

**Ohio Foundation of Independent Colleges
Minority Recruitment Program
Grant Proposal**

**Heidelberg College
Thandabantu B. Maceo
Vice President for Enrollment and Marketing
(419) 448-2946
tmaceo@heidelberg.edu
310 East Market Street
Tiffin, Ohio 44883**

Thandabantu B. Maceo
Vice President for Enrollment and Marketing
Heidelberg College

Date

Gayle Jackson, Ph.D.
Founder and Director
African American College Club/ACE

Date

Traci McCaudy, Ph.D.
Superintendent
Fremont City Schools

Date

Description of Project

Heidelberg College, Fremont City Schools and the African American College Club/ACE have formed a collaborative and cooperative partnership to provide greater access and affordability for minority students seeking higher educational opportunities at Heidelberg College. This project will apply certain recruitment strategies centered around building working relationships with community and school-based organizations. We believe in cultivating relationships at the organizational and individual levels to establish mutual understanding and appreciation for the roles that we all play in inspiring minority students to attain a higher education after high school.

Our program involves multiple component parts, including academic preparation, exposure to college campuses, mentoring and coaching, social and cultural activities, workshops on admissions and financial aid and a peer-buddy program.

While our focus is targeting students from Fremont City Schools and surrounding areas, we will include in our recruitment strategy visits to TRIO Summer Bridge programs across the state of Ohio. This recruitment initiative will expand our reach to literally hundreds of under-represented and minority students throughout Ohio.

Heidelberg College will invest institutional resources to supplement funding provided through the OFIC grant. Primarily, the expanded travel to visit TRIO Summer Bridge Programs will be fully supported through institutional resources.

Need for Project

Heidelberg College has been challenged to increase minority student enrollment for reasons driven both internally and externally. Internally, the College is committed to creating a more diverse learning environment to enhance and improve the quality of learning for all. Thus, we believe that by increasing diversity among student, faculty and staff ranks we can enrich the learning process and realize our mission. Externally, rapidly changing demographics nationally and within the state of Ohio suggest that Ohio's colleges and universities have an obligation to provide educational opportunities to this growing number of minority high school graduates projected over the next decade. By 2018, the White, non-Hispanic high school graduating population in Ohio will decline by more than 9,000 students, while the Black, non-Hispanic graduating population will increase by approximately 700, and Hispanic by 2,000. Currently, Blacks and Hispanics comprise approximately 12 percent of the high school graduating population. By 2018, Blacks and Hispanics will represent 14.6 percent of the high school graduating population in Ohio.

At the college level, Heidelberg College has experienced relatively low levels of minority student enrollment. Over the past five years, total Black and Hispanic new student enrollment has averaged 27 students, while at the same time, Heidelberg College has realized incremental increases over the past three years for both ethnic groups. Black new student enrollment has averaged 23 and Hispanic 4, during the five year period, 2002 to 2006. Through aggressive marketing and recruiting activities we intend to significantly increase our new first-time, minority student enrollment over the next five years. Our goal is to increase total Black and Hispanic enrollment from 6 percent to the state level of high school graduates at 12 percent. Moreover, applying sound retention strategies through our Student Success Initiative and START program, we plan to narrow the gap in graduation rate between minority students at 40 percent and the overall rate of 58 percent.

Project Goals

The proposal submitted for the OFIC Minority Recruitment Program Grant provides a plan to achieve the following stated goals:

1. Increase the college going rate for minority high school graduates in the Fremont City Schools and surrounding areas.
2. Increase minority student enrollment at Heidelberg College.
3. Make Heidelberg College education affordable through institutional merit and need based grants.
4. Support academically deficient students enrolled at Heidelberg College with developmental course work, tutoring, academic advising and mentorship services to help improve retention, persistence and graduation rates. These services will be coordinated through Heidelberg College's START program.
5. Build and strengthen partnerships with local school districts and community based organizations.
6. Participate in OCAN and TRIO workshops and conferences as a way of creating visibility and awareness of Heidelberg College.
7. Institutionalize Heidelberg College's annual participation in making presentations to TRIO Summer Bridge students on the importance of attaining a college education and how to go to college.
8. Develop a peer-buddy program that assigns Heidelberg College students to serve as buddies to incoming freshmen. This program will be designed to improve retention of minority students.

