



2023

**Leadership Symposium:
The In-Person Edition**

Friday, March 10, 2023



Overview of Day #2

Wayne Black (CA4)

2023 Leadership Symposium Co-Chair

Tony DeWitt (CA4)

CA4 President

8:25 AM – 8:30 AM



President's Welcome

**President Glenn M. Walters,
General, USMC,
President, The Citadel (Class of 1979)**



Remarks

Clay Middleton,

The Citadel (Class of 2003)



Remarks

Lathcha (Sanders) Brown

The Citadel (Class of 2008)



Remarks

Rear Admiral (R) Stephen Evans

The Citadel (Class of 1986)



**Session 3:
Black Alumni Leadership
Development and Succession
Planning**

9:30 AM – 10:45 AM



Session #3: Black Alumni Leadership Development and Succession Planning



Bruce Alexander,
*Founder and Past President, CA4,
The Citadel*

Jeanne Kerney,
*President Emeritus, Georgia Tech
Black Alumni Organization,
Georgia Tech*



Tony Dewitt,
President, CA4, The Citadel

Carolyn Murray,
*WCBD TV News Anchor,
University of South Carolina*



BREAK

10:45 AM – 11:00 AM



Session 4:
**Recruitment, Retention, Graduation
and Bridging to Alumni Career Paths**

11:00 AM – 12:15 PM

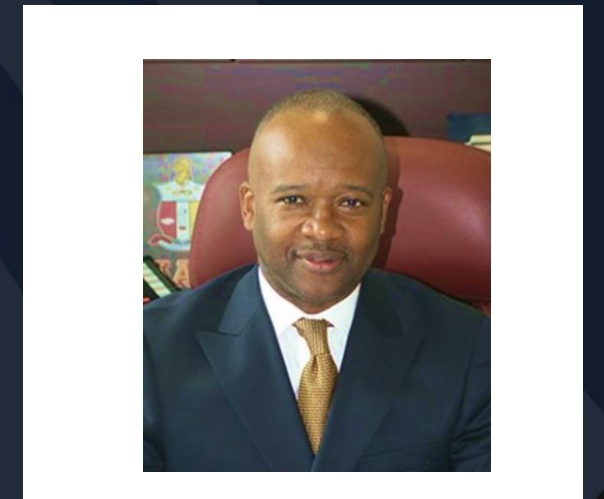


Session #4: Recruitment, Retention, Graduation and Bridging to Alumni Career Paths



Tabitha James,
Coastal Carolina University

**James B.
Washington**
South Carolina State University



Wendy Coleman Blue,
Clemson University

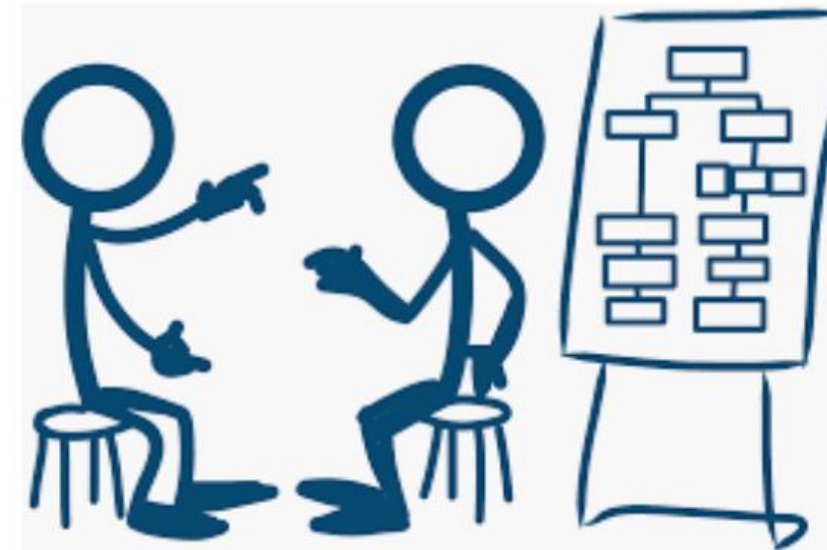
**Moderated by:
Alvin Perkins,**
*Alvin Perkins, The Citadel African
American Alumni Association (CA4)*



