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November 2003

Preparing for the Next Generation, Building a Recruitment Program for Students of Color

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Hopkins, Kent, "Preparing for the Next Generation, Building a Recruitment Program for Students of Color" (2003). *Eighth Annual National Conference, POCPWI (2003)*. 33.

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Preparing for the Next Generation, Building a Recruitment Program for Students of Color

Abstract

As the college bound population becomes more diverse, colleges and universities are faced with the task of recruiting these students. A recruitment plan must include strategies that will help students make wise decisions in determining what institution is the right choice for them.

Kent Hopkins
Associate Vice President, Noel-Levitz, Littleton, CO

As the college bound population becomes more diverse, colleges and universities are faced with the task of recruiting these students. A recruitment plan must include strategies that will help students make wise decisions in determining what institution is the right choice for them.

As demographics change, approaches that focus solely on the basis of ethnicity have become obsolete. Student populations are more diverse and recruitment plans that place a major emphasis on ethnicity may be appropriate for some institutions, but may not be for others. Developing a recruitment plan without understanding cultural diversity is vital to the success of any plan.

Recruitment plans must have the savvy of appealing to different market populations, and have a special emphasis on cultural specifics, at the same time your recruitment plan must not come across as exclusionary. It could be detrimental to assume that all students of color feel comfortable being "classified" as a minority and still others will want to know specifically how being a student of color will impact their academic endeavor.

Similar to other special population recruitment efforts, institutions can increase the student of color population through an inclusive process that involves the dissemination of specific information, personalization, and indication of support networks for academic success. This program will present an undergraduate recruitment plan to help increase your student of color population.

Presenter

Kent Hopkins consults directly with campuses on enrollment strategy and the use of new technologies for enrollment and net revenue management. His areas of expertise include the many aspects associated with strategic enrollment planning.

Mr. Hopkins brings 19 years of experience in admissions, recruitment, and enrollment management. As dean of enrollment management for the University of Toledo (OH) from 1997-1999, he doubled the number of high-ability students while increasing enrollments of students of color, transfer students, adult students, and freshman class sizes overall, along with the university's retention rate. Previously at Toledo, he served as director of admissions and, in an earlier tenure, as associate director of admissions. He also served as director of undergraduate admission at Saint Louis University (MO) where freshman enrollment and ethnic diversity increased 17 percent during his time there.

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His previous and current clients include the University of Nebraska Lincoln, West Virginia University, Auburn University (AL), Utah State University, University of Northern Iowa, University of Texas at Arlington, Bethany College (WV), Asbury College (KY), University of Wyoming, and universities in the University of Louisiana system. Mr. Hopkins has also presented numerous seminars at national and regional professional development conferences. Mr. Hopkins holds an M.S. in higher education administration from Iowa State University.

