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## "COLLEGE OF BEHAVIORAL AND SOCIAL SCIENCES' RECRUITMENT STRATEGY: A NEW PARADIGM - A MOVE FROM RECRUITMENT TO SELECTION"

Robin A. Veidman B.S.

*Graduate Assistant, College of Behavioral & Social Sciences, University of Maryland*

Robert E. Steele Ph.D.

*Associate Dean, College of Behavioral & Social Sciences, University of Maryland*

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## **"COLLEGE OF BEHAVIORAL AND SOCIAL SCIENCES' RECRUITMENT STRATEGY: A NEW PARADIGM - A MOVE FROM RECRUITMENT TO SELECTION"**

### **Robin A. Veidman, B.S.**

Graduate Assistant  
College of Behavioral & Social Sciences  
University of Maryland

### **Robert E. Steele, Ph.D.**

Associate Dean  
College of Behavioral & Social Sciences  
University of Maryland

**"Through collaborative efforts between undergraduate Partner institutions and the University of Maryland in programs such as the Summer Research Initiative, we have seen positive recruitment outcomes."**

Recruitment strategies in the College can be viewed as a three-tiered paradigm consisting of: (1) Paradigm I, in which the campus is involved in student focused activities of recruitment; (2) Paradigm II, in which recruitment activities are institution focused; and (3) Paradigm III, in which recruitment resources are shared through collaborations between undergraduate and graduate institutions. In recent years, the College has moved its principle efforts from Paradigms I and II to Paradigm III. The College of Behavioral and Social Sciences' Partners Program and Summer Research Initiative Program have emerged as the heart of this effort.

The Partners Program has been evolving since the fall of 1998. In this Program, selected undergraduate institutions that have a good reputation for producing highly talented and underrepresented students are approached to explore the possibility of establishing mutually beneficial relationships, or partnerships, with the College of Behavioral and Social Sciences. These partnerships are developed to open discussion and facilitate mechanisms to share information and resources between institutions, with the ultimate shared goal being to increase the number of underrepresented persons entering academic and/or research careers. The basic premise of these partnerships is to collaboratively develop opportunities for undergraduate students from these Partner institutions to be placed in top graduate programs and internships while allowing the University of Maryland to recruit top-quality students for its graduate programs.

The Partner's Program has evolved through several stages. The first stage in establishing these partnerships was focused on developing contacts with selected institutions, initiated through personal contacts and other personal networking. The next stage focused on establishing a means to open discussion between the University of Maryland and its Partner schools. The Annual College of Behavioral and Social Science's Partner's Visit was introduced to meet this need. In this event, key personnel from the Partner institutions are invited to the University of Maryland's campus to

participate in individualized meetings between the Partner and the parallel Maryland Department. These meetings allow for discussions to meet the needs of each individual's institution and specific department. This annual event further allows for collaborative efforts in developing and initiating new events and programs, such as the Summer Research Initiative, to meet the goals of each partnership.

The Summer Research Initiative was developed with two aims: (1) To increase the number of talented underrepresented students entering doctoral programs and, subsequently, entering academic and professional careers and (2) To increase recruitment of these students by providing them access to the University of Maryland and to the opportunity to learn about our graduate programs while participating in the summer program. Simultaneously, our faculty are provided the first-hand opportunity to assess a student's potential for graduate study at the University of Maryland. Recruitment of students for this program has focused on our Partner institutions with whom we have developed "partner relationships," allowing us direct access to highly qualified students intending to pursue graduate study.

The Summer Research Initiative was successfully piloted in the summer of 1999. The pilot program supported the participation of nine undergraduate students (representing Fisk University, Hampton University, Morgan State University and UMCP) for four weeks in mentor guided research projects. In addition to their research activities, these students attended a biweekly lecture series, participated in various networking luncheons with faculty and graduate students and attended several off-site visits to local research facilities. Students were hosted by four participating college departments including Criminology and Criminal Justice, Geography and Sociology. Due to the success of the pilot, the program was expanded to include support for 15 participants, the duration was increased from four weeks to six weeks and the number of hosting departments was increased from three to seven.

We have enjoyed a strong response to the 2000 Summer Research Initiative, receiving more than 55 applications for 15 positions. Collectively, these students represented 25 different colleges and universities around the nation and held an average 3.20 GPA. The final cohort of students selected to participate hold an average GPA of 3.49 (3.20 to 3.87) and are comprised of two males, thirteen females, thirteen African Americans and two Bi-Racial Americans. These students represent Hampton University, Florida State University, University of Maryland, Miami University of Ohio, North Carolina Central University, Smith College, Spelman College, UC Berkeley and Virginia Commonwealth University.

Through collaborative efforts between undergraduate Partner institutions and the University of Maryland in programs such as the Summer Research Initiative, we have seen positive recruitment outcomes. Last year, eight students from Partner institutions were accepted into our graduate programs. Seven students from Partner institutions participated in the summer program and seven more will participate this year. In addition, several applicants to the summer program this year were directly referred to Graduate Directors of departments within our college and of departments in other colleges on

campus.

**Presenters:**

**Robin A. Veldman, B.S.:** Ms. Veldman received her B.S. in Biology from Indiana University. Before returning to graduate study, she worked as a Research Assistant at the Cancer Cytogenetics Laboratory at the Indiana University Medical Center and as a Research Associate at the National Human Genome Research Institute of the National Institutes of Health. She is currently in her second year in the Department of Hearing & Speech Sciences at the University of Maryland, earning her Master's degree in speech-language pathology. Ms. Veldman is also employed as a Graduate Assistant, working with Dr. Robert E. Steele, in the College of Behavioral & Social Sciences.

**Robert E. Steele, Ph.D.:** Dr. Steele received his B.A. from Morehouse College, a Master's degree in divinity from the Episcopal Divinity School, a Master's degree in public health from Yale School of Medicine and his Ph.D. in psychology from Yale University in 1975. Dr. Steele joined the Department of Psychology at the University of Maryland in 1975. He was recently promoted to Associate Dean in the College of Behavioral and Social Sciences at Maryland, and will continue to be a member of the Psychology faculty as an Associate Professor. While teaching in the Department of Psychology, Dr. Steele also served as chair of the Minority Affairs Committee and during his tenure a large number of outstanding minority students joined the department and earned doctoral degrees. Honors which Dr. Steele have received include a Rockefeller Fellowship, a University Fellowship at Yale, Sigma Xi and appointment to the President's Commission on Mental Health's Task Force on Religious Support Systems. He is a member of the American Psychological Association, the Eastern Psychological Association, the Society for the Scientific Study of Religion, the Religious Research Association, and the National Association of Black Psychologists.