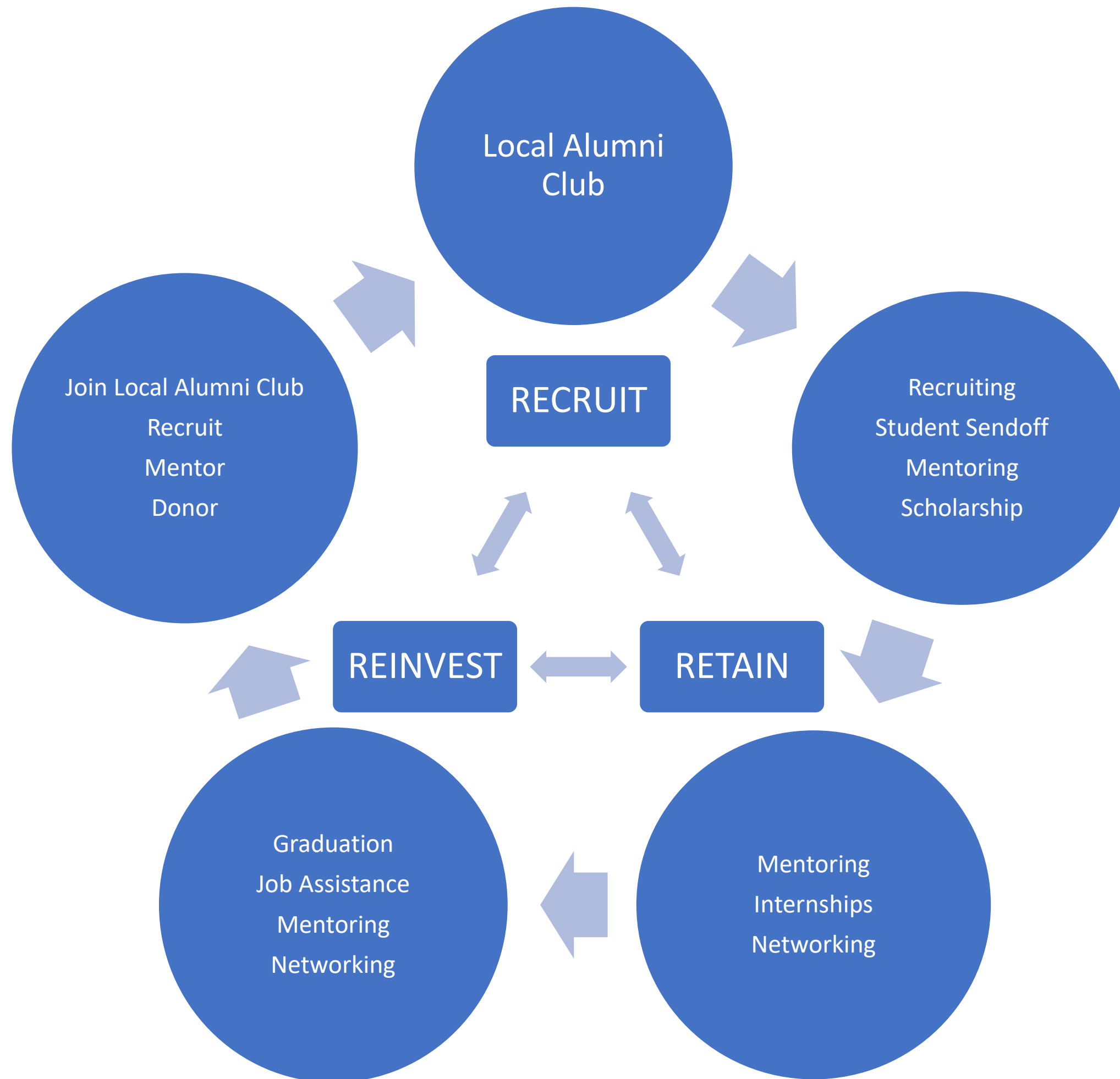
The Citadel African American Alumni Association (CA4)

