

STRATEGIC PLANNING COMMITTEE STUDENT SERVICES FOCUS GROUP
JULY 30, 2014
MILLER OVAL – 11:00AM-1:30PM
DIVERSITY AND UNDERSERVED POPULATIONS

In attendance: C. Shane, R. Diakite, C. Goldman, M. Krell, H. Parkinson, C. Cratsley, P. Demosthenes, D. Demosthenes, E. Estifanos, S. Franzen, S. Hogue, R. Hynes, E. Kelleher, N. Knight, B. Lindley, M. Nosek, K. Polk, B. Rende, A. Renzi, T. Rousseau, P. Sarr, L. Shields

A. Who do we serve?

Commuters, 85% from MA, more females, 1-2% international, 22% multi-cultural, majority white, rise in Hispanic and some international students, predominantly Christian, 30% transfer students

B. Non-traditional students v. traditional students

Non-traditional- over the age of 25, married, children, veterans, evening, part-time, employed, on-line, displaced workers

Traditional student-anyone who went from H.S. to College, 17-22. Average age of student in the past five years is 22. 14% 21-25; 1% over 25; 85% 18-21

C. How does the University recruit, retain, and sustain diverse and underserved students?

Our population does not represent the diversity of society, i.e., Latinos. Forty percent of the population of Fitchburg is Hispanic/Latino.

Barriers for recruiting Latinos:

Language, money, family commitments, outreach, income
College not a part of their future

MWCC has a federal grant called TRIO which is a gateway to college program Fitchburg State has Expanding Horizons and Upward Bound but are we targeting the right students? We need to work with MWCC. No recruiting there.

- Need strategic recruitment

What are other schools doing to attract Latino students?

Who are the “right students”? Who are we targeting

-high achievers

-who wants employment with a 4 yr degree

Dual enrollments

-Those who are more at risk

types of undergrad students:

4 year career track

Those who don't know what they want to do

Want grad school

Recruitment needs to cater to student needs – consumerism:

- Daycare (MWCC has it)
- Affordability: scholarships (100% ride or of some sort)
- Offering housing
- Veteran services
- Counseling support (increased mental health)
- Spanish language
- GLBTQ
- Pre-advising

NO ONE HERE SPEAKS SPANISH!!!!

D . How to invest in student RECRUITMENT?

- prepare for at risk students and those with mental issues, etc.
- a comprehensive case model, not disparate services. EHP can be replicated – it is now working under grant restraints.
- need to find the link of how spending money equates to increased enrollment
- Spanish-speaking staff/faculty
- point of entry portal
- mentor program for example- Cleghorn Neighborhood
- expand career services/link with internships
- more internships
- offer internship scholarships that are easier to attain/apply for
- arrange for students to be more culturally represented
- need to communicate more effectively-linkage
- increase outreach to alumni
- provide faculty initiatives, more support and training, stipends
- expanded hours – office open on weekends
- more support for graduate students?
- Expand career services

We need to invest but only if it will bring in new students

What is the hook? The "human factor" at FSU is special

What is our niche? That we are a "family".

Making connections/relationships – we do not "look like them"

"FITCHBURG IS FAMILY"

Utilize student body. Clubs and Organizations-students can help with career, CDI, academic. Prioritize workstudy funds for students to help affect enrollment and retention. Students as peer service mentors.

STUDENTS ARE THE "GLUE"

STUDENTS ARE AMBASSATORS (PAID)- Work study funds

-high schools

Community

Freshmen mentors

Students contact student for recruitment

Email every student who applies (student to student)

Focus on employment and liberal arts

ANY GROUP THAT IS INVOLVED WITH DIVERSITY SHOULD BE SUPPORTED CAMPUS WIDE
Start retention before students start - offer a freshman experience MOST COLLEGES HAVE THIS
PROVIDE SPANISH CLASSES (free) for faculty and staff

Common Themes:

Family-how do we create an environment that welcomes more people
Great services-more support, understaffed- ex., CDI, Career. Academic Advising
Utilize current students as ambassadors, role models
Video blog/web pages
Emphasize advising as career advising: Most important to student
Career infinity-sharing career goals
Creating cohorts-i.e. non-traditional students
Involve alumni-call back
Provide Spanish language classes
How is the University supporting the staff to better support students?
Outreach to the community-TRIO programs, schools
Look at SNHU-forward outreach
Case management/advising
Supporting student goals
Address the issues that exist at each year, examine student cohorts (freshman, sophomore etc.) Do we really know their needs?
Reach out to current staff, what skills do we offer, educate each other
Latino population, how to recruit and provide appropriate services
CDI-be ambassadors
Communication/linkage
Financial services need to be more flexible, more office hours, weekends
Have a lot more welcoming events for incoming students
How do we support students?
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-provide credit, internship
-Training and supervision
Public relations: promote the family theme
Jobs/employment
Town –Gown relationships
Include student and their families in orientation and send email messages to families and students
Paid Internships