage of by not only enrolling at the University of Minnesota, but also getting involved in the multicultural communities.

Multicultural Introduction E-mail

Objectives: To introduce students to their admissions counselor and create a more personal relationship with them by connecting their names with photos of each counselor. To encourage students of color to confirm their enrollment to the University of Minnesota.

Description: The postcard contains photos and contact information for counselors who primarily deal with students of a particular demographic (African American, Asian and Pacific Islander, American Indian, Hispanic), as well as admissions counselors who work in targeted areas around the state. The postcard also reminds students to confirm their enrollment, as well as provide ways to contact the University with any questions they may have.



PHONE CALLS

Personal phone calls are a key recruitment tactic. Admissions counselors, student outreach representatives, and student territory managers routinely call students of color and American Indian students to build relationships with them and encourage them to visit campus, attend events, take the next steps in the application process, and facilitate their enrollment. Students are encouraged to email or call their admissions counselor directly with questions.

HIGH SCHOOL VISITS

The Office of Admissions visits high schools throughout Minnesota. Multiple visits are made to Minneapolis and St. Paul high schools and those in the surrounding suburbs that have high enrollments of students of color and American Indian students and first-generation college students. In addition to meeting students and promoting the University of Minnesota, relationships are developed with key decision influencers such as guidance counselors and career center and college preparatory program staff members. Recent high school visits include:

- College Fair at Cristo Rey Jesuit High School – Minneapolis, MN
- Washington Technology Magnet – Saint Paul, MN
- Twin Cities Academy – Saint Paul, MN
- Harding High School – Saint Paul, MN
- Como Park Senior High School – Saint Paul, MN
- Hmong College Prep Academy – Saint Paul, MN
- Humboldt Senior High School – Saint Paul, MN
- Community of Peace Academy – Saint Paul, MN
- Central High School – Saint Paul, MN
- John A. Johnson Senior High School – Saint Paul, MN
- Highland Park Senior High School – Saint Paul, MN
- Woodbury High School, Woodbury – MN
- Henry Sibley High School – Mendota Heights, MN
- Avalon School – Saint Paul, MN
- Open World Learning Community – Saint Paul, MN
- Concordia Academy – Roseville, MN
- AGAPE High School – Saint Paul, MN

Additional types of high school visits include:

APPLICATION WORKSHOPS

A number of application workshops are held at various high schools in Minneapolis, St. Paul, and the surrounding suburbs. Admissions counselors walk through the U of M application with students and answer their questions. Staff members spend time one-on-one with students to make sure they are supported through the application process. Application workshops include:

- College Knowledge Month
- Fall Special Receptions
- Experience Minnesota: An Open House for Multicultural Students

INDIAN EDUCATION PROGRAM VISITS

The American Indian Recruitment Coordinator, in partnership with MCAE, visits high schools that participate in the Minnesota Indian Education Program. The Office of Admissions and MCAE staff answer questions and provide application, admissions, and financial aid timeline information.

MAROON & GOLD NEXT STEPS EVENTS FOR ADMITTED STUDENTS

These celebratory events are held in select high schools for admitted students to congratulate them on their admission and encourage them to enroll. The curriculum for these sessions focuses primarily on the holistic steps that need to be taken to facilitate enrollment—including housing and financial aid applications. In spring 2017, Maroon & Gold Next Steps Events were held at 49 schools in Minnesota:

- Al Amal School
- Anoka High School
- Bemidji High School
- Blaine High School
- Brooklyn Center High School
- Burnsville High School met
- Central High School
- Century High School
- Champlin Park High School
- Cloquet Senior High School
- Community of Peace Academy
- Como Park Senior High School
- Coon Rapids High School
- Cristo Rey Jesuit High School
- DeLaSalle High School



- Denfeld High School
- Duluth East High School
- Edison High School
- Farmington High School
- Forest Lake High School
- Harding High School
- Hastings High School
- Higher Ground Academy
- Highland Park Senior High School
- Hmong College Prep Academy
- Hopkins High School
- John A Johnson High School
- John F Kennedy Sr High School
- John Marshall High School
- Lakeville North High School
- Mahtomedi High School
- Marshall School
- Mayo High School
- Monticello High School
- Park Center Ib World High Schl
- Patrick Henry High School
- Prior Lake High School
- Richfield Senior High School
- Roosevelt High School
- Roseville Area High School
- Saint Anthony Village High School
- South High School
- Southwest High School
- Spectrum High School
- Stillwater High School
- Tartan Senior High School
- Ubah Medical Academy
- Washburn High School
- Washington Technology Magnet