Student Recruitment, Retention and Reinvestment

The 3 R's



Student-Alumni Life Cycle Model



The Big Picture

- Alumni Associations are the gateway to their institutions.
- They represent a life-long connection.
- Its mission is to serve its graduates.
- Alumni are expected to assist with student recruitment.
- Alumni bring 3 things: Time, Talent and Treasure.
- Great alumni are recruiters and donors.
- Great alumni provide mentoring and job opportunities.

The Student Recruitment Process

Recruitment | Admissions | Enrollment

- The Players: (1) The School Administration (2) The School Admissions Office and (3) The Alumni Association.
- The School Administration:
 - Establishes the Student Recruitment Plan, Strategy and Goals (who are you trying to recruit and how do you plan to do it)
 - What kind of students do you want to attract?
 - What tools will you use and how do you measure success?
 - Creation of an applicant profile (where do they come from – geographic targets – and GPA)
 - % of International Students
 - i.e. In-State | Out-of-State; certain # of applications and admitted students by a certain date.

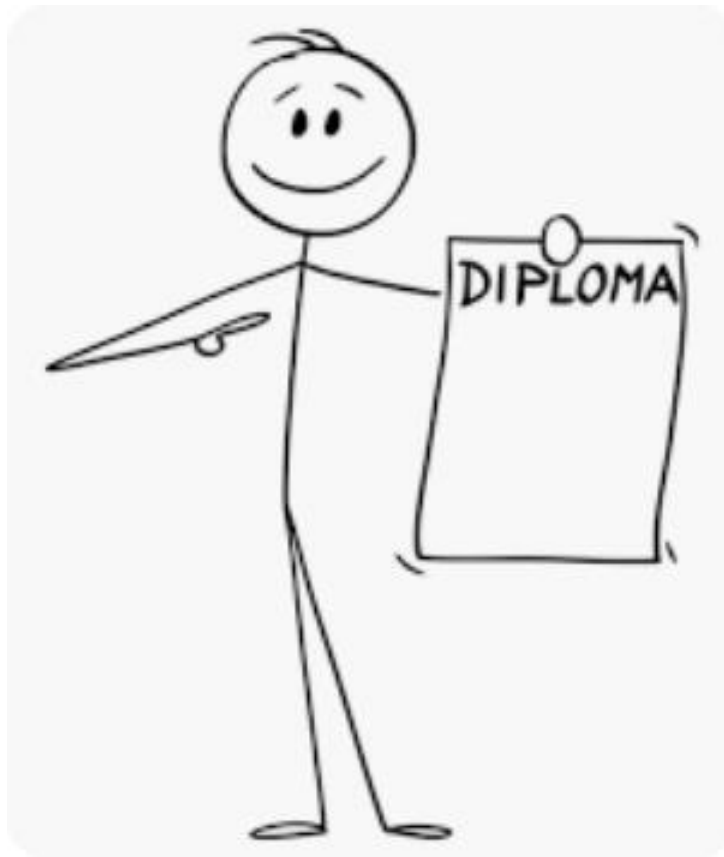


The Student Recruitment Process

Recruitment | Admissions | Enrollment

- The Admissions Office:

- Build Awareness through Outreach. Develop Outreach efforts via attending college fairs and high school guidance counselors, and campus tours.
- Develop a Communication Plan i.e. website, social media, email, mailers, paid advertisements, International student recruitment fairs and email & online marketing.
- Establish milestones by date i.e. all applications received, application decisions, and enrollment dates.
- Review applications.
- Nurture successful applicants.
- Manage registrations. (The process and the welcome)
- Analyze the Data:
 - Where did they come from?
 - Demographics? Geographic's?
 - Why did they pick your college?
 - Enrollment data
 - Trends
 - Generational behavior patterns

