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- New Mexico State University
- 3,100 Graduate Students
- 50 Master's and 22 Ph.D. degrees
- Engineering, Education, Agriculture, Arts & Sciences, Business, Health & Social Services

Diversity Issues

- 50 percent students of color with 48 % Hispanic undergraduates
- 30 percent students of color with 26 % Hispanic graduate students
- Most graduate students of color are in the College of Education
- Few domestic students in Engineering and the Sciences

Diversity Goals

Academic Excellence Requires a diversity student body and faculty

Goals:

- Create access in all colleges and all programs within the university
- Seek the same level of diversity on campus that exists within the state
 - 50 percent of the state's population is Hispanic
 - 10 percent are American Indian
 - 3 percent are African Americans

Other Recruitment Goals and Objectives

- Attract well-qualified students
- Enroll a competitive proportion of international and out-of-state students

Objectives of this presentation

- Provide a Case Study of Diversity Strategies at a Minority Serving Institution
- Promote dialogue on ways to attract and retain students of color

What we are doing at NMSU

- Creating materials that target minorities
- Building partnerships with departments
- Building the applicant pool
- Recruiting admitted students
- Retaining students of color
- Implementing strategies to attract American Indian students

Materials that target minority students

- Diversity must be the theme of all university print materials
 - Research magazines
 - View books both graduate and undergraduate
 - Newsletters of the colleges and the president
- Diversity must be present in web sites (96% of graduate students obtain their materials from web sites)

Building partnerships with Departments

- Recruitment workshop each fall in September
 - Discussion of best practices by faculty
 - Presentation of recruitment efforts by the Graduate School
 - Presentation on efforts to recruit a diverse student body
 - Director of American Indian Program is a key speaker

Discussion on the roles of faculty

- Contacting inquires: calls, letters, emails
- Building research web sites
- Asking faculty at other institutions about potential students
- Writing Collaborative research and/or training grants with minority serving institutions to build faculty-to-faculty trust

Faculty roles continue

- Developing faculty contact lists from reference letters
 - Sharing information about student progress and asking about other students
- Writing training grants for minority students

Building partnerships---funding as an incentive

- Provision of diversity and McNair graduate assistantships
- State sponsored fellowships for women and minorities
- Graduate diversity assistantships requires a recruitment plan from departments
- Transportation award for admitted students (\$350 for airfare only)

Building partnerships---listening and improving services

- Inform departments about incomplete applications
- Process applications in 5 – 7 days
- Workshops on new procedures

Graduate School Efforts

Building the applicant pool

- Participate in over 40 career and grad fairs
 - Target universities that embrace Diversity---UC Riverside, UC Santa Cruz, UCLA & minority serving institutions
 - California Diversity Forums---1,000 plus students of color
- Use of mailing lists
 - McNair, Western Name Exchange, Mellon Fellows, GRE Locator, Gradschools.com
- Sponsor group visits of students in training programs, AMP, RISE, McNair students
- Target select community colleges
- Military bases

Why Graduate Fairs and Conferences?

- Minority students need face-to-face contact
- Minority students tend to share the materials with others through their network of friends and relatives and tribes
- At conferences you also meet faculty advisers, mentors and McNair directors

Favorite Conferences

- McNair regional and national conferences
- American Indians in Science and Engineering Society, AISES
- Society for the Advancement of Chicanos and Native Americans in Science (SACNAS)
- Annual Biomedical Research Conference For Minority Students (ABRCMS)
 - Attend the student presentations and poster sessions
 - Participate in the American Indian Talking Circles

Target NMSU undergraduates---

Minority programs

Offer the following workshops:

- How to apply to Graduate School
- How to seek external fellowships and
- How to succeed in grad school

Undergraduate Research Experience programs

- It's estimated that about 70 percent continue into graduate programs
- Promote undergraduate research programs on your campuses
- Offer workshops to meet the needs of the students

Recruiting admitted students

- Transportation awards for admitted students up to \$350
- Diversity assistantships
- Tuition Waivers
- Relationship building---numerous contacts with students
- Welcome wagon packages on apartments, schools and day care

Recruiting American Indian Students

- Presidential Advisory Board of American Indian Leaders
- Campus holds annual state wide meetings
- Provide technical assistance to the tribes
- The Graduate School will sponsor a youth conference on the reservations

American Indian Program on Campus

- Identify community leaders to meet
- Identify key conferences and Graduate Fairs to attend
- Joint funding of conference exhibit booths
- Application fee waivers, diversity assistantships and tuition waivers for high quality students

Engaging current students in recruitment

- Student organizations: emails, letters, tours
- Ambassador Program---Volunteer Grad students
- Minority students as recruiters
- Conference presentation awards for grad students---indirect tool but highly effective

Retention is Key to Recruitment

- First Fridays
- How to survive grad school workshops
- Work in collaboration with minority organizations
- Work with faculty to catch students before its too late

Creating a Diversity Friendly Campus

- Diversity of faculty (28 percent Hispanic faculty)
- Integration of cultural events and activities that celebrate different cultures
- Food services that meets the needs of a diverse student body
- Workshops for faculty on cultural differences and learning styles

Evaluation

- Online survey on applicants
- Focus groups with enrolled students
- Note that its hard to evaluate efforts since inquires and applicants share materials

Handouts

- Minority undergraduate conferences
- Mailing Lists
- View Books
- Diversity Assistantship announcements
- Diversity Web
- Ad placed in student newspapers
- Article on Retaining students of Color

What is your campus doing?

- Open Discussion on Best Practices