

# **American Indian Mid-Term Recruitment Plan**

## **Bacone College, Bacone, OK**

**Based on the recommendations of Dr. Pete Coser  
Special Assistant to the President**

### **Mission Statement**

Bacone College, an independent institution related to the American Baptist Churches USA, maintains its commitment to serving American Indians within a culturally diverse community. The College, through its baccalaureate and associate degree programs, challenges students to develop intellectual and social skills, spiritual values and healthy lifestyle by providing quality education in a nurturing Christian environment.

### **Principles**

Bacone College actively seeks to recruit an American Indian student body which embraces individuals from a multiplicity of dimensions including race, religion, national origin, sexual orientation, age, gender and differential abilities. Diversity is valued as the most critical component in the development of a rich intellectual environment within which students may experience inclusiveness and appreciation of individual differences.

### **Planning Assumptions**

- 1.0** American Indian students are well represented at Bacone College when reviewing campus input, the mission statement, and the projected American Indian University. Bacone seeks to increase the numbers of American Indians on its main campus and has identified 260 scholarships of 35% tuition and/or tuition, room, & board and 25 100% of unmet need of tuition, room, & board to meet this goal.
- 2.0** The retention rate for American Indian students at Bacone College continues to present challenges that the institution is committed to address.
- 3.0** The graduation rate of American Indian students at Bacone College continues to present challenges that the institution is committed to address.
- 4.0** The large percentage of first generation college students at Bacone College implies the need for increased support services throughout the college experience.
- 5.0** Higher education is a planned experience necessitating early outreach to elementary and middle school and their families.
- 6.0** Bacone has long been a multicultural campus which is defined as being comprised of a minimum of thirty percent (30%) of students of color.
- 7.0** Bacone is planning to include in the upcoming self-study a goal of becoming a multicultural Faculty by meeting a minimum of thirty percent (30%) of faculty of color with a percentage of F/T Faculty and F/T Administrators with Faculty Rank in line with the percentage of AI Students.
- 8.0** The initiatives outlined in this plan will take place over the next three years (2009-2012).

## **Purpose**

To improve the participation rates of American Indian students enrolled at Bacone College by increasing the enrollment of American Indian students.

## **Enrollment**

**GOAL 1.0: Target recruitment efforts towards American Indian students.**

### **INITIATIVES:**

- 1.1** Widely distribute the President's commitment to an American Indian student body, faculty and staff at Bacone College in Muskogee, OK.
- 1.2** Marketing: Expand direct mail and e-mail efforts by purchasing specialized name searches available through ACT/SAT. This includes expanding the direct mail and e-mail campaigns to sophomores in high school. Create e-mail groups for select groups of American Indian students by geography, interest, and special needs. Create publications that address the special needs of American Indian populations (i.e. bilingual materials, materials for parents, accommodations for disabled American Indian students).
- 1.3** Expand Tele-counseling follow-up efforts for American Indian students. Strengthen the admissions follow through from initial contact to enrollment. Continue to utilize Tele-counseling to assess the effectiveness of current and future recruitment programming for all students.
- 1.4** Expand distance education offerings to include Introduction to the College Experience. Offer a one-credit graduate course and in-service credit for high school counselors, teachers and administrators to help them in their guidance of students Navigating the college admission and financial aid process. This course can be taught at the university and offered in other communities as well.
- 1.5** Incorporate American Indian alumni in the effort to attract American Indian students to Bacone College.
- 1.8** Refine recruitment efforts in select out of state areas to focus on bringing American Indian students to Bacone College in Muskogee, OK.

