

TTU Chancellor's African-American Enrollment Taskforce

POSITION SUMMARY

It is the unanimous opinion of this Task Force that recruitment bears an inextricable link to retention especially involving African American students. Therefore, we submit that retention must become a part of the discussion and process before an effective and successful recruitment plan, relevant to enrolling African American students, can be established. We trust that at some juncture, both retention and recruitment will be addressed simultaneously. We point out that in order to convince a student to attend this esteemed university, there must be a feeling on the part of the recruit that the university will do its part to retain the student by creating a welcoming and safe environment for that student. To this end, the following propositions are not recommendations, but instead, are propositions, or in other words, points of view that are already well known in the academic recruitment community and are generally being practiced at Texas Tech University (TTU). The points below are being reiterated in order to promote consistency and clarity for the task ahead:

Proposition #1: In order to successfully recruit African American students, strategic recruitment efforts must begin in high schools and community colleges containing significant African American populations. Also, TTU should approach out of state, but “most importantly” in-state Historically Black Colleges and Universities (HBCU's) in an effort to attract students that are interest in graduate school. This committee applauds Chancellor Ken Hance for making inroads in these areas currently.

Proposition #2: This committee is informed that occasionally, random telephone interviews are made to African American students who elect **NOT** to attend TTU. This Task Force believes that this effort should be stepped up and performed on a regular basis. This practice should be applied not only for non-acceptees, but also to those African American students who choose not to return to TTU.

Proposition #3: To gain the desired enrollment results, TTU should operationally define African American and Hispanic students as domestic “under-represented” populations. We believe that TTU already understands that “domestic diversity” should be at the center of current recruitment efforts.

Proposition #4: We strongly believe that to increase African enrollment on a long-term scale, this task force should be maintained and remain involved in future recruitment and retention discussions and efforts.

Recommendations of the **TTU** Chancellor's African-American Enrollment Taskforce

In order of priority:

- 1) **Establish of a scholarship fund for African-American students to attend Texas Tech with a 3 to 1 match** by the Texas Tech System to be administered through the Alumni Association. The scholarship fund could identify three sub-categories of scholarship, for example: 1) George Scott Memorial Scholarship; 2) TTU General Diversity Scholarship; and 3) African American Achiever Scholarship.
- 2) Establish an annual “**Diversity Report Card**” to illustrate diversity progress, based on established student, faculty, administrator, recruitment, hiring, retention, promotion and tenure goals, at all levels, with funding incentives and accountability measures; AND, hold an “**Annual State of the Campus Diversity Address**” to be delivered by the University and Health Science Center Presidents.
- 3) TTU to **hire dedicated /specific personnel in the Office of Admissions to recruit African-American students, AND, allocate fixed and equitable funds from the Marketing and Communications budget for the recruitment of African American students.** To maintain integrity in the process, we propose that a member or members from this Task Force assist in writing the position descriptions and also be involved in the searched and interviewing process of potential personnel.
- 4) We strongly recommend that the TTU Administration **address and/or establish institutional policies regarding tolerance and acceptance of diversity.** This may include creating new and more effective policies if current policies are non-existent or non-effective. And, to display seriousness behind the policy; require “**mandatory**” **diversity / sensitivity training** for all employees of TTU. This could be accomplished on-line but should nevertheless be “strictly enforced.”
- 5) **Enhance volunteer recruitment** by directly involving: 1) African American TTU students; 2) African American TTU organizations utilizing formalized memorandums of Understanding (MOU)s for continuity and goodwill; 3) Former students including former athletes; 4) current TTU faculty members; and, 5) community members. We proudly report that every member of this task force has given their commitment to assist as volunteers in this TTU African American recruitment efforts. We strongly believe that anyone who volunteers to serve in this capacity, especially students and faculty members, be properly funded and fairly reimbursed for their efforts. Ultimately we recommend that a TTU Volunteer Cadre be established and properly trained on how to be an effective recruiter for TTU.