



UA Cossatot

University of Arkansas Cossatot

Minority Recruitment and Retention

Annual Report, June 2022

Submitted to: Arkansas Department of Higher Education

By: Dr. Ashley Aylett

TABLE OF CONTENTS

I. MINORITY STUDENT RECRUITMENT AND RETENTION

Summary... ..3
Minority Student Enrollment.....3

II. MINORITY FACULTY/STAFF RECRUITMENT AND RETENTION

Current Full-Time/Adjunct, Minority Faculty/Staff

Summary.....3
By Position Title.....3
Number of Current, Full-Time, Minority Faculty.....4
Number of Minority Adjunct Faculty.....4
Number and Position Title of minority hires within past year...4

IV. MONITORING

Progress.....4
Timeline, budgets and assessment Methods.....4

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%
Fall 21/Spring 22					

II. MINORITY FACULTY/STAFF RECRUITMENT AND RETENTION

UA Cossatot currently has 30 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:

	2020 Reporting		2021 Reporting		2022 Reporting	
American Indian	<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	<ul style="list-style-type: none"> • Division Chair of Allied Health • Director of Human Resources • ARNEC Information Specialist • Career Services Coordinator 	4
Hispanic	<ul style="list-style-type: none"> • History Instructor 	11	<ul style="list-style-type: none"> • History Instructor 	9	<ul style="list-style-type: none"> • History Instructor 	13

	<ul style="list-style-type: none"> • (2) AR Works Career Coaches • Financial Aid Specialist • Institutional Officer Supervisor • Administrative Specialist I • (2) Academic Advisor • Administrative Specialist III • Marketing Coordinator Project/Program Specialist 		<ul style="list-style-type: none"> • AR Works Career Coaches • Financial Aid Specialist • Institutional Officer Supervisor • Administrative Specialist I • (2) Academic Advisor • Administrative Specialist III • Coordinator for Center for Student Success 		<ul style="list-style-type: none"> • AR Works Career Coach • (2) Financial Aid Specialist • Institutional Officer Supervisor • (2) Administrative Specialist I • (2) Administrative Specialist III • Coordinator for Center for Student Success • Soft Skills Instructor/Trainer • Institutional Services Assistant • Assistant Registrar 	
Asian	None		None		None	0
African American	<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 Assistant • Financial Aid Analyst • Director of Career Pathways • Administrative Specialist III • Athletic Director/Head Basketball Coach • YouthBuild Pathway Case Manager • Student Accounts Officer 	9	<ul style="list-style-type: none"> • (2) Institutional Services Assistants • Financial Aid Specialist • Director of Career Pathways • Administrative Specialist III • Athletic Director/Head Basketball Coach • YouthBuild Pathway Case Manager • YouthBuild Job Developer/Placement Specialist • (2) Academic Advisor • Professional Studies Faculty • Career Coach-Horatio High School 	13
TOTALS		21		21		30

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. During 2021/2022 an African American Instructor was hired for Professional Studies.
-

Hispanic	
1	

African American	TOTAL:
1	2

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

Hispanic	African American	American Indian	TOTAL:
3	1	0	4

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

Hispanic	Institutional Services Assistant Financial Aid Specialist Administrative Specialist III Soft Skills Instructor/Trainer	4
American Indian	Career Services Coordinator	1
African American	Academic Advisor Professional Studies Faculty Career Coach-Horatio High School YouthBuild Job Developer/Placement Specialist	4
		TOTAL: 9

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:

- We have had a 70% increase in minority faculty and staff during 2021-2022. We will continue to find new and better ways to recruit minority faculty and staff and hope to continue to improve our numbers to better mirror the demographics of our communities.

Timeline, Budget Assessment

TIMELINE:

- The timeline in judging success of the above efforts ran from July 1, 2021 through June 30, 2022.

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.