

# HU-COP ADMISSIONS & RECRUITMENT STRATEGIC PLAN

## SUCCESS UPDATES 2020-2021

PRIORITY	PRIORITY	PRIORITY	PRIORITY	PRIORITY
To apply holistic recruiting processes to ensure recruitment of competitive under-represented minorities (URM) students as part of developing a sustainable <b>national pipeline</b> for the college	To apply holistic recruiting practices to ensure a diverse sustainable <b>local pipeline</b> focused on undergraduate institutions in <b>Washington DC</b>	To develop a cohesive branding and imaging campaign to re-invigorate recruitment for the college	To create a systematic process of relationship building with our HU undergraduate program, alumni, preceptors, and other external stakeholders that is focused on enhancing recruitment	To develop processes and an assessment plan for our holistic recruitment and admissions approaches that will achieve the college's mission and objectives
<b>Responsible Unit/s</b> Pipeline Programs (COE & NWDP) & Faculty Champions  Lead: Dr. Maneno	<b>Responsible Unit/s</b> Office of Student Affairs  Lead: Marlon Prince	<b>Responsible Unit/s</b> Office of Student Affairs	<b>Responsible Unit/s</b> Office of Student Affairs  Lead: Dr. Oluwaranti Akiyode	<b>Responsible Unit/s</b> Admissions Committee Office of Assessment  Lead: Dr. Maneno
<b>PROGRESS ON METRICS</b> <ul style="list-style-type: none"> <li>- # of all underrepresented minority groups of students (for example African American males, Hispanic, Native American) from the pipeline applying to undergraduate program on a pre-health track                             <ul style="list-style-type: none"> <li>❖ 5 students from our pipeline program have applied to Howard University Undergraduate programs on a pre-health track since 2018</li> </ul> </li> <li>- # of all underrepresented minority students applying to HUCOP*                             <ul style="list-style-type: none"> <li>❖ The % of URM applicants students increased from 2017-2018 to 2020 cycle 2017-2018 (65%), 2018-2019 (65%), 2019-2020(71%)</li> </ul> </li> <li>- # of partnership institution students and pipeline students engaged on virtual resource center                             <ul style="list-style-type: none"> <li>❖ 100% of undergraduate pipeline students currently added on the virtual resource center for recruitment targeting</li> </ul> </li> <li>- # of all underrepresented minority students recruited in HUCOP                             <ul style="list-style-type: none"> <li>❖ Increased from 17/18 to 19/20 2017/18 =70/85=82.4%; 2018/19 =33/36=91.6%; 2019/20 =70/79=88.6%</li> </ul> </li> <li>- # of scholarships for all underrepresented minority students sought by the college                             <ul style="list-style-type: none"> <li>❖ 2 CVS Diversity Scholarship opportunities applied since 2017</li> </ul> </li> </ul>	<b>PROGRESS ON METRICS</b> <ul style="list-style-type: none"> <li># of undergraduate institutions in DC institutions visited per cycle                             <ul style="list-style-type: none"> <li>❖ George Washington, Georgetown, Trinity, UDC (4/cycle)</li> </ul> </li> <li>❖ # of other key diversity groups                             <ul style="list-style-type: none"> <li>❖ Trinity (Women), 1/cycle</li> </ul> </li> <li>❖ # of times visited each undergraduate institution in DC institutions per cycle                             <ul style="list-style-type: none"> <li>❖ UDC (2 times/semester), Trinity (once/year), Georgetown (once/year), George Washington (once/year)</li> </ul> </li> <li># of students applying from DC institutions we recruit from                             <ul style="list-style-type: none"> <li>❖ #11 for Class of 2024</li> </ul> </li> <li># of admissions/recruitment related partnerships† developed with undergraduate institutions in Washington DC                             <ul style="list-style-type: none"> <li>❖ Informal partnership with UDC</li> </ul> </li> <li># of competitive HU students applying to the program                             <ul style="list-style-type: none"> <li>❖ #5 for Class of 2024</li> </ul> </li> <li># of pre-health/pre-pharmacy clubs visited in undergraduate institutions in DC region                             <ul style="list-style-type: none"> <li>❖ #10 (UDC, George Washington, Georgetown, UMBC, UMCP, George Mason, Montgomery College, NOVA, Anne Arundel Community</li> </ul> </li> </ul>	<b>PROGRESS ON METRICS†</b> <ul style="list-style-type: none"> <li># of new materials created                             <ul style="list-style-type: none"> <li>❖ #4 (brochures)</li> </ul> </li> <li># of new videos created                             <ul style="list-style-type: none"> <li>❖ #2, Dean's welcome, Virtual reality introduction to the College</li> </ul> </li> <li># of new branding slides created for separate groups to help us with recruitment (faculty, staff, students separate)                             <ul style="list-style-type: none"> <li>❖ #3</li> </ul> </li> <li># of recruitment scripts developed for recruiting staff                             <ul style="list-style-type: none"> <li>❖ #1</li> </ul> </li> <li># of other marketing materials such as banners, e-marketing tools                             <ul style="list-style-type: none"> <li>❖ &gt;10 (pull-up posters, 2 trifold table stands, 4 table cloths, water bottle with HU logo, stress pills, etc)</li> </ul> </li> </ul>	<b>PROGRESS ON METRICS</b> <ul style="list-style-type: none"> <li>❖ # number of alumni engaged in recruitment efforts                             <ul style="list-style-type: none"> <li>❖ &gt;20</li> </ul> </li> <li>❖ # external stakeholders participating in recruitment efforts</li> <li>❖ # of students applying for our Howard University 0-6 pharmacy program upon its re-establishment</li> <li>❖ # of visits to feeder schools or partnership schools once year                             <ul style="list-style-type: none"> <li>❖ # 4 (Cheyney University, NCCU, Virginia State, Bennett College)</li> </ul> </li> <li>❖ # networking event held locally at HUCOP                             <ul style="list-style-type: none"> <li>❖ #1 annually (open house), now hold monthly chat starting October 2020</li> </ul> </li> <li>❖ # networking event attended by invitation at feeder and other local schools                             <ul style="list-style-type: none"> <li>❖ #&gt;50 per cycle</li> </ul> </li> <li>❖ # of renewed affiliation agreements                             <ul style="list-style-type: none"> <li>❖ Cheyney University partnership restored</li> </ul> </li> </ul>	<b>PROGRES ON METRICS</b> <ul style="list-style-type: none"> <li>- % students recruited that meet our mission values and core attributes for example leadership, communication skills, critical thinking, life-long learners, high research interest</li> <li>- % students satisfied with our overall interview experiences                             <ul style="list-style-type: none"> <li>❖ &gt;90% of students said our interview experience either met or exceeded expectations in 2017</li> </ul> </li> <li>- # of students that possess leadership via co-curricular activities</li> <li>- Correlations between admissions criteria and progression and retention                             <ul style="list-style-type: none"> <li>❖ Admissions characteristics and PCOA study completed 2018-2019</li> <li>❖ Admissions characteristics and remediation study 2018-2019</li> <li>❖ Admissions characteristics and NAPLEX study completed 2018-2019</li> <li>❖ Admissions characteristics, PBP</li> </ul> </li> </ul>

