The University System of Georgia’s African-American Male Initiative (AAMI)

An Update for the Board of Regents
June 8, 2005

“Creating a More Educated Georgia”
Creating a More Educated Georgia

GOALS:

• Conduct research to identify the barriers to college participation by African-American males

• Devise strategies to overcome those barriers

• Recommend and foster new opportunities to increase the participation rates of Black males in the University System (recruitment, retention and graduation)
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The University System of Georgia’s African-American Male Initiative

COMPONENTS OF “THE AAMI PROJECT”:

EXTERNAL RESEARCH STUDY
• Matlock Advertising & Public Relations/Paul Warner & Assoc.

USG TASK FORCE
• Task Force on Enhancing Access for African-American Males

AAMI PILOT PROGRAMS
• Funded both existing and new efforts on nine USG campuses

STRATEGIC INTEGRATED MARKETING
• Assessed existing marketing activities through task force committee
• Conducted statewide Marketing Retreat to identify opportunities
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The University System of Georgia’s 
African-American Male Initiative

AAMI PILOT PROGRAMS:

Year One Pilots:
• Last Academic Year (2003-2004)
• Six programs funded at $10,000 each ($60,000)
• Focus on single initiatives

Institutions:
• Albany State College
• Atlanta Metropolitan College
• Coastal Georgia Community College
• Fort Valley State University
• Savannah State University
• The University of Georgia

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AAMI PILOT PROGRAMS:

Year Two Pilots:
- Current (2004-2005) Academic Year activities
- Six new programs funded at $27,000 each ($162,000);
- Three new institutions included in the effort
- Collaboration with a USG institution/civic partner required

Institutions/partners:
- Atlanta Metropolitan College and Georgia State University
- Darton College and Albany State University
- Savannah State and Armstrong Atlantic State University

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AAMI PILOT PROGRAMS:

Year Three Pilots (2005-2006):

- Competitive Request for Proposals will be conducted
- Will require “matching funds” from awarded institutions
- Collaboration and civic partner requirements will remain

- In addition to USG-funded activities, some institutions have secured federal and private funds for AAMI-related work

- Goals of the various programs include:
  -- Increasing Black male high-school graduation rates and expanding college-prep pipeline
  -- Expanding USG Black male enrollment and retention

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STRATEGIC INTEGRATED MARKETING (PHASE II):

- **Goal:** Implementing an integrated marketing plan to address the key communications goals of the AAMI

- **We have committed significant funding to marketing/collateral development (TV/radio commercials, website enhancement, brochures for students & parents)**

- **Targets:** Black males, parents, educators and “influencers”

- **Long-term, saturated marketing needed -- statewide -- at the System level and by USG campuses**

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KEY AAMI CHALLENGES:

• A long-term approach is needed to systemically address the identified “pipeline” problems

• Specific initiatives must address need for:
  ✓ Partnership with K-12 and civic groups directed at similar goals
  ✓ Enhanced communication (with parents, students, influencers) regarding the college preparation process

✓ Targeted programs needed to track Black males toward the college preparatory curriculum at early stage, i.e., 6th grade

✓ Campus commitment to addressing retention and graduation gaps

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**HOW ARE WE DOING?**

- Fall ‘02 to ‘04, USG Black male enrollment increased from 17,068 to 18,714 -- a 9.6 percent increase
- However, significant gender/racial gaps continue to exist in Enrollment, Retention (progression), and Graduation
- Fall 2004 Enrollment:
  18,714 Black males versus 40,043 Black females
  7.5 percent of USG enrollment versus 16 percent
  Ratio: still more than 2:1
- Since Fall 2002 launch of AAMI study, increase of:
  1,646 more Black males
  4,170 more Black females

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## Enrollment & Percentage Increase in Enrollment
### Fall 2002 to Fall 2004, Selected Cohorts

