Enrollment Management – Inclusive Excellence

The following narrative provides a summary of select Enrollment Management efforts as they relate to ongoing diversity and inclusion efforts at Loyola Marymount University (LMU). These efforts are organized into three categories: Racial/Ethnic Diversity Indicators, Enrollment Management Division Initiatives, and Strategic Partnerships.

Racial/Ethnic Diversity Indicators
As part of a strategic emphasis on outreach to historically underrepresented populations, Enrollment Management has devoted additional resources to increase the number and proportion of racial/ethnic minority students enrolled at LMU.

African American Student Population
Both the number and relative proportion of African American students at LMU have followed a steady growth path over the past several years. Since 2013, overall African American undergraduate enrollment has grown 24 percent (343 to 426 students). The number of enrolled African American students currently represents 6.8 percent of the undergraduate population (compared to 5.6 percent in 2013). Notably, the number of incoming African American freshman and transfer students in fall 2017 constituted an 18 percent increase from fall 2016.

Latin/o Student Population
Latina/o students currently represent 21 percent of the undergraduate population at LMU; the number of Latina/o students increased by 5 percent (1239 to 1303) in fall 2017. Furthermore, 25 percent of the fall 2017 incoming transfer student population identifies as Latina/o.

Enrollment Management Division Initiatives
Enrollment Management has leveraged initiatives related to the use of resources, communication efforts, and staff development to provide enhanced service for underrepresented students.

Increased Number of AAAA and LAA Scholarships
Enrollment Management continues to work with the African American Alumni Association (AAAA) and the Latino Alumni Association (LAA) to engage with alumni in the recruitment effort, and maximize the impact of scholarship funds from these key partners. Enrollment Management provides 2:1 matching funds for AAAA and LAA scholarships and funds 100% of scholarship spending that exceeds planned amounts to encourage early and proactive identification of recipients. In 2017-18 the university has a total of 92 LAA Scholars and 85 AAAA Scholars, with total funding (from the Alumni Associations and the University together) of $1 million.

Enrollment Management looks forward to collaborating with partners in AAAA, LAA,
and University Relations to expand the number of AAAA and LAA Scholarships and to identify these Scholars early in the recruitment process.

*Endowed/donated Spending Devoted to African American and Latina/o Students*

In addition to increased collaboration and funding for the AAAA and LAA Scholarships, in the 2017-18 academic year Enrollment Management sought to increase funding support for underrepresented students from other donated and endowed sources. In particular, a generous endowment from the Weingart Foundation provided funding of more than $200,000 that was awarded principally to underrepresented incoming first year and transfer students; in 2018-19 this funding will double to more than $400,000 and will again be used principally to assist low-income and underrepresented students with funding their LMU education.

*Career Coach for Undocumented Students*

Career and Professional Development (CPD) has designated Elena Muslar, Assistant Director, as the primary liaison to undocumented students. Students can schedule appointments with her via Handshake to discuss their career development needs. CPD also created a dedicated page on their website for undocumented students, which includes resources for internship, job search, applying to graduate school, and strategies for securing freelance work.

http://careers.lmu.edu/jobs/jobsinternshipsbyinterestarea/diversityandinclusion/

*Racial/Ethnic Diversity Among Enrollment Management Staff*

Enrollment Management has significantly increased the diversity of its staff, hiring 22 more Black and/or Latina/o staff in the offices of the Registrar, Undergraduate Admission, Career and Professional Development, and Financial Aid since 2016.

Of additional note, Enrollment Management currently employs eleven multilingual (Spanish-speaking) staff members; among these eleven staff, four are part of the Admission counseling staff, two are Financial Aid Counselors, and two are employed in Career and Professional Development. Inasmuch, EM regularly delivers counseling services and informational content in Spanish at events such as Open House, Preview Day, Latino Scholars Day, and Latino Overnight, as well as outreach events through local high schools and community organizations in Spanish (e.g. a Spanish FAFSA workshop at Loyola High School in Fall 2017).

*Implicit Bias Mitigation Training*

As part of an effort to provide professional development opportunities and training to staff, the Enrollment Management leadership team arranged for the Kirwan Institute for the Study of Race and Ethnicity to conduct implicit bias mitigation training in 2017 for the entire division. This training was delivered to over 80 staff who comprise the offices of Undergraduate Admission, Financial Aid, International Admission, Career and Professional Development, University Registrar, and Transfer Enrollment Services.

*Disaggregated Post-Graduate Outcome Data*
Career and Professional Development collaborated with Enrollment Research to disaggregate post-graduate outcome data. Ninety-eight percent of Black graduates and 96 percent of Latina/o graduates from the Class of 2017 were employed or in graduate school within six months of graduation.

_Inclusive Language and Website Content_
Career and Professional Development modified its professional attire page to remove gendered pronouns. LGBT students seeking guidance on how to dress appropriately for interviews can see examples of dress regardless of gender.

_Strategic Use of Institutional Grant Resources_
Enrollment Management continues to make strategic use of institutional grant resources to increase success for students from underrepresented backgrounds. For example, we have developed enhanced outreach efforts for prospective Latina/o and African American students that address obstacles and barriers to applying to and matriculating at LMU. “Opportunity Awards,” such as the Book/Computer Stipend Award, effectively earmark aid money to approximately 20 students for this particular use so as to maximize the impact of this aid. Enrollment Management also offers a computer program whereby selected incoming freshmen students are provided a laptop computer in order to offset some of the indirect costs associated with attending college.

