

**UNIVERSITY OF
CENTRAL ARKANSAS**

**MINORITY RETENTION
AND RECRUITMENT PLAN**

2012-2017

**UNIVERSITY OF CENTRAL ARKANSAS
5-YEAR RETENTION PLAN (2012-2017)**

**A PROGRAM FOR THE RETENTION OF MINORITIES FOR FACULTY AND STAFF
POSITIONS AND AS STUDENTS, PURSUANT TO ACT 1091 OF 1999.**

INTRODUCTION

This plan was developed to comply with Act 1091 of the 1999 Arkansas General Assembly. The Act requires all state-supported colleges and universities to establish a program for the retention of blacks and other members of minority groups as students, faculty and staff. The Act requires the plan be established for future five-year periods.

It is the intent and commitment of the University of Central Arkansas to create and foster an institutional environment that corresponds to the ratio of minorities in the general population, the total work force and the high school graduation rate of Arkansas. The University is committed to doing its part in a process that is not only morally right, but is also an investment in human resources and human potential. Such an investment will benefit Arkansas, the nation and, indeed, society in general.

This plan acknowledges the projection that by the year 2020, 1) minorities will comprise thirty percent of the U.S. population, and 2) increases in the minority population in Arkansas will at least equal that of the nation. These projections lead to the conclusion that it is in the best interest of the University of Central Arkansas to assume a leadership role in developing a plan of action that will enable it to attract minorities at a level that approximates the ratio of minorities in the total population.

The plan provides a listing of the University's specific five-year affirmative action goals, along with suggested strategies that will assist the University with achieving those goals.

Minorities Defined:

Act 1091 defines minorities as:

1. African Americans
2. Hispanic Americans
3. Asian Americans
4. Native Americans

Overall Strategies:

1. Encourage an atmosphere supportive of diversity at every level of the university through policy development, public pronouncements, and publications.
2. Continue to publicize the University's commitment to equal employment opportunity and affirmative action.
3. Educate appropriate personnel concerning these goals and the progress toward achieving them.

**A listing of UCA's Five-Year Retention Goals (2011/12 through 2016/17)
and suggested strategies for achieving each goal:**

GOAL 1: Continue to recruit and retain the number (and corresponding percentage) of minority entering freshmen UCA students each year so that the proportion of UCA's minority-to-white entering freshmen will be consistent with the minority to white proportion of high school graduates entering four-year public institutions, with the exception of UAPB.

Suggested Strategies for Achieving Goal:

- a. Encourage prospective students and parents to visit and explore the UCA campus during Bear Facts Days.
- b. Develop specific minority recruiting programs in the Admissions Office, such as concentrating more travel by recruiters to those counties in UCA's draw and/or service areas with high minority populations.
- c. Continue to make scholarships competitive.
- d. Continue to work collaboratively with public school officials to build programs to help expand the pool of minority students interested in college and qualified to enroll.
- e. Develop a comprehensive marketing plan for all students and establishing an emphasis for the Hispanic population.

GOAL 2: To increase the number (and corresponding percentage) of minority undergraduate UCA students each year, so that the proportion of minority-to-white UCA undergraduate students will be consistent with the minority-to-white proportion of students in four year public institutions, with the exception of UAPB.

(Strategies consistent with Goal 1.)

GOAL 3: To increase the retention and graduation rates for minority undergraduate UCA students each year so that the minority retention and graduation rates for minority undergraduate students will be approximately equal to the retention and graduation rates for white undergraduate UCA students.

Suggested Strategies for Achieving Goal:

- a. Continue to solicit the help of minority faculty and professional staff to serve as role models and counselors for selected groups of students.

- b. Continue to enhance the Minority Mentorship Program, which was implemented for purposes of improving the retention of both graduate and undergraduate students.
- c. Continue to survey student's interest in and need for certain student services, paying particular attention to those utilized more often by minority students.
- d. Publicize the "UMOJA Institute", a leadership program designed to help minority students develop cultural identity, leadership skills, and academic excellence.

GOAL 4: To maintain the number (and corresponding percentage) of minority UCA graduate students each year so that the proportion of UCA's minority-to-white graduate students will be approximately equal to the minority-to-white proportion of graduate students attending four-year public institutions.

Suggested Strategies for Achieving Goal:

- a. Collect and make information more widely available on minority graduate student scholarships, fellowships, and other financial opportunities.
- b. Solicit federal, state, or private funds from alumni, foundations, organizations, etc. to set up minority fellowships and scholarships.
- c. Publicize the recent increase in graduate assistant stipends to a more competitive level.
- d. Make special provisions to reallocate assistantships to those departments, schools and colleges that successfully identify and recruit minority graduate assistants.
- e. Contact local businesses to determine what types of graduate level courses are desired and use that process to identify potential minority graduate students.
- f. Solicit the help of minority alumni in identifying and recruiting potential minority graduate students.
- g. Have the Career Planning and Placement Office prepare information on enhanced job opportunities and salaries available to minorities with graduate degrees, and make this information widely available to undergraduates.

