



**Annual Report on Five-Year Minority Recruitment and Retention Plan
June 2011**

Minority Student Recruitment and Retention

Recruitment

In the 2010 fall semester, North Arkansas College (Northark) registered 227 minority students. This number represents 9.4% of the total student enrollment.

	Minority Students Enrolled	Percentage of Minority Enrollment
2004-05	96	4%
2005-06	113	5%
2006-07	83	5%
2007-08	103	5%
2008-09	103	5%
2009-10	213	8.8%
2010-11	227	9.4%

Although the increase in minority enrollment in 2009 and 2010 can be attributed partly to new ethnicity categories implemented for state and federal reporting, enrollment at the Northark Technical Center contributed to an increase in non-degree-seeking minority students, and enrollment at the Carroll County Center (CCC) and the technical programs at Northark's North Campus contributed to an increase in degree-seeking minority students.

Reported Race/Ethnicity	
Black or African American	20
American Indian or Alaska Native	18
Asian	8
Native Hawaiian or Other Pacific Islander	0
Two or More Races	89
Hispanic/Latino (of any race)	92

Please see Appendix A for more complete data about 2010-2011 minority enrollment.

Northark’s benchmark for successful minority recruitment is the percentage of members of minority groups in the population of Boone County. According to the U.S. Census Bureau’s website (<http://quickfacts.census.gov/qfd/states/05/05009.html>), Northark’s minority enrollment percentage exceeds the minority population percentage living in Boone County and all of the other counties in Northark’s service area except Carroll County.

Geographic Area	Total population	Population Increase/ (Decline)	Bachelor’s Degree or Higher (age 25+)	Race						Hispanic or Latino (Of Any Race)
				One Race					Two or More Races	
				White	Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian and Other Pacific Islander		
Boone County	36,903	8.7%	14.6%	96.5%	.2%	.7%	.4%	Z	1.8%	1.8%
Carroll County	27,446	8.2%	15.1%	89.6%	.4%	.9%	.6%	.1%	2.3%	12.7%
Madison County	15,717	10.3%	13.5%	93.6%	.2%	1.2%	.5%	.1%	1.7%	4.8%
Marion County	16,653	3.2%	15.3%	97%	.2%	.7%	.2%	0%	1.6%	1.7%
Newton County	8,330	(3.2%)	12.1%	96.1%	.1%	1.1%	.3%	Z	2.2%	1.7%
Searcy County	8,195	(.8%)	9.6%	96%	.1%	1.2%	.1%	Z	2.2%	1.5%

Z = Value greater than zero but less than half unit of measure shown
Population Change for Arkansas = 9.1%
Bachelor’s Degree or Higher among Persons 25+ in Arkansas = 18.9%

Retention

75.3% of minority students (degree-seeking and non-degree seeking) enrolled in the fall semester 2010 returned for the spring 2011 semester. In comparison, the overall spring 2011 retention rate for all non-minority students (degree-seeking and non-degree seeking) was 73%.

Among degree seeking minority students, the retention rate from fall 10 to spring 11 was 77% compared to 74.5% for degree-seeking non-minority students. Northark’s benchmark for successful minority retention is a rate no lower than the retention rate for non-minority students, and that benchmark has been met for five of the last six years.

	Retention Rate for All Minority Students	Retention Rate for All Non-Minority Students	Retention Rate for Degree-Seeking Minority Students	Retention Rate for Degree-Seeking Non-Minority Students
2004-05	81%	71%		
2005-06	69%	72.1%	77.6%	76%
2006-07	77%	72%	77%	76%
2007-08	78%	73%	77%	75%
2008-09	68%	74%	71%	76%
2009-10	78%	73%	82%	75%
2010-11	75.3%	73%	77%	74.5%

Another Northark benchmark is that minority graduation and transfer-out rates equal or exceed the graduation and transfer-out rates of non-minority students. For students entering Northark in 2006, minority students graduated or transferred out at a higher rate than non-minority students.

Graduation Rates AY2009-10					
Cohort Year 2006					
	Cohort	Total completers within 150%	Total transfer-out students (non-completers)	Graduation Rate	Transfer-out rate
White, non-Hispanic	317	76	57	24.0%	18.0%
Race and Ethnicity unknown or Nonresident alien	4	1	0	25.0%	0.0%
Minority	19	5	6	26.3%	31.6%
	340	82	63	24.1%	18.5%

Although graduation rates fell for minority students entering in 2007, they transferred out at a higher rate than non-minority students.