<table>
<thead>
<tr>
<th>Cohort</th>
<th>Fall 2002</th>
<th>Fall 2004</th>
<th>Percentage Change</th>
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<tbody>
<tr>
<td>African-American Males</td>
<td>17,068</td>
<td>18,714</td>
<td>9.6</td>
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<tr>
<td>African-American Females</td>
<td>35,873</td>
<td>40,043</td>
<td>11.6</td>
</tr>
<tr>
<td>White Males</td>
<td>68,043</td>
<td>71,845</td>
<td>5.6</td>
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<tr>
<td>White Females</td>
<td>86,855</td>
<td>92,059</td>
<td>6.0</td>
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<tr>
<td>System</td>
<td>233,098</td>
<td>247,020</td>
<td>6.0</td>
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</table>
Fall to Fall Retention Rates
Fall 2003 First-Time, Full-Time Degree-Seeking Freshmen, Selected Race & Gender Cohorts

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<thead>
<tr>
<th>Race &amp; Gender Cohorts</th>
<th>Institution-Specific</th>
<th>System-Wide</th>
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</thead>
<tbody>
<tr>
<td>Black Males</td>
<td>69.2</td>
<td>73.5</td>
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<tr>
<td>Black Females</td>
<td>73.0</td>
<td>77.8</td>
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<tr>
<td>White Males</td>
<td>74.6</td>
<td>80.5</td>
</tr>
<tr>
<td>White Females</td>
<td>77.2</td>
<td>83.4</td>
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</table>

Source: USG, SIRS. SRA/Retention Reporting System.
USG Six-Year Bachelor’s Graduation Rates
Fall 1998 First-Time/Full-Time Freshmen
Selected Cohorts

Source: USG, SIRS. SRA/Graduation Reporting System.
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The University System of Georgia’s African-American Male Initiative

**GOOD NEWS:**

- Your AAMI Research Study is nationally recognized
- We participated in and conducted conferences on this issue
  -- American Council on Education Diversity Conference
  -- AASCU Conference on Improving Access to College
  -- Schott Foundation Invitational Conference on Black Males
  -- USG conferences on diversity/minority recruitment
  -- Congressional Black Caucus Foundation’s “State of the African-American Male” Conference
- We partner with others doing similar work
  -- Institute on Race Relations in Virginia
  -- African-American Men Project in Minnesota

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NEXT STEPS:

- Monitor and assess the 12 AAMI Pilot Programs previously funded in the University System
- Fund additional programs in 2005
- Launch marketing campaign targeted at Black males, parents, educators and civic groups
- Continue dialogue with potential funding partners to secure external funding for long-term strategic efforts
- Continue to serve as an information resource and to partner with others doing similar work
- Continue to encourage great work in the USG

“Creating a More Educated Georgia”
Dr. Dorothy Lord
President
Coastal Georgia Community College
Minority Outreach Program
and
Torchbearers Program

“Creating a More Educated Georgia”
Coastal Georgia Community College’s Minority Outreach Program

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"Creating a More Educated Georgia"
Coastal Georgia Community College’s Torchbearers Program

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"Creating a More Educated Georgia"
## Coastal Georgia Community College’s Minority Outreach Program

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<td>2004</td>
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<td>53</td>
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<td>28</td>
<td>32</td>
<td>33</td>
<td>35</td>
<td>22</td>
<td>38</td>
<td>217</td>
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<tr>
<td>Transferred away</td>
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<td>1</td>
<td>1</td>
<td>1</td>
<td>9</td>
<td>4</td>
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<td>1</td>
<td>4</td>
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<td>10</td>
<td>24</td>
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<td>13</td>
<td>28</td>
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What has happened to program completers?

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<td>Deceased</td>
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<td>Unable to be Contacted</td>
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The Leadership Academy
Pilot Class -- Fall 2004

“Creating a More Educated Georgia”
Trip to UGA

"Creating a More Educated Georgia"
Leadership Academy Students with Dr. Bernard Lafayette

“Creating a More Educated Georgia”
MLK Birthday Celebration
with Russell Simmons

“Creating a More Educated Georgia”
Leadership Academy Students at the GPC Golf Tournament
Golf Tournament

“Creating a More Educated Georgia”
Leadership Academy
Luncheon at the 191 Club

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QUESTIONS???????