



University of Arkansas Cossatot

Minority Recruitment and Retention

Annual Report, June 2018

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I. MINORITY STUDENT RECRUITMENT AND RETENTION

In the area of minority student recruitment, we continue to target the Latino populations with very specific advertising geared towards that group. This coming year, we are still directing much of our recruiting towards the Latino population but strongly targeting a large percentage of the local population – African American. New initiatives will hopefully increase our number of African American students. Our biggest addition to our non-white recruitment will center on the exponential growth of the area’s Latino population. We continue advertising in several local publications that target African American and Latino populations. We have also added a Center for Students Success, which focuses on recruitment and detainment of minority and high-risk populations. Minority Student Enrollment is as follows:

Percentage of minority students, by minority group, who attended UA Cossatot Fall 2017/Spring 2018:

| Asian | African American | American Indian/Alaskan Native | Hispanic/Latino | Hawaiian/Pacific Islander |
|-------|------------------|--------------------------------|-----------------|---------------------------|
| .55% | 11.18% | 4.27% | 27.09% | .55% |

II. MINORITY FACULTY/STAFF RECRUITMENT AND RETENTION

UA Cossatot gained 3 full-time minorities this year and lost one. We continually focus on target minority groups when advertising for positions.

Number and position title of minority, full-time faculty and staff who currently work for the institution:

| | 2017 Reporting | | 2018 Reporting | |
|-------------------------|---|-----------|---|-----------|
| American Indian | <ul style="list-style-type: none"> Director of Nursing Director of Human Services | 2 | <ul style="list-style-type: none"> Division Chair of Allied Health Director of Human Services | 2 |
| Hispanic | <ul style="list-style-type: none"> History Instructor (2) AR Works Career Coaches Financial Aid Specialist Institutional Officer Supervisor Administrative Specialist I Academic Advisor Administrative Specialist III Institutional Services Assistant | 9 | <ul style="list-style-type: none"> History Instructor (2) AR Works Career Coaches Financial Aid Specialist Institutional Officer Supervisor Administrative Specialist I (2) Academic Advisor Administrative Specialist III Institutional Services Assistant | 10 |
| Asian | <ul style="list-style-type: none"> Life Sciences Instructor | 1 | <ul style="list-style-type: none"> Life Sciences Instructor | 1 |
| African American | <ul style="list-style-type: none"> Institutional Services Assistant Financial Aid Analyst Director of Career Pathways Administrative Specialist III Truck Driving Instructor | 5 | <ul style="list-style-type: none"> Institutional Services Assistant Financial Aid Analyst Director of Career Pathways Administrative Specialist III Truck Driving Instructor Cashier | 6 |
| | | 17 | | 19 |

Number of minority, by minority group, full-time faculty who work for the institution:

- This information remained the same from 2017 reporting to 2018 reporting.

| | | | |
|-----------------|--------------|-------------------------|---------------|
| Hispanic | Asian | African American | TOTAL: |
| 1 | 1 | 1 | 3 |

Number of minority, part time adjunct faculty who currently work for the institution:

- We gained 2 American Indian adjunct faculty from 2017 reporting to 2018 reporting moving the total from 3 to 5.

| | | | |
|-----------------|-------------------------|------------------------|---------------|
| Hispanic | African American | American Indian | TOTAL: |
| 1 | 2 | 2 | 5 |

Number and position title of minority faculty and staff who began working at the institution in the past year:

| | | |
|-------------------------|--------------------|-----------------|
| Hispanic | • Academic Advisor | 1 |
| African American | • Cashier | 1 |
| | | TOTAL: 2 |

IV. MONITORING

Progress in Target Areas

STUDENTS:

- Hispanic: Our target is 25% Hispanic enrollment, which we attained by reaching 27.09%. UA Cossatot was recognized as the first Hispanic Serving Institution in Arkansas.
- Black: Our target is 12% African American enrollment, which we failed to attain by only lacking .82%
- Native American: Our target is 4% Native American enrollment, which we have attained by reaching 4.27%

STAFF:

- While we added two minority positions in, one Hispanic and one African American, we did not reach the goal attainment we strive for.

Timeline, Budget Assessment

TIMELINE:

- The timeline in judging success of the above efforts ran from July 1, 2017 through June 30, 2018.

BUDGET:

- With the overall increase in the categories measured, UA Cossatot will maintain the same budgeting levels, except for additional monies being provided for extra marketing efforts towards Latinos and African Americans. The mentioned targets our outlined in the institutions strategic plan, which will expire in 2020. Until that time, the same targets will be the focus with an adjustment of targets occurring during the new strategic planning phase.