

African American Recruitment Action Tracker Plan 2016-2017

Scope:
This plan emphasizes on increasing the number of African American applying to Fresno State and increasing the matriculation rate for fall 2017 for both transfer and first-time-freshman students.

July	Goal	Responsible Parties	Purpose	Outcome
<ul style="list-style-type: none"> Develop African American outreach/recruitment brochure/pamphlet 	2.2	<ul style="list-style-type: none"> Outreach & Special Programs Undergraduate Student Recruitment 	<ul style="list-style-type: none"> Hand out to parents and families Highlight student, staff, faculty, services and programs 	<ul style="list-style-type: none"> Show African American presence in various area of campus community Bring awareness about programs, organizations, staff faculty who could support AA students.
August				
<ul style="list-style-type: none"> Hire additional African American ambassadors and tour guides Create website campaign using Naviance targeting CA African American HS students 	2.3 2.2	<ul style="list-style-type: none"> Undergraduate Student Recruitment 	<ul style="list-style-type: none"> Increase representation for African American student staff Increase visibility of African American presence to prospective students and parents 	<ul style="list-style-type: none"> Improve reach and relationship with prospective AA students Increase pool of AA prospects for recruitment
September				
<ul style="list-style-type: none"> Identify eligible students Review student transcripts Assist with scheduling of SAT/ACT Create CSU Mentor accounts 	2.0, 2.3 2.0, 2.3 2.0, 2.3 2.0, 2.3	<ul style="list-style-type: none"> School district partners Community college partners Undergraduate 	<ul style="list-style-type: none"> Create list of prospects Make contact with prospects Make sure students have test scores 	<ul style="list-style-type: none"> Have a target list of eligible AA students for Fresno State Ensure they are

<ul style="list-style-type: none"> Connect with offices servicing African American students at the feeder community colleges 	2.0, 2.3	Student Recruitment	<ul style="list-style-type: none"> Start application process Schedule and advertise application workshops 	ready to fill out the admission application
October				
<ul style="list-style-type: none"> Visit areas with high African American student population Application workshops Identify students who started but did not finish application Identify students who indicated an interest in EOP but did not submit an application Assist students with FAFSA/scholarship application Assist with scheduling SAT/ACT Communications: <ul style="list-style-type: none"> Email/Call students who did not submit application Email from EOP 	2.2 2.0, 2.3 2.0, 2.3 2.0, 2.3 2.0, 2.3 2.0, 2.3 2.0, 2.3	<ul style="list-style-type: none"> Undergraduate Student Recruitment 	<ul style="list-style-type: none"> Make sure applications are completed accurately (focus on reporting of ethnicity code) Convert number of students who started but never completed their application Increase number of students applying to EOP Make sure all applicants also apply for FAFSA and scholarships Make students feel they can be a part of the Fresno State community 	<ul style="list-style-type: none"> Increase Fresno State visibility and interest Increase AA prospective pool Submit Admission application Reduce number of non-submitted applications Increase number of AA EOP applicants Increase number of AA FAFSA and scholarship applicants Keeping student's interest and awareness of Fresno State
November				
<ul style="list-style-type: none"> Application workshops Identify students who started but did not finish application Identify students who indicated an interest in EOP but did not submit an application Assist students with FAFSA/scholarship application Assist with scheduling SAT/ACT Start follow up process: 	2.0, 2.3 2.0, 2.3 2.0, 2.3 2.0, 2.3 2.0, 2.3 2.0, 2.3	<ul style="list-style-type: none"> Undergraduate Student Recruitment Outreach and Special Program Faculty EOP 	<ul style="list-style-type: none"> Make sure applications are completed accurately (focus on reporting of ethnicity code) Convert number of students who started but never completed their application Increase number of students applying to EOP Decrease number of 	<ul style="list-style-type: none"> Submit Admission application Reduce number of non-submitted applications Increase number of AA EOP applicants Increase number of AA FAFSA and scholarship

<ul style="list-style-type: none"> ○ ACT/SAT scores ○ Application fee ○ EOP documents ○ Clear residency issues • African American Recruitment Conference • Communications: <ul style="list-style-type: none"> ○ Email from African American outreach specialist 	<p>2.2</p> <p>2.0</p>		<p>incomplete applications</p> <ul style="list-style-type: none"> • Make sure all applicants also apply for FAFSA and scholarships • Making connection between campus and students • Make students feel they can be a part of the Fresno State community • Provide a go to person for applicants 	<p>applicants</p> <ul style="list-style-type: none"> • Decrease number of students with no test scores • Reduce number of incomplete applications • Keeping student's interest and awareness of Fresno State • Provide university points of contact to AA applicants
December				
<ul style="list-style-type: none"> • Continue with follow up process • Continue with FAFSA and Scholarship applications • Communications: <ul style="list-style-type: none"> ○ Student call to congratulate applicants for applying ○ 	<p>2.0, 2.3</p> <p>2.0, 2.3</p> <p>2.0, 2.4</p>	<ul style="list-style-type: none"> • Undergraduate Student Recruitment • African American students 	<ul style="list-style-type: none"> • Decrease number of incomplete applications • Increase number of students applying for FAFSA and scholarships • Make connection with Fresno State current students to build rapport, speak about life on campus and student organizations • Bring students and parents to campus 	<ul style="list-style-type: none"> • Same as November • Network with current AA students • Network with AA faculty and staff
January				
<ul style="list-style-type: none"> • Complete follow up process for freshmen • Register students for EPT/ELM • Recruit students to Preview Day • Continue assisting with FAFSA 	<p>2.0, 2.3</p> <p>2.0, 2.3</p> <p>2.1, 2.3</p> <p>2.0, 2.3</p>	<ul style="list-style-type: none"> • Undergraduate Student Recruitment 	<ul style="list-style-type: none"> • Decrease number of incomplete applications • Increase number of students applying for FAFSA and scholarships • Increase number of 	<ul style="list-style-type: none"> • Same as November • Increase number of Preview Day AA registrants and attendees