Northark has implemented the strategies proposed in the Minority Recruitment and Retention Plan, which include a comprehensive testing-placement program, a comprehensive developmental education program, a Learning Assistance Center, linked developmental courses, closer communication between faculty and student services, and sponsorship for different student clubs and organizations. Northark has also implemented several First Year Experience initiatives to improve retention for all students, including a summer orientation program, a summer bridge program, and a mandatory College Seminar for all AA and AS students not already required to take the College Success Skills course required of all students enrolled in two or more developmental courses. The Educational Opportunity Center provides assistance for low-income students as they apply to Northark for admission, apply for financial aid, and enroll. Student Support Services and Career Pathways Initiative provide services that help low-income students succeed once they are enrolled. Two scholarships sponsored by private donors, the Aunt Vine Scholarship and the Triplets Scholarship, give preference to minority applicants for scholarships renewable for three semesters for potential awards of \$1500.

Northark does not have a separate budget for recruitment; recruitment expenses are drawn from various budgets, so tracking of actual expenditures is difficult. Northark’s Director of Institutional Research provides enrollment tracking data from the Student Information file reported annually to ADHE and draws comparative data from semester to semester and from year to year.

Minority Faculty and Staff Recruitment and Retention

Northark advertises for faculty and staff internally, locally, statewide, and, for some positions, nationally, emphasizing its commitment to diversity and equal opportunity. All job vacancy postings state that Northark is an affirmative action/equal opportunity employer.

	Position	Race/Ethnicity
Current Minority Faculty and Staff	Administrative Specialist II	American Indian or Alaska Native
	Faculty	American Indian or Alaska Native
	Administrative Specialist I	Hispanic/Latino of Any Race
Minority Faculty and Staff Hired in 2011	President	American Indian or Alaska Native

The college continues its strong support for the professional development of all faculty and staff. Like all Northark employees, minority faculty and staff are encouraged to attend training workshops and/or seminars to enhance educational growth and progress. Professional development expenses and job vacancy notices are charged to departmental budgets.

Appendix A

Fall 2010 Enrollment

Degree-seeking

	Minorities	Not Reported	White	Grand Total	Minorities (%)
All Students	191		1928	2119	9.0%
By Location *					
North	30		262	292	10.3%
South	167		1678	1845	9.1%
CCC	9		61	70	12.9%
NTC					

Non-degree seeking

	Minorities	Not Reported	White	Grand Total	Minorities (%)
All Students	36	3	263	302	11.9%
By Location *					
North	2		14	16	12.5%
South	9	3	72	84	10.7%
CCC			6	6	0.0%
NTC	23		107	130	17.7%

All (degree-seeking and non-degree seeking)

	Minorities	Not Reported	White	Grand Total	Minorities (%)
All Students	227	3	2191	2421	9.4%
By Location *					
North	32		276	308	10.4%
South	176	3	1750	1929	9.1%
CCC	9		67	76	11.8%
NTC	23		107	130	17.7%

* Students may be duplicated across locations.

Northark's North Campus houses technology, Paramedic, and CNA programs.
 Northark's South Campus houses general education, nursing, and allied health programs.
 CCC = Carroll County Center
 NTC = Northark Technical Center

Fall 2010 Students Returning Spring 2011

Degree-seeking

	Minorities	Not Reported	White	Grand Total
All Students	147		1440	1587
By Location				
North	23		178	201
South	130		1287	1417
CCC	6		44	50
NTC				

Non-degree seeking

	Minorities	Not Reported	White	Grand Total
All Students	24	2	160	186
By Location				
North	2		7	9
South	5	2	26	33
CCC				
NTC	17		83	100

All (degree-seeking and non-degree seeking)

	Minorities	Not Reported	White	Grand Total
All Students	171	2	1600	1773
By Location				
North	25		185	210
South	135	2	1313	1450
CCC	6		44	50
NTC	17		83	100

Fall 2010 to Spring 2011 Retention

Degree-seeking

	Minorities	Not Reported	White	Grand Total
All Students	77.0%		74.7%	74.9%
By Location *				
North	76.7%		67.9%	68.8%
South	77.8%		76.7%	76.8%
CCC	66.7%		72.1%	71.4%
NTC				

Non-degree seeking

	Minorities	Not Reported	White	Grand Total
All Students	66.7%	66.7%	60.8%	61.6%
By Location *				
North	100.0%		50.0%	56.3%
South	55.6%	66.7%	36.1%	39.3%
CCC			0.0%	0.0%
NTC	73.9%		77.6%	76.9%

All (degree-seeking and non-degree seeking)

	Minorities	Not Reported	White	Grand Total
All Students	75.3%	66.7%	73.0%	73.2%
By Location *				
North	78.1%		67.0%	68.2%
South	76.7%	66.7%	75.0%	75.2%
CCC	66.7%		65.7%	65.8%
NTC	73.9%		77.6%	76.9%

* Students may be duplicated across locations.