

MAP/MRO

Minority Advising Program/Minority Recruitment Office Plan: A Brief History¹

The Minority Advising Program and the Minority Recruitment Plan were established in 1983, to address the specific problems faced by minority students within the University System of Georgia that affected their recruitment and retention. Originally, the Minority Advising Program and the Minority Recruitment Plan were a part of the 1983 Addendum to the 1978 Desegregation Plan. After the University System of Georgia was relieved of reporting to the Office of Civil Rights in 1985 – 86, the Minority Advising Program and the Minority Recruitment Plan were sustained as a System effort, to continue to promote the recruitment and retention of minority students.

In 1986, the MAP Coordinators developed a direct linkage with the Minority Recruitment Officers (MRO) to design and develop a consolidated MAP/MRO Annual Conference. This conference presented the first system-wide effort to provide professional staff development, improve program success strategies, and encourage general information sharing in the areas of minority recruitment and retention. In 1988, the program was reaffirmed and its continuation was recommended as a part of the University Systems' Steering Committee for Increased Minority Participation in Public Higher Education. Each system institution has a program intended to supplement, not replace, normal advising activities. The program targets freshmen and sophomores, but is open to all minority students who feel they might benefit. As a part of steering committee recommendations, each institution was given authority to structure its program in the manner that best met the specific needs of the institution. Even though the structural features of the program may change, each institution is expected to maintain the overall goals of the Minority Advising Program and the Minority Recruitment Plan. Additionally, the institutions were given the flexibility of having the Minority Advising Program Report to the Office of Academic Affairs or have a formal liaison with the Office of Academic Affairs.

During fiscal year 1991, to show its continued commitment to Minority Advising, the System Office (formerly the Central Office) provided supplemental funding to each institution. These funds were designated to supplement existing institutional funds, which would further enhance the University System's goals for the Minority Advising Program on each campus. This is the eleventh year that each institution has received supplemental funding.

One of the most significant events in the history of MAP/MRO Programs occurred in 1992, with the inclusion of Minority Advising Program guidelines in the Academic Affairs Handbook of the University System of Georgia. This is important because these guidelines serve as a policy and reference for institutional representatives with the responsibilities of designing, implementing and evaluating their institutional Minority Advising Program. As the University System of Georgia continues to evolve in the new millennium, enhancing already effective Minority Advising Programs and the Minority Recruitment Plans with the latest technology, will be critical to the development of strategies to recruit and retain minority students. MAP Coordinators and Minority Recruitment Officers will share a major role in enhancing and promoting the success of these programs.

¹ Source: Abstract from the 18th Annual MAP/MRO Spring Conference, April 11 – 12, 2002.