COLLEGE FAIRS

The Office of Admissions represents the University of Minnesota at hundreds of college fairs annually across the state, in reciprocity states, and also nationally, many of which target students from specific ethnic groups. College fair tables are also staffed at various community events and celebrations which build and strengthen relationships within student communities, ensure the University of Minnesota is visible and accessible to students and their families, and show the University's support to the communities of color.

Some of the college fairs and events the Office of Admissions participate in that target prospective students of color and American Indian students include:

- Hmong Academy College Fair – St. Paul, MN
- White Earth Job & Career Fair at Circle of Life School – White Earth, MN
- Hmong Youth Development Conference, North High School – North Saint Paul, MN
- Red Lake High School College & Career Fair – Red Lake, MN
- Parent Informational College Access Fair – Minneapolis, MN
- Leech Lake Career & Job Fair – Leech Lake, MN
- Leaders of Tomorrow – St. Paul, MN
- “Discover Innovation” – 2013 MN TRIO Day-Southern Tier – Minneapolis, MN
- YMCA Black/Hispanic Achievers Teen Summit College Fair – Bloomington, MN
- Osseo Indian Education Day – Osseo, MN
- Hmong Resource Fair – St. Paul, MN
- The Brotherhood – Eden Prairie, MN
- Opportunity Fair at Community of Peace Academy – Saint Paul, MN
- Multicultural Career Day and College Fair at Riverland Community College – Austin, MN
- MN Council for Economic Education – AVID
- Lac Courte Oreilles Ojibwa Community College AISES Chapter – Hayward, WI
- College Application week volunteers – Yes, You Can! Making College a Reality - Eisenhower Community Center – Hopkins, MN
- Neighborhood House College Fair – Saint Paul, MN
- Northern TRIO Day College Fair – Bemidji State University
- Fond Du Lac Tribal and Community College Fair – Cloquet, MN
- Asian American College Day – Minneapolis, MN
- Hmong Parents Club – Minneapolis, MN
- Building Bridges program in the Dental school – Minneapolis, MN
- Hmong American Partnership community event – St Paul, MN
- Cristo Rey Jesuit High School College Fair – Minneapolis, MN
- Anoka-Hennepin Indian Education College Fair – Coon Rapids, MN



TARGETED AFRICAN-AMERICAN RECRUITMENT ACTIVITIES

Minnesota Northern Stars Project: A comprehensive recruitment effort that encourages high-achieving Minnesota African American and Hispanic students to enroll at the University of Minnesota. These students demonstrate strong academic records, strong leadership, and strong community service. Recruitment activities include:

- Two special receptions (two for each cohort) in the fall and spring to showcase the African American and Hispanic communities at the University of Minnesota. Multicultural faculty, staff and current students attend the events and share their experiences at the University of Minnesota.
- A Golden Evening commitment event (one for each cohort) is held in the spring. This is a formal reception for admitted students that highlights the University of Minnesota, its resources, and its multicultural community.
- Partnerships with the Black Student Union on their College Day event and the Somali Student Association. (The Office of Admissions provides financial support and staffing for these efforts.)
- The admissions counselor for African-American recruitment assists with the promotion of Huntley House, a living learning community for African American males.

This counselor conducts outreach and recruitment at the following events and locations:

- Step Up Group Visit
- STEP-UP Achieve, Minneapolis, MN
- Urban Research and Outreach Engagement Center (UROC) opportunity Fair – Minneapolis, MN
- Prep 9 Visit Days
- BrandLab College Fair – Minneapolis, MN
- Hiawatha Mini College Fair – Minneapolis, MN
- 100 Black Men College Fair – Chicago, IL
- College Day at Patrick Henry – Minneapolis, MN
- FAIR School Visit – Minneapolis, MN
- PEASE College Fair – Minneapolis, MN

- Cookie Cart Preparing for College Session – Minneapolis, MN
- Roosevelt High School College Night – Minneapolis, MN
- Southwest High School College Day – Minneapolis, MN
- College Day in partnership with Black Student Union – Minneapolis, MN

