

Admissions and Student Aid Committee

Minutes: Monday, February 23, 2015

In Attendance: Robin Kear (chair), Lauren Terhorst (secretary), Marc Harding, Steven Levine, Carol Mohamed, Juan Taboas, Anna Mary Williford

Guests: Debbie Rupert (OFA), Marty Levine (University Times)

Chair Robin Kear called the meeting to order.

The committee briefly discussed the potential merger with the Student Affairs senate committee. Robin will ask a member of the SA committee to join us for the March meeting.

Marc Harding and Debbie Rupert presented a framework for student admissions. The focus is on minority student recruitment efforts. Recruitment efforts are national and international. PA public high school demographics are changing, and number of high school graduates is declining; both aspects affect recruitment. The number of SAT test takers has declined from 2012 to 2013, with a 6.4% decrease in African Americans taking SATs.

Diversity recruitment efforts include Create a Day visits, special group visits, college fairs, partnerships, membership in PA black conference in higher education, and publications and marketing. Create a Day is when the student and family come to campus, they stay at the Wyndham, and they sample a class, talk to counselors, and meet with faculty. Students get a personalized visit, and students have provided positive feedback from the experience.

Other recruitment efforts include:

- 12 college fairs were added this year that focus on diversity.
- There are yearly DC/Philly recruit and yield trips for recruitment. Additionally, there are Puerto Rico visits with counselor visits. Minister and counselor breakfasts for recruitment at churches. Guidance counselors are flown into Pitt for visitation, which introduces them to the environment, and they can find students who are a really good fit for Pitt. Also done with Puerto Rican counselors. It takes about 3 years of marketing to make an impact.
- There are 2 programs where families are bussed in on a Sunday, and go through a personalized Create a Day visit on Monday. 610 students participated in this last year, and the word has spread. This year, the number may reach 800. These could be inquiries, admits or deposits. Some students want to see Pitt before they apply.
- Staff members are sent to National Conference on Race and Ethnicity (NCORE) to understand national issues on race and ethnicity.

The content of the meeting was covered by Marty Levine for the March 5, 2015 University Times. "Admissions ramps up minority recruiting" <http://www.utimes.pitt.edu/?p=34575>

The next meeting will be held on Tuesday March 24, 2015 from noon to 1 in 230 Alumni Hall.