Approaches & Activities

1. Meet monthly with program partners (Vice President for Enrollment and Marketing, Superintendent of Fremont City Schools, Founder and Director of AACC/ACE) to plan, coordinate, execute and evaluate program activities.
2. Establish an academically centered summer residential program of four to five days for high school juniors and seniors on the campus of Heidelberg College. Parent involvement will be a requirement for student participation in the program.
3. Assign Admission Counselors to meet with TRIO program administrators in their assigned territories twice a year to share college information updates and enhance collaborative relationship.
4. Invite students from Fremont City Schools to the Heidelberg College campus for events sponsored by the World Student Union and Black Student Union. Heidelberg will encourage participation by providing transportation to Fremont students.
5. Appoint World Student Union and Black Student Union members to serve as big brothers/sisters to Fremont students.
6. Support AACC/ACE college tour program by providing grants to students to help pay for registration and by volunteering to serve as chaperones during the trip.
7. Identify and assign minority students admitted and enrolled who are academically challenged to mandatory participation in Heidelberg's START program.
8. Assist and support AACC/ACE in providing financial aid workshops for students and parents in the Fremont City Schools.

Personnel

Project Director: Thandabantu B. Maceo
Vice President for Enrollment and Marketing

	Heidelberg College
Heidelberg Director:	Lindsay Sooy Director of Admission Heidelberg College
Heidelberg Recruiter:	Jeff Garvin Admission Counselor Heidelberg College
Heidelberg Director:	Ellen Nagy Director of Academic Success Center Heidelberg College
AACC/ACE	Gayle Jackson, M.D. Founder and Director
Fremont City Schools:	Traci McCaudy, Ph.D. Superintendent Fremont City Schools

Expected Outcomes

1. Strengthen and increase educational partners with local school districts and community based organizations serving minority students.
2. Increase Heidelberg College's new first-time, minority student enrollment by 100 percent (54 students) over next five years.
3. Increase Fremont City Schools' minority student four-year college going rate.
4. Increase participation in Upward Bound Summer Bridge programs to 100 percent of programs in the state of Ohio.
5. Increase minority student retention, persistence and graduation rates at Heidelberg College.

Evaluation Process

1. To administer the Student Satisfaction Inventory Survey and segment by "target groups" to determine satisfaction levels of minority students on the seven scales and sub-scale items.
2. To obtain feedback from matriculated students on their campus experience through bi-weekly meetings with the Director of START program.
3. To set enrollment benchmarks for:
 - Number of applications
 - Number of admits
 - Number of deposits
 - Number enrolled
 - Conversion rate
 - Admit rate
 - Yield rate
4. To gather feedback from parents on a quarterly basis through focus group discussions; compile, analyze and report feedback.

5. Administer evaluation surveys for all programmatic events; compile, analyze and report survey results.

Activities Schedule

June 2007

- TRIO Summer Bridge Program Visits
- Meeting with Program Partners

July 2007

- Meeting with Program Partners

August 2007

- Meeting with Program Partners

September 2007

- Meeting with Program Partners
- 1st and 3rd weeks Campus Day Visit
- 1st and 3rd weeks peer-buddy exchange

October 2007

- Meeting with Program Partners
- 1st and 3rd weeks Campus Day Visit
- 1st and 3rd weeks peer-buddy exchange

November 2007

- Meeting with Program Partners
- 1st and 3rd weeks Campus Day Visit
- 1st and 3rd weeks peer-buddy exchange

December 2007

- Meeting with Program Partners
- 1st week Campus Day Visit
- 1st week peer-buddy exchange

January 2008

- Meeting with Program Partners
- 1st and 3rd weeks Campus Day Visit
- 1st and 3rd weeks peer-buddy exchange

February 2008

- Meeting with Program Partners
- 1st and 3rd weeks Campus Day Visit
- 1st and 3rd weeks peer-buddy exchange

March 2008

- Meeting with Program Partners
- 1st and 3rd weeks Campus Day Visit
- 1st and 3rd weeks peer-buddy exchange

April 2008

- Meeting with Program Partners
- 1st and 3rd weeks Campus Day Visit
- 1st and 3rd weeks peer-buddy exchange

May 2008

- Meeting with Program Partners
- 1st week Campus Day Visit
- 1st week peer-buddy exchange

June 2008

- Academic Summer Camp
- TRIO Summer Bridge Program Visits

Budget

Items to include:

Printed Materials/Brochures	
Brochures	\$1000
Printing & Mailings	\$500
TRIO Summer Bridge	
Car Rental - \$833 for 4 weeks	\$833
Hotel - \$89 per night x 10 days	\$899
Meals - \$50 per day x 10 days	\$500
Campus Visits throughout the Academic Year	
Van Rental - \$89 per day x 14 visits	\$1246
Meals - \$50 x 14 days	\$700
Academic Summer Camp (5 Day Residential)	
Van Rental - \$89 x 6 days	\$534
Dorm Room - \$20/night x 14 rooms/5 days	\$1400
Meals - \$25/person x 21 people x 5days	\$2625
Peer Advisors/Tutors – \$1000 x 7	\$7000
Instructors - \$500 x 5	\$2500
Field Trip/Cleveland - \$25 x 21 persons	<u>\$525</u>
Total Expenses	<u>\$20,262.00*</u>

**Heidelberg College will fund \$5,362.00 of proposed budget.*