Enrollment Management has also debuted the High Impact Practices grant program, which furnishes $5,000 per student to help defray the costs associated with important curricular and co-curricular experiences. Students can "bank" these grant funds over their academic career to be used for needs that are critical to academic success and professional development, but not included in the typical items associated with the University's cost of attendance (e.g., formal clothing for an interview, travel expenses for an academic or professional conference). In addition to this, Enrollment Management also stewarded increased funding to support The Learning Community (TLC), which is committed to first-year African-American student success by cultivating leaders, instilling community consciousness and promoting academic and co-curricular success at LMU.

_Strategic Partnerships_
Enrollment Management has placed an emphasis on maintaining existing strategic partnerships, as well cultivating new ones that help foster student access and success among a diverse set of students. The following partnerships constitute a selection of our most recent partnerships.

_Raise.me_
2017 marks the fourth year of a collaboration between Enrollment Management and Raise.me, a nonprofit organization that connects first-generation and low-income students with colleges and universities; through the Raise.me online platform, students can earn "microscholarships" for academic and co-curricular achievements (e.g. maintaining a 3.0 GPA), which accumulate over the course of 9th through 12th grade
and are then awarded to the student by participating colleges and universities upon admission. LMU’s partnership with Raise.me offers an innovative new path to the identification and recruitment of underrepresented prospective students; the number of students nationwide “following” LMU through Raise.me has grown to over 10,000, and we have been in regular communication with this population. In the coming year, LMU is transitioning this program to also serve the incoming transfer student population in order to further increase access among underrepresented students within this population.

**Pathway Program**

The LMU Pathway Program targets talented students who need additional academic preparation. This year, the LMU Pathway Program has offered fourteen students as part of its second cohort the opportunity to enroll at either Santa Monica College or East Los Angeles College, where they are directed to complete LMU-approved courses based on their majors. While enrolled at our partner community colleges, these students receive LMU OneCards and access to the LMU Library, Academic Resource Center, and other resources to experience LMU campus life. At the conclusion of this year, if Pathway students meet minimum GPA requirements, they will be admitted as full-time, degree-seeking students at LMU, on track to graduate with the same class as their original application to LMU. EM plans to expand this program to El Camino College next year, with an enrollment goal of 15 students per location.

**Transfer Guaranteed Admission Agreements**

Enrollment Management has also developed a Guaranteed Transfer Admission Agreement with a number of community college partner institutions. Most recently on November 1, President Snyder gathered with the Chancellor, President of the Board of Trustees, and college presidents from the Los Angeles Community College District (LACCD) in an official signing ceremony hosted at Los Angeles Harbor College. The ceremony capped off a year- long effort to solidify LMU’s collaboration with LACCD to enhance the existing transfer pipeline and increase the number of qualified transfer applicants from the district. With the addition of LACCD (9 institutions – the largest community college district in California) to our six previously existing Transfer Admission Agreement partnerships, LMU continues to strengthen ties with partner institutions and serve as a leader in transfer enrollment in both the region and the state.

The Guarantee Program provides access and a clear pathway to an LMU education by outlining a set of standards by which students gain automatic admission if completed. What is unique about this program is that it rewards student behavior and is not just a list of required courses. This behavior includes taking a full course load (12+ units) every semester, and consistently earning the required GPA in consecutive terms. By rewarding students that demonstrate successful behavior, Transfer Enrollment Services ensures that students are ready to meet the demands of an LMU education. In the near future, EM plans to increase the number of Guarantee Programs across California and in competitive transfer markets out of state.
Community Outreach

Enrollment Management has successfully engaged prospective students from underrepresented backgrounds via a suite of community-facing initiatives that focus on building strong pipelines to LMU. Now embarking on its third year, Summer Programs brings a diverse set of talented middle and high school age students to LMU's campus to participate in academic programs and social activities in order to cultivate academic and personal development among participants and strengthen the interest of prospective LMU students earlier in the pipeline. In fall 2017, 17 students who attended the 2016 pre-college program matriculated as full-time freshmen; currently, 58 of 91 current high school seniors from the 2016 and 2017 summer cohorts have applied to LMU for fall 2018 enrollment.

Moreover, Pre-College Summer Programs has forged partnerships with Girls Who Code and Wishbone to provide greater access for students from underrepresented backgrounds. In 2017, LMU partnered with Wishbone, a community based organization whose mission is to “fund the next generation of dreamers,” to identify and fully fund two high-achieving, low-income students to attend LMU’s pre-college session in Environmental Science. Since 2016, EM has offered $88,000 in pre-college scholarships to 29 summer scholars; among these recipients, 62 percent were Latina/o, 28 percent were African American, and 38 percent identified as first-generation college students. Pre-College Summer Programs has also partnered with Girls Who Code, a nationally recognized community-based organization, to launch two new summer programs that will help middle and high school aged women, many from underrepresented backgrounds, gain experience in computer coding and connect with same-gender peers with similar interests.

Additionally, Enrollment Management has placed strategic focus on access via recruitment. Undergraduate Admission’s Local Outreach Counselor has continued our efforts in reaching out to primarily Latina/o and first-generation students in the Los Angeles area. This fall, we visited 41 inner city Los Angeles schools, establishing relationships with 9 schools LMU has not been able to visit before. We also increased our presence at local college fairs, focusing on fairs aimed at making college an accessible reality for students of underrepresented communities. Enrollment Management also hosted the Hispanic Scholarship Fund Conference on the LMU campus in December, offering college access and admission related workshops to middle and high school students and their parents, many in both English and Spanish. Supporting organizations include the American Indian College Fund, Congressional Hispanic Caucus Institute, Inc., College Board, Jack and Jill Foundation, and the Jack Kent Cooke Foundation. Parent workshops will be hosted in both English and Spanish.