TARGETED HISPANIC RECRUITMENT ACTIVITIES

- The Hispanic admissions counselor is a member of the Minnesota Network for Latinos in Higher Education, the Department of Chicano Studies, and serves on the CASA SOL planning committee.
- The CASA SOL Living Learning Community is promoted through a collaborative effort between the Office of Admissions, the Multicultural Center for Academic Excellence, and the College of Liberal Arts.
- The Hispanic admissions counselor has a special relationship with the Hispanic student cultural group on campus, La Raza. Through this partnership, the Office of Admissions has participated and supported several on campus group visits arranged by the organization, including La Escuelita, El Colegio, and Edison High School.
- Through a collaborative effort between the Office of Equity and Diversity and the Office of Admissions, the counselor participates in the Hispanic Scholarship Fund, empowers Latino families with the knowledge and resources to successfully complete a higher education, and provides scholarships and support services to as many exceptional Hispanic American students as possible.

Please see the Northern Stars section above for more information on targeted efforts for prospective Hispanic students.



TARGETED AMERICAN INDIAN RECRUITMENT ACTIVITIES

- The American Indian Recruitment Coordinator actively visits reservation schools and schools with high enrollments of American Indian students in Minnesota and Wisconsin. These include:
 - > Mille Lacs Group Visit, Nay-Ah-Shing High School – Onamia, MN
 - > South HS Indian Ed lunch – Minneapolis, MN
 - > Oneida College Fair – Oneida, WI
 - > Native American College Fair – Minneapolis, MN
 - > Anoka-Hennepin Indian Education College Fair – Coon Rapids, MN
 - > Harding HS Indian Ed program – Saint Paul, MN
 - > Little Earth Resource Fair – Minneapolis, MN
 - > Leech Lake College Fair – Cass Lake, MN
- The American Indian Recruitment Coordinator works with Indian Education counselors and American Indian Reservations to bring groups of students to campus and show them that post-secondary education is within their reach and achievable at the University of Minnesota. These include:
 - > Indian Ed Bagley School Group Visit
 - > Meet with Warroad Ojibwe teacher and Indian Ed counselor
 - > Meet with Hinckley-Finlayson/Cloquet/Nay Ah Shing/Onamia Indian Ed students and counselors
 - > Meet with Waubun/Red Lake/ Bemidji/Cass Lake-Bena Indian Ed counselors
 - > Meet Minneapolis, St. Paul, and Eagan Indian Ed Counselors
- The Coordinator develops partnerships with community organizations to build strong ties with the American Indian community.
- In collaboration with MCAE, the Office of Admissions helps promote the Ethel Curry American Indian Scholarship and the Shakopee Mdewakanton Sioux Community Endowed Scholarship.
- The American Indian Cultural House (AICH) is a residential living learning community that is the first in the nation to have a partnership with an academic unit (the American Indian Studies department). The American Indian Recruitment Coordinator works closely with prospective students, as well as enrolled students to support community awareness and celebrate American Indian culture on campus. The Office of Admissions coordinates and supports communications to both prospective and admitted American Indian students introducing them to the resources that are available, and inviting them to participate in the AICH.
- The Office of Admissions participates in various community outreach programs in conjunction with MCAE and Circle of Indigenous Nations, and a main priority is to continue to foster the partnership with the Indian Education Programs.
- The Office of Admissions provides event planning and communications for the Fall Feast and three AICH film studies events.
- The Office of Admissions coordinates the American Indian Visit Day during the fall semester in conjunction with Circle of Indigenous Nations, Department American Indian Studies and with American Indian Science and Engineering Society (AISES) to advertise our event as a breakout session for their national conference.
- The counselor participates at the Minnesota Indian Education Association (MIEA) Conference, a conference coordinated by Minnesota Indian Education Association, to establish and maintain communications and the promotion of quality education and unity for American Indians for the express purpose of continuity of communications and on-going awareness of local and statewide educational activities.



