ESTABLISHING PROSPECTIVE STUDENT PIPELINES AT HISTORICALLY BLACK COLLEGES AND UNIVERSITIES (HBCU’S)

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Successful recruiting means drawing in talented students from diverse backgrounds who have the potential to succeed in a program.

It also means identifying and attracting those who are likely to thrive in a department culture, university environment, and locale.
Objective:

Form partnerships or “pipelines” with HBCU’s. Starting with schools located within North Carolina.

Pipeline Initiatives:

• Understand school and programs
• Collaboration
• Understand funding sources and funding initiatives
HBCU’s in North Carolina

Bennett College, Greensboro, North Carolina
Elizabeth City State University, Elizabeth City, North Carolina
Fayetteville State University, Fayetteville, North Carolina
Johnson C Smith University, Charlotte, North Carolina
Livingstone College, Salisbury, North Carolina
North Carolina A & T State University, Greensboro, North Carolina
North Carolina Central University, Durham, North Carolina
St. Augustine’s University, Raleigh, North Carolina
Shaw University, Raleigh, North Carolina
Winston-Salem State University, Winston-Salem, North Carolina
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Strategies

• Build working relationships with HBCU administration and faculty/staff to recruit students. Contact early in the undergraduate careers so they can transition when Bachelor’s degrees are complete.
• University feeder and articulation agreement
• Visit HBCU campuses to promote your programs – faculty and possibly graduate students can visit to meet with faculty and students in departments.
• Offer transient courses for prospective students
Strategies (cont’d)

• Undergraduate students can be identified to participate in summer internships and regular contact should be maintained to encourage students to apply for graduate study.
• Create opportunities for departments to bring students to campus for recruitment visit. Schedule a recruitment day and invite top applicants/prospects along with faculty.
• Campus recruiting open house on weekend to introduce applicants to faculty, students, the programs and other prospective students. Share information about courses, assistantships, and career opportunities. Provide a tour and housing.
Strategies (cont’d)

- Faculty/students can travel to peer and select institutions to conduct presentations/information sessions/workshops with related programs.
- Consider opportunities for summer research and mentorship opportunities
- Develop a recruitment brochure for distribution to student organizations, undergraduate advisors and faculty at selected institutions.
- Develop a website that is appealing and targets prospective undergraduate students including underrepresented.
Strategies (cont’d)

• Arrange annual visits with departments by faculty to selected institutions. Include personal meetings with faculty and students to identify and encourage prospects to apply.
• Fund faculty visits to smaller colleges with the goals of creating pipelines of prospective students.
• Create pipelines to university with Ronald McNair Scholars (we have access to database)
Strategies (cont’d)

• Use professional networks – Departments can establish contacts with department heads at other institutions to generate a list of prospective students. Visit colleagues at institutions and send letters to colleagues to describe any student opportunities.

• Identify feeder schools for diverse students by consulting websites that list institutions graduating the largest number of underrepresented students.

  http://diverseeducation.com/top100
Factors that Influence School Choice for Underrepresented Students

- Caring faculty – approachable and concerned about their academic development and well-being
- Established relationships – build relationship early in undergraduate career
- Personal touch – student to student, faculty to student mentoring
- Academic challenging - environment that generates success and the ability to showcase success
- Financial counseling – assistantships, fellowship and guidance on financing degree
- On campus support systems – organizations, clubs that provide support and professional development
- Departmental orientations to familiarize student with program and campus
- Nurture – students look for support that will drive the student be his or her best
Former HBCU Student Testimonial

My undergraduate program invited faculty program coordinators to our campus to meet and chat with us in a more intimate environment. Sometimes they came to our classes. I received a campus invitation, travel, housing, and food was covered. It was a great experience that led to my enrollment for one year at another university.

Another great venture that led me to pursue graduate school was summer programs. Undergraduate students from any program would benefit from the experience of engaging in the work of their field. Summer visitations and/or internships give students the opportunity to experience graduate student life and to meet faculty members who will then aid in recruiting those students. I ultimately enrolled in UNC Charlotte’s MA program because I love the faculty and they encouraged me to do so.
Once contact is made

Follow-up
Follow-up
Follow-up
Follow-up
Helpful websites:

- http://hbcu.com/
- http://www.hbcu-up.org/
- http://hbculifestyle.com/list-of-hbcu-schools/