**ASSESSMENT MEASURE:** The recruitment efforts towards American Indian students will be expanded on an annual basis.

**GOAL 2.0: Expand recruitment activities that reach beyond the base of Oklahoma to include the United States, and Canada.**

**INITIATIVES:**

- 2.1 Continue to bring American Indian students, TRIO students, and other program students to campus. All students will receive a campus tour and information about the admissions process.
- 2.2 Expand the recruitment effort to communities with large concentrations of American Indian students.
- 2.3 Continue to expand efforts that bring prospective American Indian students campus through existing and new programs.
- 2.4 Enhance campus tour programs to incorporate college preparation workshops specifically geared to meet the needs of American Indian students. This would include presentations from American Indian faculty and staff and American Indian programs on campus.
- 2.5 Expand efforts to reach parents of American Indian students to ensure that Bacone College will support the efforts of their students to obtain a higher education.
- 2.6 Utilize American Indian students as group leaders and role models/mentors for prospective students.
- 2.7 Create focus groups comprised of American Indian students, first generation, and at-risk students to review and assess recruitment efforts, materials, and media.
- 2.8 Increase training for Bacone College faculty and staff in order to support the continued development of cultural competency among Bacone's students, faculty, and staff.

**ASSESSMENT MEASURE:** At least 25% of the recruitment activities will be comprised of bringing prospective American Indian students to the Bacone College campus.

**GOAL 3.0: Financial Opportunities: Expand the awareness of financial aid and scholarship opportunities for American Indian students and parents.**

- 3.1** Actively identify American Indian students who demonstrate financial need who could benefit from a scholarship from Bacone College.
- 3.2** Conduct financial aid workshops for specific American Indian groups in local community settings.
- 3.3** Expand financial aid mentoring programs that provide economic support and guidance.
- 3.4** Provide parents of American Indian students with financial aid information to assist them in preparing to meet the costs of higher education.
- 3.5** Expand educational efforts to assist students in locating scholarship dollars outside of Bacone College.
- 3.6** Promote awareness of specific scholarships for American Indian students.
- 3.7** Expand programming for parents of American Indian students to ensure the awareness of academic support available to American Indian students to maintain financial eligibility.
- 3.8** Conduct informational meetings with tribal representatives in an effort to increase financial support availability from the students tribe.

**ASSESSMENT MEASURE:** The pool of financial aid and scholarship applicants will realize a 10% increase in applications from American Indian students.

**GOAL 4.0: Ensure that the Special Admissions Process is inclusive for all populations.**

**INITIATIVES:**

- 4.1** Establish a specific cohort in the pre-mester program which will include a diverse representation of faculty and staff to ensure that students are supported by knowledgeable faculty and staff of American Indian life at Bacone College.
- 4.2** Students who do not meet the regular admission criteria will be apprised of the pre-mester admission process and be encouraged to request consideration

**ASSESSMENT MEASURE:** Each year, students who are admitted to the pre-mester will be comprised of the multi-cultural diversity of the student body as a whole.

**GOAL 5.0: Target specific populations of transfer students to ensure access for American Indian students, supporting their retention and completion of the bachelor's degree.**

**INITIATIVES:**

- 5.1** Develop transfer student retention plans that will allow American Indian transfer students to become peer mentors to new American Indian transfer students.
- 5.2** Increase outreach to tribally controlled colleges through the establishment of cooperative programming that encourages American Indian students to continue on to pursue the bachelor's degree upon completion of the associate degree.
- 5.3** Work with the World Indigenous Nations Higher Education Consortium (WINHEC) to effectively do outreach and recruitment with outside the United States.
- 5.4** Encourage American Indian students to refer their family and friends to utilize the services available through the Center for American Indians Studies.

**ASSESSMENT MEASURE:** Transfer students will account for 30% of newly admitted students each year. 25% of the transfer students admitted will be American Indian students.

**GOAL 6: Recruit and retain American Indian faculty and staff at Bacone College.**

**INITIATIVES:**

- 6.1** Provide training for all faculty and staff that will ensure the development of cultural competency.
- 6.2** All faculty will include diversity objectives as part of the yearly evaluation process in the development of future goals and objectives.
- 6.3** All staff will include diversity within the context of work performance standards.
- 6.4** Recruitment efforts will focus on bringing the percentage of F/T Faculty and F/T Administrators with Faculty Rank in line with the percentage of AI Students.

**ASSESSMENT MEASURE:** American Indian faculty and staff will be retained at a rate comparable to that of all faculty and staff within Bacone College.