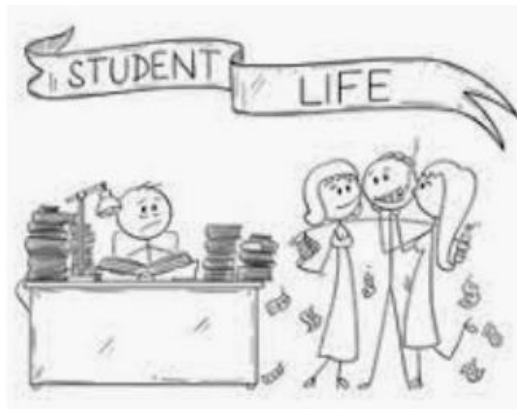


The Student Recruitment Process

Recruitment | Admissions | Enrollment

- The Alumni Association:

- Under the oversight of the admissions office, establish a volunteer alumni recruiting program.
- Mission: Identify, Recruit and Mentor qualified students through the enrollment process and represent the office of admissions.
- At the front lines and the foundation of the student recruitment program.
- Deliver informational materials, videos and brochures. Attend college fairs and visit local high schools.
- Provide interpersonal, localized quality assurance of the recruit.
- Represent your alma mater.
- Serve as an information resource about your alma mater, its programs and the benefits.
- Provide a personal touch throughout the admissions process; serve as a living example of the benefits of your alma mater's education.
 - Prospects – Make initial contact
 - Applicants – encourage application
 - Accepts – connect with your local alumni club
 - Matriculation – prep the 'accepts' & families for matriculation



The Student Recruitment Cycle

Recruitment | Admissions | Enrollment

The Recruitment Cycle:

- Junior Year.
 - Begin receiving mailings & literature from Admissions Office.
 - Fall – take SAT or ACT standardized testing.
- Summer between Junior & Senior Year in High School.
 - Encourage prospects to apply
 - Early applicants generally receive preference and first shot at scholarship competitions.
- Fall Semester Senior Year.
 - Mid December – early application programs release decisions. Creates a mad scramble for students who did not get their first choice.
 - 15 Dec – first round of scholarship offers
 - 15% of candidates come from college fairs, high school visits and referrals.
 - Represent your college at College Fairs
 - Develop relationships with prospects & parents
 - Convert prospects into applicants
 - The “each’s” are important. Every prospect matters.
 - Jan 1 – application deadline. (most students wait until the deadline)
- Senior Semester | Summer | Senior Year.
 - Final Stretch – Early Decisions can go into February.
 - Mid March 2d Round of Scholarship offers
 - Mid to late March – most enrollment decisions are made.
 - 1 May Deposits are due (non-refundable). 90-95% enrollment decisions are made.
 - Assist prospects with final decision
 - Solidify their resolve in meeting alumni and current students at local area alumni events.



The Student Recruitment Cycle

Recruitment | Admissions | Enrollment

- Calendar:

- Sep-Nov. **FALL COLLEGE FAIR SEASON**

- Primary season for all students.
 - Get trained up through your alma mater's training program.
 - Receive information on local college fairs.
 - Visit high school guidance counselors and JROTC Instructors.
 - Deliver information materials etc.
 - Make presentations to interested students.

- Nov-Dec. **ADOPT A HIGH SCHOOL**

- Encourage prospects to apply
 - Early applicants generally receive preference and first shot at scholarship competitions.

- Feb-Apr. **SPRING COLLEGE FAIR SEASON**

- Smaller college fair attendees.
 - Primary audience is high school juniors.

- Apr-Aug. **FINAL STRETCH**

- Host events for incoming freshmen and families.
 - Identify "fence sitters" to address any concerns they may have.



