

HBCU RETENTION AND RECRUITMENT ASSESSMENT

Overview

Historically Black Colleges and Universities play an indispensable role in the education and success of students of color. Their history runs long and proud, and Teresa Farnum & Associates, Inc. (TFA) is pleased to offer a special service, an HBCU Retention and Recruitment Assessment (RRA), that aids institutions in focusing and prioritizing strategies for achievement of institutional enrollment goals—from student recruitment processes through to graduation. A RRA affords a holistic appraisal of enrollment management systems that account for institutions' strengths, areas for improvement, and potential opportunities. Very importantly, clients receive five "top priority" recommendations to increase new student enrollment and another five to improve retention and graduation rates. Recommendations are customized specifically for each client, aiding them in charting their courses, setting realistic goals, and making tangible progress toward objectives.

Benefits

A RRA is a highly effective method for determining how to maximize your institution's competencies and resources to shape the student population that is right for your institution. A wide range of direct and indirect benefits can be achieved through the RRA including:

- Refining your admissions processes, getting students who are a better fit for the institution and are more likely to succeed,
- Strengthening the cohesion of the campus community by engaging in concerted, institution-wide efforts to further student learning,
- Allocating your resources more efficiently by determining which areas to dedicate your attention, funds, and efforts,
- Ensuring the success of recruitment and retention initiatives by enhancing decision-making processes that are data-driven and collaborative, and that stress accountability.

Teresa Farnum & Associates care deeply about retention and access. Their years of experience and vast knowledge of enrollment management yield the results colleges and universities are seeking. They are committed and determined. Bringing them to your campus is well worth the investment.

--Rita Thorpe Lamb, Ph.D.
Dean, Arts and Professions
University of Maryland Eastern Shore

The Process

1. TFA hosts a pre-consultation telephone meeting: Together, we schedule an introductory phone conversation, typically with several identified stakeholders from the institution and two TFA consultants. This meeting serves three goals:
 - To provide TFA with a narrative account of your institution's current status, including its current programs and structure;
 - To determine a list of materials (e.g., retention data, marketing plans, etc.) to send TFA to help us prepare for an effective on-site consultation; and
 - To decide which on-campus meetings will be most effective in understanding the current and desired state of retention/recruitment.
2. Based on this conversation, you develop a tentative itinerary and together we set a date for the consultation.
3. Two consultants conduct two days of meetings with selected faculty, staff, administrators, and students.
4. On the second afternoon, your consultants lead a discussion via a campus-customized PowerPoint presentation that includes five "top priority" recommendations that will have the greatest impact on retention and another five recommendations for improving marketing/recruitment.
5. You receive the slide presentation immediately so that you can begin to make progress toward the recommendations and maintain momentum.
6. Within 10 business days, TFA sends you a written report of the visit, including the process, findings, and the ten recommendations.

Fee




\$9,500, including all travel expenses

Next Step

Schedule a live phone conversation via e-mail (tfarnum@teresafarnum.com) or call 603.487.1138 to start the steps above and begin this campus-changing process.



Possible Consultants

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|--|--|---|
|  <p>Dr. Jeanette Evans TFA Consultant, Recruitment and Retention</p> |  <p>Karen Sanders, Ph. D. TFA Senior Retention Associate</p> |  <p>Teresa Farnum TFA President</p> |
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Sample On-Campus Itinerary

To ensure that you get the most out of our time on campus, we will work together to adapt the following itinerary template to the needs and preferences of your institution.

| Time | Recruitment Consultant | Retention Consultant |
|----------------|---|--|
| Day One | | |
| 8:00 a.m. | Meeting with Contact | |
| 9:00 a.m. | Meeting with President | |
| 9:30 a.m. | Director of Admissions | Vice President for Academic Affairs |
| 10:15 a.m. | | Vice President for Student Affairs |
| 11:00 a.m. | Admissions Staff | Student Life Staff |
| 12:30 p.m. | Lunch with students | |
| 2:00 p.m. | Financial Aid | Deans and Department Chairs |
| 3:00 p.m. | | Advisors |
| 3:45 p.m. | Director of Data Management | Academic Support Staff (Tutoring, career services, advising, etc.) |
| 4:45 p.m. | Contact | |
| Day Two | | |
| 9:00 a.m. | Faculty | |
| 10:30 a.m. | Vice President Marketing/PR | Registrar, Bursar, Financial Aid |
| Noon | Lunch with Retention and Recruitment Committee | |
| 1:00 p.m. | Exit Preparation | |
| 2:30 p.m. | Presentation and discussion of the findings and recommendations | |
| 4:00 p.m. | Debrief with Contact | |

