**low black non-athlete Male enrollment at xyz university**

**To: Dean of Admissions**

**From: Xxxxx Xxxxxs, Policy Analyst**

**Date: xxxxxxx, 23, 2023**

**Concern/Problem:** There are too few Black non-athlete male students enrolling in XYZ University, which is impacting campus diversity within the male population.

**Appendix A**

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| **Project the Outcomes Matrix** | | | |
| **Topic: There are too few Black non-athlete male students enrolling in XYZ University, which is impacting diversity within the male population.** | | | |
|  | **Maximize Cultural Awareness** | **Minimize Cost to University** | **Maximize Black Student Graduation Rate** |
| **Black Student Enrollment Satisfaction**  **Alternative’s Overall Value:** [Type your text here.] | **Data Collection:**   * Number of Black students dissatisfied with the racial climate on campus. * Number of reported incidences of racism or profiling on campus. * Number of discrimination reports addressed by the school administration.   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] | **Data Collection:**   * First-year freshman surveys * Faculty member surveys * Faculty members needed to increase representation on campus.   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] | **Data Collection:**   * Cohort graduation rate for Black students * Black male student retention rate * Black students’ yearly academic progress   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] |
| **Increased Social Integration on Campus**  **Alternative’s Overall Value:** [Type your text here.] | **Data Collection:**   * Collaborate with Historically Black Colleges (HBCUs) to establish culturally diverse activities on campus. * Number of socially integrated activities * Add culturally relevant opportunities.   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] | **Data Collection:**   * Number of Black leadership opportunities in organizations on campus * Number of Non-Black leadership opportunities offered on campus. * Number of Black non-athlete male participation   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] | **Data Collection:**   * Number of students reporting social isolation * Number of students not feeling a sense of belonging on campus * Impact of social stressors on Black student’s graduation rate   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] |
| **Enhanced Faculty Support**  **Alternative’s Overall Value:** [Type your text here.] | **Data Collection:**   * Culturally relevant student interaction * Academic support * Campus security staff diversity   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] | **Data Collection:**   * Number of faculty members with diverse backgrounds * Number of faculty members without diverse backgrounds * Add diversity training   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] | **Data Collection:**   * Racial stressors requiring mental and emotional support * Accessible counseling programs * Dropouts related to negative racial climates   **Projected Outcome:** [Type your text here.]  **Cost Analysis:** [Type your text here.] |

**Black Student Enrollment Satisfaction:**Student satisfaction is a significant factor in determining current and future enrollment. XYZ University should administer first-year freshman surveys to determine student satisfaction with academic, social, and cultural experiences on campus. Many universities administer similar surveys to enhance or adjust current policies based on student feedback. The survey should assess the university's areas of weaknesses as well as strengths. Student satisfaction surveys are one of the most beneficial tools to effectively pinpoint low satisfaction areas viewed as most important to students (Kanwar & Sanjeeva, 2022). Similarly, administering faculty surveys would provide more insight into individual instructional practices and perceptions. Faculty member surveys can be completed annually or at intervals. A good example is the Higher Education Research Institute (HERI) Faculty survey. A platform used by higher education institutions and is administered every three years (Higher Education Research Institute, n.d.). The results of the student and faculty surveys could equip XYZ University with vital information to increase Black student enrollment.

**Increased Social Integration on Campus:**College campuses with little diversity have higher incidences of racial hostilities. The lack of diversity causes social isolation, ultimately affecting student satisfaction and success. The adverse racial climates on college campuses today have created a need for change in higher education. Many colleges have been pushed to foster more inclusivity to provide a fair and welcoming environment for all students (Campbell-Whatley et al., 2021). XYZ University should consider partnering with local Historically Black Universities (HBCUs) to provide better experiences for Black students on predominately White campuses. PWIs that partner with HBCUs have seen more positive racial climates, increased Black students' graduation rates, and increased diversity enrollment (Allen & Esters, 2018). The intentional partnership between PWIs and HBCUs could focus on incorporating programs and organizations that create more opportunities for Black students. Creating a sense of belonging and connectedness for Black students would inevitably lead to a more diverse population on campus.

**Enhanced Faculty Support:**According to Shearman et al. (2022), students must receive equitable treatment in and outside of the classroom. The relationship between students and their instructors ultimately shapes students' perception of their college experience. If faculty members operate in a space of preconceived judgment and stereotypes, students may not feel valued and lack a sense of belonging on campus. Black male students are often the victims of unfair stereotypes causing unsuccessful academic outcomes in their classes. XYZ University can prevent this issue and ensure that all students feel worthy and accepted by requiring mandatory diversity training and providing additional support in the form of counselors and advisors trained to provide emotional support for students experiencing mental stressors due to racial hostility. Students' success is an integral part of the professor's scope of work, and that is why enhanced faculty support is essential for the increased enrollment of Black non-athlete male students at XYZ University.

**Maximize Cultural Awareness:**Maximizing cultural awareness would be an effective strategy in making XYZ University more appealing to non-athlete Black male students. The decrease in Black student enrollment over the last few years, coupled with a hostile racial climate, indicates improvements are needed, but one of the first steps is to assess several factors thoroughly. The student perception of the racial climate on campus, the reported incidents of racism, and the response by the school administration to the reported incidents should be reviewed. Once the results are evaluated, XYZ University could use the data to incorporate the necessary policies and activities to ensure that faculty members and students are culturally aware and welcoming to non-majority students. The expansion of awareness affects student success rates and social interaction, allowing students to learn more about their peers. Multicultural awareness programs have proven to be effective on college campuses, professional organizations, and corporations for many years.

**Minimize Cost to University:**Keeping in mind that the university may incur expenses while implementing the suggested alternatives, the cost for XYZ would be minimal. There are several platforms used to survey students and faculty. Some platforms or programs are offered at no cost. The surveys administered could be conducted by a third party to increase the validity of the results, or the university could choose to administer the surveys with available resources. Nominating or selecting a survey committee could also alleviate additional fees. The university could add more faculty to reduce the underrepresentation of Black faculty on campus, promoting a sense of more positive identity for Black students. The suggestion to hire more faculty to create a more diverse faculty would require some funding. However, the cost would be inconsequential if the university had money budgeted to hire more staff members. There are various options for implementing the strategies mentioned to increase enrollment of Black non-athlete male students.

**Maximize Black Student Graduation Rate:**Nationally, Black students who attend predominately White universities have a lower graduation rate than non-Black students. Several reasons have been cited as the cause for this phenomenon, but the most prevalent reason mentioned in most studies is racial tension. Black male students being stereotyped as low achievers is an example of microaggressions many Black students encounter on some predominately White campuses. Students who do not feel connected to their college are less successful than those with a connection. Underrepresentation also contributes to the disconnection felt by Black students enrolled at PWIs. XYZ University must know about cohort graduation rates for Black students, dropout and retention rates for Black students, and the impact that race-related stressors had on those who did not graduate or those who decided to transfer to another institution. The evaluation of the data mentioned could assist in improving diversity on campus and make XYZ University more appealing to Black non-athlete male students.