The Student Recruitment Process

Recruitment | Admissions | Enrollment

- Where can African American Alumni Associations fit in?:
 - Diversity * Equity * Inclusion
 - Be connected to your alma mater's Admissions' Office as a resource.
 - Identify the right graduates to serve as recruiters in their local areas.
 - Tie your recruiters & recruiting to mentoring.
 - As African American alumni, you need to make high schoolers aware of your alma mater and the opportunities.
 - Summer programs at your alma mater are great! Black alumni need to talk about these programs to high schoolers.
 - High school juniors need to be aware of your college. Middle schoolers need to understand that all their grades are being looked at every year in high school.
 - Presenting your college literature is important. Short videos on social media are good.
 - Alumni presence is important for awareness. You are a living example of your alma mater.
 - College Student Recruiters are a must, but need to be the right ones.

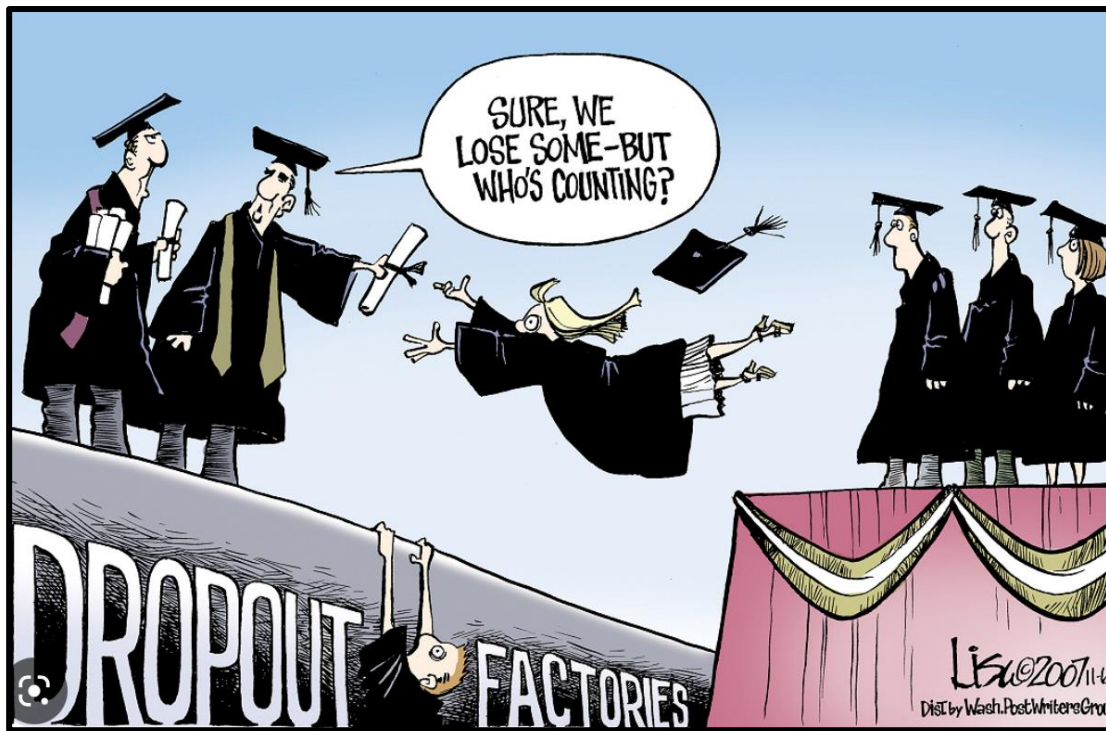


African American Alumni Association Involvement with The Student Recruitment Process

Recruitment | Retention | Reinvestment



- Requires a formal, cooperative, team effort with the Office of Admissions (Team approach | Partnership between the Black Alumni Association and the college | university). Neither can do it alone.
- Retention begins upon acceptance.
- There needs to be a phased, proactive plan to engage with the student's family.
 - Personal letter to the student and the family.
 - Follow-up phone call, if appropriate.
 - Office of Admissions must provide contact information for the student and family (spreadsheet includes student name, email address, address, city, state, major, cellphone number and parents' name and cellphone number).
 - Assign incoming student and family a volunteer mentor (formal mentoring program which includes database of mentors. Requires a 4-year mentor recruitment program.)
 - Consider geographical, academic major, and athletic alignment of mentors with mentees.
 - You recruit the student, you retain the parents.