GOAL 5: To maintain the number (and corresponding percentage) of minority full-time faculty members of all ranks at UCA and to increase the numbers to the percentage of each race to approximate the percentage of degrees conferred by race nationally and masters degrees statewide.

Suggested Strategies for Achieving Goal:

- a. Continue to utilize the "Grow Your Own" concept, which identifies quality minority students who may be interested in completing graduate school with UCA's help - with the agreement of returning to the University to teach afterwards.
- b. Continue the practice of providing a position to any college or department that can recruit a well-qualified minority.
- c. Establish relationships with graduate schools across the nation in hope of identifying minority graduates who are ABD and would like employment while completing their dissertations.
- d. Encourage the utilization of the Faculty Development Program by faculty for the completion of terminal degrees.
- e. Invite minorities taking sabbatical leave from other institutions to assume residencies at UCA.
- f. Promote faculty exchanges with historically black institutions.
- g. Continue to advertise all faculty positions in national publications and in media which reach minority audiences.

GOAL 6: To maintain the number (and corresponding percentage) of minority executive administration and professional non-faculty at UCA so that the proportion of minority professionals will equal the proportion of minority individuals with the credentials required for such positions in the relevant labor market.

Suggested Strategies for Achieving Goal:

- a. Most of the strategies listed for faculty can also be utilized for minority professionals.
- b. Utilize the electronic bulletin boards to various professional groups in order to increase the number of minority applicants.
- c. Look for opportunities to recruit professional minority workers from state government and/or other institutions with which UCA personnel interact on a regular basis.

GOAL 7: To maintain the number (and corresponding percentage) of minority support staff at UCA to the percentages listed below, so that the proportion of minority support staff will approximate the proportion of minority individuals in each specific job category (as defined in the EEO-6 Report) in the relevant labor market area.

Clerical	10%	Faulkner & Pulaski Cos.
Technical/Para-professionals	7%	Faulkner & Pulaski Cos.
Skilled Crafts	7%	Faulkner & Pulaski Cos.
Service/maintenance	16%	Faulkner & Pulaski Cos.

Suggested Strategies for Achieving Goal:

- a. To target advertisement for all vacant positions in the Log Cabin Democrat and, when appropriate, in the Arkansas Democrat Gazette using a block advertisement. Use of block advertisements will allow prospective applicants to look for a UCA job announcement instead of searching through the entire classified ads. Use of internet advertising will also be used as much as possible to maximize the exposure of all ads placed.
- b. The Office of Human Resources will become more actively involved in recruiting for classified positions.
- c. Communicate with vocations-technical and proprietary schools in recruiting minority employees for jobs with certain required job skills.

Affirmative Action Advisory Committee

The duties of the existing Affirmative Action Advisory Committee will be expanded to include monitoring the university's retention plan. Thus, the committee will be responsible for updating and monitoring the progress toward this plan and will have the following charge:

1. Review UCA's Retention Plan and policies and recommend any needed changes including strategies and/or goals.
2. Revise and update this five-year Retention Plan for UCA as require by Act 1091 of 1999.
3. Conduct a periodic review of EEO-6 employment reports and other statistical data to monitor the University's compliance with its retention plan and policies and to monitor UCA's performance in meeting its goals.

Composition:

- Director of Affirmative Action (1)
- Presidents of each of the Faculty, Staff, and Student Senates (3)
- Two faculty members, one of whom shall be chosen from the membership of the Retention Committee (2)
- Two minority student leaders (2)
- One chairperson of an academic unit (1)
- One admissions officer (1)
- Dean of Undergraduate Studies (or designee) (1)
- One representative from the Division of Student Affairs (1)
- Director of Institutional Research (1)
- Director of Human Resources (1)

Timeline for Implementing Strategies

All of the strategies listed above are being used by the university at this time. The plan constitutes a continuation of the university's ongoing effort to recruit and retain minorities at all levels. The university acknowledges that this process is an ongoing one that requires constant monitoring and attention. It is hoped that the current plan will serve to reinforce the goals and strategies contained in this plan.

Budget

The budget for minority recruitment and retention is approximately \$300,000 per fiscal year. This includes salaries for the employees in the Affirmative Action Office, the student recruiters who work in the Office of Admission, and advertising. Additional resources are utilized throughout the university to augment the specific budgeted items listed above. The university hopes to increase its budget for minority recruitment and retention during this five-year cycle.

Assessment

Act 1091 requires the university to submit an annual report of its activities and a report of its progress toward the goals set forth in the plan. The university uses this annual report as a measure of its success and to monitor its methods for effectiveness. Modifications are implemented as needed based on the results of this annual report and other factors that come to the attention of the Affirmative Action Office or the senior administration of the university.