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<p>– Increase number of all underrepresented minority students in pre-pharmacy clubs internally and in surrounding schools</p> <ul style="list-style-type: none"> <li>❖ Increased from 0 to 1. COE has established the first pharmacy interest group with Bladensburg High School. The group comprises students on a path to a pharmacy technician licensure and who are interested in careers in pharmacy</li> </ul>	<p>College, Community College of Baltimore)</p> <p># of pre-health/pre-pharmacy clubs initiated in DC region</p> <p># of sponsors/champions in pre-health clubs (minimum 1 per club)</p>			<p>performance and 1<sup>st</sup> semester GPA study completed</p> <ul style="list-style-type: none"> <li>– % of students retained</li> <li>– % of students graduated on time</li> </ul>
<p><b><u>ADDITIONAL ACCOMPLISHMENTS</u></b></p> <ul style="list-style-type: none"> <li>❖ 80 undergraduate students exposed to pharmacy with 34.5%-50% developed to have an interest after our programs</li> <li>❖ 3 new partnerships added with Flowers High School, Roosevelt High School. Now recruitment partnerships now increased from 21 to 24</li> <li>❖ 2 special exposure events added per year from 2018 with Roosevelt High School students</li> <li>❖ 5 Flowers High School students supported in research activities in pharmacy/STEM</li> <li>❖ 5 additional undergraduate recruitment connections facilitated specifically with Trinity University (2018) and Morgan State University (2019) and College of Southern Maryland (2020), Bowie State STEM program (2020)</li> <li>❖ Increase of undergraduate recruitment event participation to 6 per admission cycle from 4 per admission cycle</li> <li>❖ Increase of pipeline staff are membership in the PGCPS Board/ Academy of Health Professions Programs Advisory Committee from 0 to 3 personnel</li> <li>❖ 3 students enrolled in Pipeline Programs have been recruited into the program from 2018 from the pipeline programs</li> </ul>				