TARGETED ASIAN AND PACIFIC ISLANDER RECRUITMENT ACTIVITIES

- The admissions counselor for Asian and Pacific Islander recruitment visits Minnesota high schools with high enrollments of Asian and Pacific Islander students, including two charter schools:
 - > Hmong Academy
 - > Harding High School
 - > Como Park Senior High School
 - > Hmong College Prep Academy
 - > Humboldt Senior High School
 - > Community of Peace Academy
 - > Central High School
 - > John A. Johnson Senior High School
 - > Highland Park Senior High School
 - > Washington Technology Magnet
 - > Open World Learning Community
 - > Henry Sibley High School
 - > Edison Senior High
 - > Tartan Senior High School
 - > Roseville Area High School
 - > North High School
 - > Patrick Henry High School
 - > Park Center Ib World High School
 - > Brooklyn Center High School
- The counselor collaborates closely with MCAE and actively engages with the Asian Student Union (ASU) and the Hmong Minnesota Student Association (HMSA).
- The counselor participates in the Asian & Pacific Islander American Scholarship Fund (APIASF) Jump Start College Tour, which was developed to provide college planning, leadership training, financial education and professional development tools and resources to students and their families.
- The counselor helps coordinate on-campus events to encourage Asian and Pacific Islander students to plan for higher education and to think of the University of Minnesota as a future destination, such as the HMSA's "Spring 2 the U" event.
- Off campus, the counselor is active in the community and participates in many community celebrations.

- The counselor participates at the Hmong National Conference, a conference coordinated by Hmong National Development, Inc., to get parents actively involved and support their students in the college planning process.
- The University of Minnesota Twin Cities hosted the 2016 Midwest Asian American Students' Union (MAASU) conference. This conference was coordinated by the Asian & Pacific Islander American (APIA) student groups to foster intellectual development within the field of Asian American Studies, strengthening communities both inside the University and with community partners, and coordinated APIA identity and leadership programs in order to develop the next generation of APIA leaders dedicated to advancing social justice.

KEY COMMUNITY PARTNERSHIPS

The Office of Admissions believes that it is important to foster and maintain relationships with community leaders, college preparation programs, and professional development organizations in our state. These partnerships are important to ensuring effective support and service to students and their families. Examples of some of the organizations with whom the Office of Admissions work include:

- Achieve! Minneapolis
- American Indian Education Program
- AVID groups from Minnesota high schools
- Boys & Girls Club
- College Possible
- Connecting Parents to Educational Opportunities (CPEO), Parents of Power program (POP), and Parent Academy
- Educational Talent Search (ETS)
- El Colegio
- Hmong Youth Development College Prep Program
- Minneapolis Public Schools



- Minneapolis Public Schools' My Brother's Keeper Cohort - Character Development Program at U of M - Department of College & Career Readiness
- Minneapolis School Counselors –
 - > The Office of Admissions is participating annually in a fall counselor meeting and hosts a spring counselor luncheon. Campus academic departments, student programs, and resources are showcased and information on admissions requirements is provided. Counselor questions are also answered.
- Minneapolis STEP-UP Program. Each summer the Office of Admissions host Golden Gopher Day, a collaborative event between the Office of Admissions and the Minneapolis STEP-UP program. The event is held each July for STEP-UP program participants and includes activities such as campus tours, college information sessions, and a keynote address. The event showcases the multicultural community on campus
- Minnesota Association for College Admissions Counseling (MACAC); several staff members serve on the board, and on the Inclusion, Access and Success committee
- Minnesota Association of Counselors of Color (MnACC); several staff members actively serve on the MnACC Board
- Minnesota College Access Network (MCAN)
- Minnesota College Application Week Steering and Planning Committee; Admissions represents the U of M on this Minnesota Office of Higher Education Committee.
- Minnesota Minority Education Partnership (MMEP)
- Multicultural Excellence Program (MEP)
- National Association for College Admissions Counseling (NACAC) including presenting and participating in the Guiding the Way to Inclusion Conference
- Neighborhood House
- Northside Achievement Zone
- Tazel Institute
- TRIO
- University of Minnesota College Readiness Consortium
- Upward Bound
- Urban Research, Outreach/Engagement Center
- Wallin Scholarship Foundation





UNIVERSITY OF MINNESOTA

Driven to DiscoverSM

Office of Admissions
A Division of the Office of Undergraduate Education
240 Williamson Hall, 231 Pillsbury Dr. S.E.
Minneapolis, MN 55455-0213
Phone: 612-625-2008 or 1-800-752-1000
Website: <http://admissions.tc.umn.edu>