

**Plan 2008 Phase II Programs & Initiatives
Outcomes Reporting Form
January 2007**

Your Institution: UW-Milwaukee	
Program/Initiative: Recruitment and Outreach Satellite Initiatives United Community Center (UCC) Year Established: 2006	
Target Audience (check all that apply): Administration: <input type="checkbox"/> Faculty: <input type="checkbox"/> Academic Staff: <input type="checkbox"/> Classified Staff: <input type="checkbox"/> Students: <input checked="" type="checkbox"/> Campus Community: <input type="checkbox"/> Other: <input type="checkbox"/> If other, please specify:	
Race/Ethnic Groups Affected by this Program/Initiative (check all that apply): African American/Black: <input type="checkbox"/> American Indian: <input type="checkbox"/> Latino/Hispanic: <input checked="" type="checkbox"/> Southeast Asian: <input type="checkbox"/> Other Asian: <input type="checkbox"/> European American: <input type="checkbox"/> Other: <input type="checkbox"/> If other, please specify: While specifically targeting Latino/Hispanic students and families, all students/parents are welcome.	
Cost of Program/Initiative: \$250	Funding Sources: 101
Description: With a collaborative partnership with the United Community Center, this satellite initiative is designed to deliver proactive recruitment and outreach activities that connect prospective students and their families affiliated with the UCC to UWM programs, services and opportunities.	
Point Person(s): Yohlunda Mosley Hill	Department/Unit(s): Department of Recruitment and Outreach (DRO)
Departments/Units/Groups Involved: The Department of Recruitment and Outreach has established a collaborative working relationship with the staff of the UCC. In addition to the consistent staffing presence from DRO, outreach efforts are augmented with representation and services from other appropriate UWM academic and support units.	
Goals & Expected Outcomes: Provide general and specific information regarding educational opportunities and resources available at UWM to high school junior, senior, and graduated TRE/D students and encourage prospective new freshman and transfer students to make appropriate choices. Assist applied, admitted and enrolling TRE/D students in making a smooth and successful transition to the University of Wisconsin-Milwaukee by strategically providing appropriate developmental activities designed to build a sense of community and connection that will ultimately positively influence student retention and success. Provide general information regarding college preparation and introductory information about UWM to high school TRE/D freshmen and sophomores. As appropriate, provide general career and college admission information to upper middle TRE/D school students with emphasis placed on the importance of education and making positive choices. Encourage, motivate and assist all students and families in understanding the value of pursuing higher education, with emphasis on opportunities and excellence within UWM and the broader University of Wisconsin System. Partner with high school colleagues, sister institutions, community agencies and other constituencies to insure that the educational needs of all individuals seeking information regarding UWM and the UW System are met.	
Actual Measurable Outcomes for Plan 2008 Goals, Including Impact on Enrollment, Retention, and/or Graduation, and/or long term potential thereof: Fall ,2006: <ul style="list-style-type: none"> • Received a list of five senior students • 4 students enrolled 2007 to date: <ul style="list-style-type: none"> • (Summer 2006) 35 eighth graders brought to campus for a tour and presentation by Professor Keane from the School of Architecture and Urban Planning • A group participated Preview Day program. • Facilitated a Junior Night Program with the assistance of Enrollment Services, Financial Aid, Pre-College/Mini-Courses, and the Roberto Hernandez Center. • 20 appointments scheduled with students 	

- 10 students admitted, one student admitted to the School of Architecture and Urban Planning
- Two students were awarded scholarships that totaled \$6,000 and another student was admitted to the School of Architecture and Urban Planning, a very selective and competitive academic program.
- Additional connections to UWM programs and departments occurred when Adam Reynolds brought a group of students to a Preview Day program

Upcoming

- A second group of freshmen high school students will come to the campus to participate in another tour and hands-on activity with an academic program.
- A group of senior high school students will have an opportunity to explore the Peck School of the Arts, participate in a campus tour and learn about the admission requirements. We will once again host Bruce Guadalupe Community School's eighth grade students on our campus in the summer. This year they will participate in a coordinated day of events with the College of Health Sciences in the clinical labs.
- The senior class will also participate in a summer tour program, but with the Peck School of the Arts. The program for the seniors will also include presentations from Mini-Courses, Financial Aid and Roberto Hernandez Center.
- All students that DRO has worked with through the satellite initiative will be invited to a pre-orientation program. The program will bring students together with individuals who can be a network and support system as students make transition to college life. An important component of the day will be the chance to learn about the many forms of student leadership, to explore options for campus involvement, and to build connections to peers and upper-class leaders.

Intersections Across Plan 2008 Goals:

- Increase the number of Wisconsin high school graduates of color who apply, are accepted, and enroll at UW System institutions.
- Encourage partnerships that build the educational pipeline by reaching children and their parents at an earlier age.

Assessment Practices and Program Changes in Response to Challenges:

Assessment:

- Schedule semester follow-up meetings with admitted students.

Challenges:

- While there should be an obvious focus on seniors, by the second semester of their junior year, eleventh graders should receive much more intentional programming. A letter to students, meeting with an admission counselor and a presentation about the UWM Mini-Courses are some of the planned activities for this group. Hopefully through the Mini-Courses presentation, we can address the fact that so few students have completed their ACT exams by their senior year. Another program that is being planned is to have the students recruited from the UCC last year, back to do a panel discussion with students and parents. A particular area of emphasis will need to be the issue of undocumented students. This year I have seen four students who are undocumented, and have been told that I can expect to see many more.
- Students with incomplete applications: students not completing the online application and taking ACT test late in their senior year. The goal is to increase student participation in the ACT Prep course at UWM and make contact with juniors during their spring semester.
- Students not keeping appointments.

Changes:

- Students are called prior to appointments.
- The staff at UCC are providing assistance with follow-up on students and even making home visits.
- Increase the number of campus visits and participation in campus programs. The TRIO and Pre-College Programs/Mini-Course Program has an ACT Preparation Class that occurs each fall and spring semester. Priority registration will be given to students from the UCC.
- This fall we will begin to coordinate outreach to UCC students enrolled at MATC. Some students are either not academically or financially ready for UWM, but that doesn't mean they won't be ready in a year or two. We will actively connect with these students with the assistance of the UCC staff, to inform them of transfer opportunities and assist with the transfer process.

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