Our success in recruitment of underrepresented students is the result of a cooperative effort of a number of units on campus to implement strategies, initiatives, and programs that are in addition to our overall recruitment effort directed at all students. The following are examples:

**Admission counselors for diversity outreach and recruitment:** In January 2011, we added two staff to the Office of Admissions whose focus is recruitment of underrepresented students. They are assigned a specific territory in St. Louis and Kansas City and also provide additional follow-up for all underrepresented applicants. It should be noted, however, that all of our recruitment staff are involved with the recruitment of underrepresented students.

**Focused follow-up with prospective and admitted students:** Examples of outreach to underrepresented students in addition to the communication received by all students include:

- Information on the Multicultural Leadership Scholarship.
- Letter from Dr. Coopwood to parents of admitted students.
- Targeted telephone calls from a student team associated with the Admission Counselors for Diversity Outreach and Recruitment.

**Partnerships with college access programs:** We have developed partnerships (through Memoranda of Understanding) with three college access programs: Kauffman Scholars (Kansas City) and College Bound and Wyman Scholars (both in St. Louis). Through these partnerships, we have agreed to provide scholarships to selected students and also to coordinate mentoring and follow-up with enrolled students. Each of these organizations provides opportunities for its students to learn about MSU, sometimes through sponsored visits to our campus.

We also partner with the St. Louis Internship Program to offer the Creating Executive Opportunities program through which we bring approximately 30 underrepresented students to campus for a week during the summer. Students participate in classes, complete a class project, and learn about being a college student while interacting with a variety of MSU faculty and staff.

**Targeted scholarships:** We added the Multicultural Leadership Award and the Diversity in Education Scholarship for Freshmen for the fall 2013 semester. Recipients were selected through an enhanced Multicultural Leadership Scholarship Interview Day that involved faculty and staff from across campus. The number of interviewed students who were selected for scholarships and enrolled was 92 for fall 2013 compared with 71 for fall 2012. We also implemented the Diversity in Education Scholarship for Transfers and enrolled four new students who received this scholarship for fall 2013. We will continue to refine and enhance our recruitment effort around these scholarships.

Two of our Multicultural Leadership Scholarships, enhanced with a room and board component and a study away voucher, have been designated in honor of Dr. Donald Suggs and Mr. James Buford, well-known
leaders in the St. Louis Community. We presented those awards to the recipients during the annual St. Louis American Salute to Education Banquet.

Additionally, the Graduate College Office and the College of Education implemented graduate scholarships with criteria similar to the McNair Scholarship (low income, first generation, or minority). For the fall 2013 semester, 11 students received these scholarships.

**On campus programs:** The University offers on-campus programs annually to promote a college-going perspective among underrepresented students. The **Youth Empowerment Seminar** brings approximately 250 African American students from the Springfield School District (freshmen through seniors) for tours, workshops, speakers and other opportunities. The **STEP (Student Transition Education Program) Conference** focuses on what students need to do in high school to be successful in college as well as on the college search process. A strong component for parents is provided. The 2013 program, held on September 26, attracted 445 students and 120 parents.

**College-specific initiatives:**

The following are examples of college-specific recruitment initiatives that target students from underrepresented groups:

- The **Darr School of Agriculture** is developing the George Washington Carver Agricultural Academy to engage high school students from diverse backgrounds and low income families, as well as first generation college students, and to show them the opportunities that can arise from a degree in agriculture, using the life work of George Washington Carver as inspiration.
- The Jazz Studies Coordinator from the Department of Music (**College of Arts and Letters**) travelled with 16 students in March to two inner city schools in St. Louis where they did mini-concerts and promoted our programs.
- The **College of Business** launched a Corporate Mentor program for high potential students who are first-time college students or members of underrepresented groups. Up to 12 students will be matched with a successful business person in their field who will meet with them regularly to mentor them and help prepare them to be successful young professionals.
- The **College of Education** has participated in a number of events, including trips to the St. Louis Urban League and Crowder College, to promote the new Diversity in Education Scholarship. They also spearheaded a Memorandum of Understanding with the University of Arkansas-Pine Bluff to facilitate faculty and student exchanges.
- The Department of Social Work (**College of Health and Human Services**) actively recruits in and around Neosho, with a high Hispanic population, and Northeastern Oklahoma A&M, with a large population of Native American students.
- The Department of Defense and Strategic Studies (**College of Humanities and Public Affairs**) used a grant from the Graduate College to advertise in the Historically Black Colleges newspapers in the Virginia and Maryland area to increase the number of underrepresented students in their program.
- The **College of Natural and Applied Sciences** has a Diversity Committee with student representatives. This past summer, they hosted a “Science Day” for visiting College Bound students.