



University of Arkansas Cossatot

Minority Recruitment and Retention

Annual Report, June 2021

Submitted to: Arkansas Department of Higher Education

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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. We are also strongly targeting African American, as this group is a large percentage of the local population. We have been steadily increasing African American enrollment since AY17/18 are hopeful new initiatives will help us continue to increase our number of African American students. We advertise and market through several local publications that target African American and Latino populations. We have also added a Center for Students Success, which focuses on recruitment and retaining of minority and high-risk populations. Our Director of Institutional Research is working closing with Student Services, alongside our Enrolment Management Plan, to monitor all groups of students so we can better determine areas to target. Minority Student Enrollment is as follows:

Percentage of minority students, by minority group, who attended UA Cossatot:

	Asian	African American	American Indian/Alaskan Native	Hispanic/Latino	Hawaiian/Pacific Islander
Fall 17/Spring 18	.55%	11.18%	4.27%	27.09%	.55%
Fall 18/Spring 19	.28%	12.18%	4.24%	27.45%	.60%
Fall 19/Spring 20	.53%	12.48%	3.28%	27.93%	.32%
Fall 20/Spring 21	.64%	13.13%	3.82%	26.75%	.23%

II. MINORITY FACULTY/STAFF RECRUITMENT AND RETENTION

UA Cossatot currently has 21 full-time faculty/staff minorities. 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:

	2019 Reporting		2020 Reporting		2021 Reporting	
American Indian	<ul style="list-style-type: none"> Division Chair of Allied Health Director of Human Resources 	2	<ul style="list-style-type: none"> Division Chair of Allied Health Director of Human Resources ARNEC Information Specialist 	3	<ul style="list-style-type: none"> Division Chair of Allied Health Director of Human Resources ARNEC Information Specialist 	3
Hispanic	<ul style="list-style-type: none"> History Instructor (2) AR Works Career Coaches Financial Aid Specialist 	11	<ul style="list-style-type: none"> History Instructor (2) AR Works Career Coaches Financial Aid Specialist 	11	<ul style="list-style-type: none"> History Instructor AR Works Career Coach Financial Aid Specialist 	9

	<ul style="list-style-type: none"> • Institutional Officer Supervisor • Administrative Specialist I • (2) Academic Advisor • Administrative Specialist III • Marketing Coordinator Project/Program Specialist 		<ul style="list-style-type: none"> • Institutional Officer Supervisor • (2) Administrative Specialist I • (2) Academic Advisor • Administrative Specialist III • Coordinator for Center for Student Success 		<ul style="list-style-type: none"> • Institutional Officer Supervisor • Administrative Specialist I • (2) Academic Advisor • Administrative Specialist III • Coordinator for Center for Student Success 	
Asian	None		None		None	
African American	<ul style="list-style-type: none"> • Institutional Services Assistant • Financial Aid Analyst • Director of Career Pathways • Administrative Specialist III • Truck Driving Instructor • Cashier 	6	<ul style="list-style-type: none"> • Institutional Services Assistant • Financial Aid Analyst • Director of Career Pathways • Administrative Specialist III • Athletic Director/Head Basketball Coach • YouthBuild Pathway Case Manager • Student Accounts Officer 	7	<ul style="list-style-type: none"> • (2) Institutional Services Assistants • Financial Aid Analyst • Director of Career Pathways • Administrative Specialist III • Athletic Director/Head Basketball Coach • YouthBuild Pathway Case Manager • YouthBuild Job Developer/Placement Specialist • Student Accounts Officer 	9
TOTALS		19		21		21

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

- In 2018 we lost the single Asian instructor and lost the single African American instructor during 2019 but have retained the Hispanic instructor. It is very difficult for us to recruit minority faculty in our rural area. During 2020 no new instructors were recruited due to the COVID-19 pandemic and enrollment decreases.

Hispanic	TOTAL:
1	1

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

Hispanic	African American	American Indian	TOTAL:
1	1	1	3

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

Hispanic		0
Asian		0
African American	Institutional Services Assistant YB Job Developer/Placement Specialist	2
		TOTAL: 2

IV. MONITORING

Progress in Target Areas

STUDENTS:

- **Hispanic:** Our target is 25% Hispanic enrollment, which we attained for several consecutive years now. UA Cossatot has been recognized as the first Hispanic Serving Institution in Arkansas.
- **Black:** Our target is 12% African American enrollment. We have attained over 12% for 3 consecutive academic years.
- **Native American:** Our target is 4% Native American enrollment. We reached this number 17/18 and 18/19; however, we have declined under this target beginning 19/20.

STAFF:

- While we added two minority positions we lost two minority positions we did not recruit to rehire for this past year due to the COVID-19 pandemic and a decrease in enrollment. We hope to improve our numbers to better mirror the demographics of our communities. It is difficult for us to recruit minority faculty to our rural area, however, we are improving recruitment of minority staff.

Timeline, Budget Assessment

TIMELINE:

- The timeline in judging success of the above efforts ran from July 1, 2020 through June 30, 2021.

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. The same targets will be the focus as we move forward during our next strategic planning phase.