Initiative Title: African American Student Recruitment & Retention Plan
Initiative: Outreach & Recruitment of African American Students, IEAT 5.8
Lead: Dr. Eboni Ford Turnbow & Dr. Doreen Hatcher
Date: February 12, 2024

A. OVERVIEW: Respond briefly (about 50-75 words per answer) to each of the following questions.

1. PURPOSE: What is the problem being addressed through this initiative?

CSUCI has faced significant challenges in recruiting and retaining African American students. Specifically the institution has experienced difficulties in not only obtaining a high number of applications from this student population, but has also suffered from limited yield on the applications the institution has received from this student population. The institution has also noted disparities amongst this population of students comparative to peers regarding their retention and matriculation through the institution towards obtaining a degree.

2. GOALS: What are participants trying to achieve?

Through this initiative, the following goals have been set forth for the institution:
1. Increase the specific number of recruitment applications received from African American identified students, and in so doing, also increase the overall yield of African American Students.
2. Enhance student retention metrics for African American identified students across all student levels within the institution
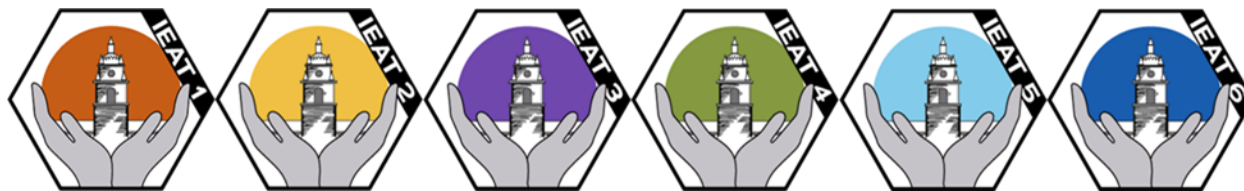
By fostering a supportive environment, providing targeted resources, and implementing recruitment and engagement strategies informed by the needs of African American identified students and families, this initiative strives to not only increase engagement but also ensure the success and satisfaction of African American students within the institution.

3. METRICS/DATA FOR EVALUATION:
   a. **What metrics will you use to evaluate achievement of this initiative's goals?**
   b. **What data will be necessary for determining impact?**
   c. **How and when are these data being collected?**

To measure and evaluate the effectiveness of this initiative, the following metrics/data points will be evaluated:

- *Engagement & Involvement Data* - Data will be reviewed as it pertains to specific campus events held with the primary focus of recruiting and/or retaining African American Identified students, such as CSUCI's Super Saturday event. This will include, but is not limited to the number of students registered and attended, as well as evaluative feedback regarding the event.
- *Application & Yield Rates* - Data will be reviewed as it pertains to tracking the number of applications submitted by African American students over time compared to previous years or benchmarks. Additionally, we will measure the percentage of accepted African American applicants who choose to enroll compared to other demographic groups.
- *Retention & Graduation Rates* - This initiative will monitor the retention of African American students from their first year to subsequent years, assessing any changes or improvements. Additionally, we will evaluate the percentage of African American students graduating within expected time frames compared to historical data or institutional goals. Finally, we will analyze academic achievement data, such as GPA trends and course completion rates, to understand the academic progress of African American students.

B. STATUS: Again, please respond briefly to each of the following.

1. **PROGRESS: Has progress been made on this initiative this semester? If so, please describe.**

   While this initiative has made progress towards its goals, the bulk of work connected to the goals of this initiative is forthcoming. A Black Student Recruitment & Retention Plan is in progress but not completed. Additionally, CSUCI launched its Black Cultural Center in November 2023, which has offered a great opportunity and platform for building recruitment and retention planning specifically for African American students. Additionally, CSUCI is excited to host several critical institutional events during February 2024 specifically focused on student yield and retention both for newly admitted and current students respectively.

   One challenge in making substantial progress to date on this initiative has been related to limited staffing within the departments/divisions connected to planning, implementation, and advancement of this initiative. As we move forward and are able to make improvements to the staffing as it pertains to the departments/divisions connected to this initiative, we believe progress on this initiative will be significant.

2. **EVALUATION: What have you learned thus far? How do you know what you have learned?**

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The recruitment of African American students requires a culturally based approach that involves students and their families. According to enrollment trends, many African American students come from Los Angeles County. Therefore, it is important to showcase resources and programming on our campus that support African American students by building community and a sense of belonging.

3. **CONTINUATION: Should this initiative continue beyond 2023/24, in your view? Why or why not?**

This initiative needs to continue into 2024/25 because of its cyclical nature. As explained in our evaluation process above, the success of this initiative requires ongoing assessment of targeted recruitment efforts, application and yield targets, and retention and graduation rates.

4. **FUTURE NEEDS: If your answer to #3 was yes, are ongoing funding or other resource needs required for this initiative beyond 2023-24?**

Yes. Enrollment Management & Marketing requires substantial staffing and funding resources to support the recruitment of students beyond Ventura County as well as to host strategic and intentional yield events for African American students and their families.

5. **OTHER: Is there anything else about this initiative that you would like to add? (e.g., Have new questions or opportunities come up through your experience in leading this initiative?)**