

*DTS Workshop Series: Strategies
That Increase the Retention and
Academic Performance of
Underrepresented Students on
Campus: A Step-by-Step Approach
Towards Achieving Success*

**Gretchen Adams
Distinguished Teacher-Scholar
March 13, 2015**

Collaborate



- Eat lunch!
- Catch up!
- Discuss with your group the results of your “assignment”.
- Identify at least one area of funding you would like to pursue. Develop a strategy to obtain it.

March Focus

- Recruitment Strategies: How to Recruit Underrepresented Students into Your Programs



Recruiting Students into the Merit Program: Some Background

- January of 2003
 - 80 students participating in the Chemistry Merit Program



Recruiting Strategies

- Looked at marketing strategy
 - AUDIENCE, AUDIENCE, AUDIENCE!
 - Initial invitation
 - Multi-media: Information videos
 - One-on-one meetings (face-to-face meetings)
 - MERIT: face-to-face during summer registration
 - RECRUITING MAJORS: personalized meetings and tours as much as possible; offer scholarships

Recruiting Strategies

- Who do the students spend a lot of time with? Where do they spend their time? Can you get access that way?
 - ADVISORS!
 - Made case to advisors as to how the Merit Program helps
 - Protocols all over campus to let advisors know who our target group is

Recruiting Strategies

- Who do the students spend a lot of time with? Where do they spend their time? Can you get access that way?
 - Instructor referrals
 - RSO's on campus
 - OMSA
 - University housing
 - High school guidance counselors and teachers

Feeding the "Pipeline"

- Outreach!
 - Schools – elementary school, middle school, high school
 - Off campus
 - On campus

Getting Involved

Karl Radnitzer, Ph.D.
Assistant Director for Student Life
University Laboratory High School
1212 W. Springfield Ave.
Urbana, IL 61801
radnitze@illinois.edu
217-333-5867

Pilar Ramon-Pfeffer
Assistant Director
PRINCIPAL'S SCHOLARS
PROGRAM
OFFICE OF THE PROVOST
1112 W. University Ave.
Urbana, IL 61801
mpramon@illinois.edu
217-333-0273

Assignment



- Identify one area where your department or program can improve recruitment efforts.

See you on April 10th!

- Evaluation: Why Is This Important and How Do You Do It?
- Administrative Buy-In: How Do You Obtain It?



Group Activity

- Collaborate and brainstorm recruitment ideas for your discipline.
- Please write on whiteboard to share!