<ul style="list-style-type: none"> and scholarship applications Communications: <ul style="list-style-type: none"> Call/email to students regarding Admissions documents deadline 	2.0		students attending Preview Day and experiencing Fresno State	<ul style="list-style-type: none"> All students will be aware of document deadline
February				
<ul style="list-style-type: none"> Follow up calls to transfer applicants Recruit students for Preview Day Register students for EPT/ELM Continue assisting with FAFSA and Scholarship applications Make contact with junior prospects 	2.0 2.1, 2.3 2.0, 2.3 2.0, 2.3 2.2 2.0, 2.4	<ul style="list-style-type: none"> Undergraduate Student Recruitment 	<ul style="list-style-type: none"> Decrease number of incomplete applications Increase number of students attending Preview Day and experiencing Fresno State Start recruitment of juniors Sharing the Fresno State student experience with applicants Provide option for students to be exempt from Early Start Program 	<ul style="list-style-type: none"> Provide point of contact for Transfers Increase Preview Day registration and attendees Increase number of EPT/ELM registrants by deadline Bring Fresno State opportunity to AA juniors Connect AA prospect to current AA student organizations
March				
<ul style="list-style-type: none"> Students attend Preview Day <ul style="list-style-type: none"> Special activity for African American students and families? Accept admission/Dog Days workshops Follow up with financial aid documents Register students for EPT/ELM Continue with transfer follow up 	2.1, 2.4 2.0, 2.3 2.0, 2.3 2.0, 2.3 2.0 2.0	<ul style="list-style-type: none"> School district partners Undergraduate Student Recruitment Outreach and Special Programs African American faculty, staff, students 	<ul style="list-style-type: none"> Increase representation at Preview Day Increase number of students accepting and registering for Dog Days Increase number of students completing FAFSA process Provide option for students to be exempt from Early Start Program 	<ul style="list-style-type: none"> Connect AA Preview Day attendees with AA students, staff and faculty Increase in number of AA FAFSA applications Increase number of AA students

<ul style="list-style-type: none"> Communications: <ul style="list-style-type: none"> Call to applicants to accept/register and pay for Dog Days 			<ul style="list-style-type: none"> Decrease number of incomplete applications 	<ul style="list-style-type: none"> accepting admission and registering and paying for Dog Days
April				
<ul style="list-style-type: none"> Accept admission/Dog Days workshops Follow up with financial aid documents Register students for EPT/ELM Continue with transfer follow up Communications: <ul style="list-style-type: none"> Call to applicants to accept/register and pay for Dog Days 	<p>2.0, 2.3</p> <p>2.0, 2.3</p> <p>2.0, 2.3</p> <p>2.0</p>	<ul style="list-style-type: none"> Undergraduate Student Recruitment 	<ul style="list-style-type: none"> Increase number of students accepting and registering for Dog Days Increase number of students completing FAFSA process Provide option for students to be exempt from Early Start Program Decrease number of incomplete applications Message how Fresno State changed one's life 	<ul style="list-style-type: none"> Increase number of AA accepting admission and registering and paying for Dog Days Reduce number of students missing EPT/ELM Increase number of complete transfer applications
May				
<ul style="list-style-type: none"> Send off receptions at local school district and community colleges with high matriculation Early Start workshops Communications: <ul style="list-style-type: none"> Welcome email from academic dean 	<p>2.5</p> <p>2.0, 2.3</p> <p>2.0</p>	<ul style="list-style-type: none"> Undergraduate Student Recruitment 	<ul style="list-style-type: none"> Decrease melt rate Bring Fresno State to the community Make sure students are enrolled in Early Start 	<ul style="list-style-type: none"> Show Fresno State support to community, applicants and their family Assure students are registered for ESP Connect students with academic college
June				
<ul style="list-style-type: none"> Early Start workshops Get final transcripts Communications: 	<p>2.0, 2.3</p> <p>2.0, 2.3</p> <p>2.0</p>	<ul style="list-style-type: none"> Undergraduate Student Recruitment 	<ul style="list-style-type: none"> Decrease melt rate Make sure students are enrolled in Early Start 	<ul style="list-style-type: none"> Assure students are registered for ESP

<ul style="list-style-type: none"> ○ Welcome email from President 				<ul style="list-style-type: none"> • Decrease number of incomplete files due to missing final transcripts • Increase number of AA at new student convocation • Connection to President
August				
<ul style="list-style-type: none"> • Pre-transfer orientation for local students who were denied • Communication: <ul style="list-style-type: none"> ○ Welcome to the semester from Dr. Lamas (services, welcome week, FresWOW) 	<p>2.0</p> <p>2.0</p>	<ul style="list-style-type: none"> • Undergraduate Student Recruitment • 	<ul style="list-style-type: none"> • Prepare students for transfer • Establish/maintain relationship • Provide point of contact 	<ul style="list-style-type: none"> • Connect with students who were denied and are attending main feeder community colleges • Provide transfer information and awareness • Awareness of student support services at Fresno State