The Student Recruitment Process

Recruitment | Retention | Reinvestment

“Scholarship”
impacts all 3
R’s.



- Create the Student-Alumni Life Cycle Model.
- The 3R's – Recruitment, Retention and Reinvestment.
- Scholarship impacts all the three R's.
- Mentoring Program is most important to Retention.
- Mentors encourage students to come back to the school after graduation.
- You make good alumni while they are undergraduates. Pay it forward.
- Mentors ensure the students are associated with the right organizations and right fellowships. Peer pressure is important.
- Mentors will encourage students to come back and be a part of this after graduation.
- Stay connected with the parents. They will give you signs that they are thinking about leaving school. PWIs have unique challenges.
- Focus for Mentors:
 - Frosh – return to school
 - Sophomores – Academics
 - Juniors – Focus on the right academic involvement | correct curriculum | right hours | on track to graduate on time | Internships and Fellowship opportunities
 - Seniors – talk to them about the alumni associations and life after graduation

Summary

Recruitment | Retention | Reinvestment

- Understand how and where your alma mater recruits high school students, both nationally and internationally. (Admissions Office and alumni association)
- Know your alma mater's current student population demographics.
- Get African American alumni involved in the recruiting process.
- Understand the automation tools that are available.
- A searchable alumni association database is critical. (name, location, career field, cell #, email address) You will need it to get recruiters, mentors and network.
- Best recruiters are current students and graduates within the past 10 years. Older alumni have a role...a living example of successful graduates and interact with parents.
- Recruiting, Retention, Scholarship, Philanthropy and Mentoring are all intrinsically tied together.
- Retention means support structure.
- Mentorship is mandatory.
- You build good graduates when they are undergraduates. Pay it forward.
- Recruit the students. Retain the parents.



BLACK ALUMNI
COLLECTIVE

LEADERSHIP
SYMPOSIUM

— 2023 —

CHARLESTON
SOUTH CAROLINA



LUNCH

12:15 PM – 1:30 PM



Session 5: Leadership Working Groups

1:30 PM – 2:45 PM



Session 5: Leadership Working Groups

	TOPIC	FACILITATOR
1.	Presidents/Chairs	Cynthia Culbreath, Georgia Tech Black Alumni Organization
2.	Vice Presidents/Vice-Chairs	Wayne Black, CA4
3.	Pathway to Trusteeship	Derek Penn, Duke Black Alumni
4.	Fundraising	Neysa Williams, The College of Charleston Black Alumni Council
5.	Scholarships	Jeanne Kerney, Georgia Tech Black Alumni Organization
6.	Alumni Recruitment	Alvin Perkins, CA4
7.	Mentorship	Bruce Alexander, CA4
8.	Graduate and Professional Student Services	Tangela Richardson, American University Black Alumni Alliance & Oxford Black Alumni Network (OxBAN)
9.	Board Leadership of Schools & Colleges	Dr. Robert Campbell, Jr. CA4
10.	Special Events	Randy Grimes, University of South Carolina Black Alumni Council



DAY 2 WRAP-UP 2023

Wayne Black & Alvin Perkins (CA4)



THANK YOU!

**LEAVE FOR SUMMERALL CHAPEL
FOR THE PHOTOSHOOT (3:00 PM – 4:30 PM)**

RECEPTION AT BASTIN HALL (4:30 PM – 6:30 PM)

