

## **BFAPA Minutes – December 5, 2011 – Lunch with Chancellor Wise**

- I. **Attendance:** Rory James, Adrienne Dixon, Menah Pratt Clark, Adrienne Johnson, Christopher Benson, James Anderson, Christopher Span, Regina Stevenson, Deidre Weathersby, Rebecca Kornegay, Candice Solomon-Strutz and Chancellor Phyllis Wise
- II. **About US:** BFAPA Mission, history, structure, goals – Rory James and Chris Span
  1. Mission: To serve as advocates for equitable and accessible opportunities, programs, services, and governance for Black faculty, academic professionals, and students through connections with administration, internal and external partnerships, social networks, and by leveraging both financial and human capital resources to effect change.
  2. History: Formed in the 1970s and recent endeavors include lunch with President Hogan in Nov 2010
  3. Org Structure: Co-chairs (faculty and AP), secretary, treasurer and committee chairs
- III. **Concerns raised regarding black students recruitment and enrollment on the Urbana campus**
  1. Recommendations:
    - i. Recognition of the decline in capturing Black and Hispanic students over the last decade
    - ii. Need an aggressive recruitment of outstanding student prospects (Salute to Academic Achievement lunch attendees should want to attend Illinois)
    - iii. Need an immediate plan for fall 2012 recruitment as well as a long-term plan that is sustainable.
    - iv. Need a Chicago recruitment plan that is paired with mentoring/coaching (BFAPA can assist with this)
    - v. Accountability in Admissions Office (we admit, we don't recruit)
  2. Marketing Issues: Why are we not the top destination for 28 or higher ACT scores? Why are they not applying to Illinois?
    - i. Need to address issues of messaging both internally and externally
      1. Univ. of Illinois unwelcoming reputation in Chicago and some of this reputation is fostered by Univ. of Illinois alumni
        - a. Need to work with black alumni to portray and market a positive message
    - ii. What should our campus look like in order to be successful? What steps can we take to meet the land-grant mission? Should specific directives be given to admissions and financial aid to help meet these targets?
- IV. **ACTION ITEMS:**
  1. Prioritize the top three items that need to be accomplished in the next nine months to make sure the next class of applicants get the appropriate information.
    - i. Bring the students on campus, bring black faculty and staff to the students, publicize the early admissions date, have the top administration poll academic and non-academic units “ What do you want as your target and what resources do you need to reach those needs”
  2. All items should be ambitious, feasible and have yielding results (make it sustainable)
  3. Conduct a meeting during the week of Dec 12<sup>th</sup> to prioritize these items so that a report can be sent to Chancellor Wise in early February.