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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"



Enhancing Access: The University System of Georgia's African-American Male Initiative

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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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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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



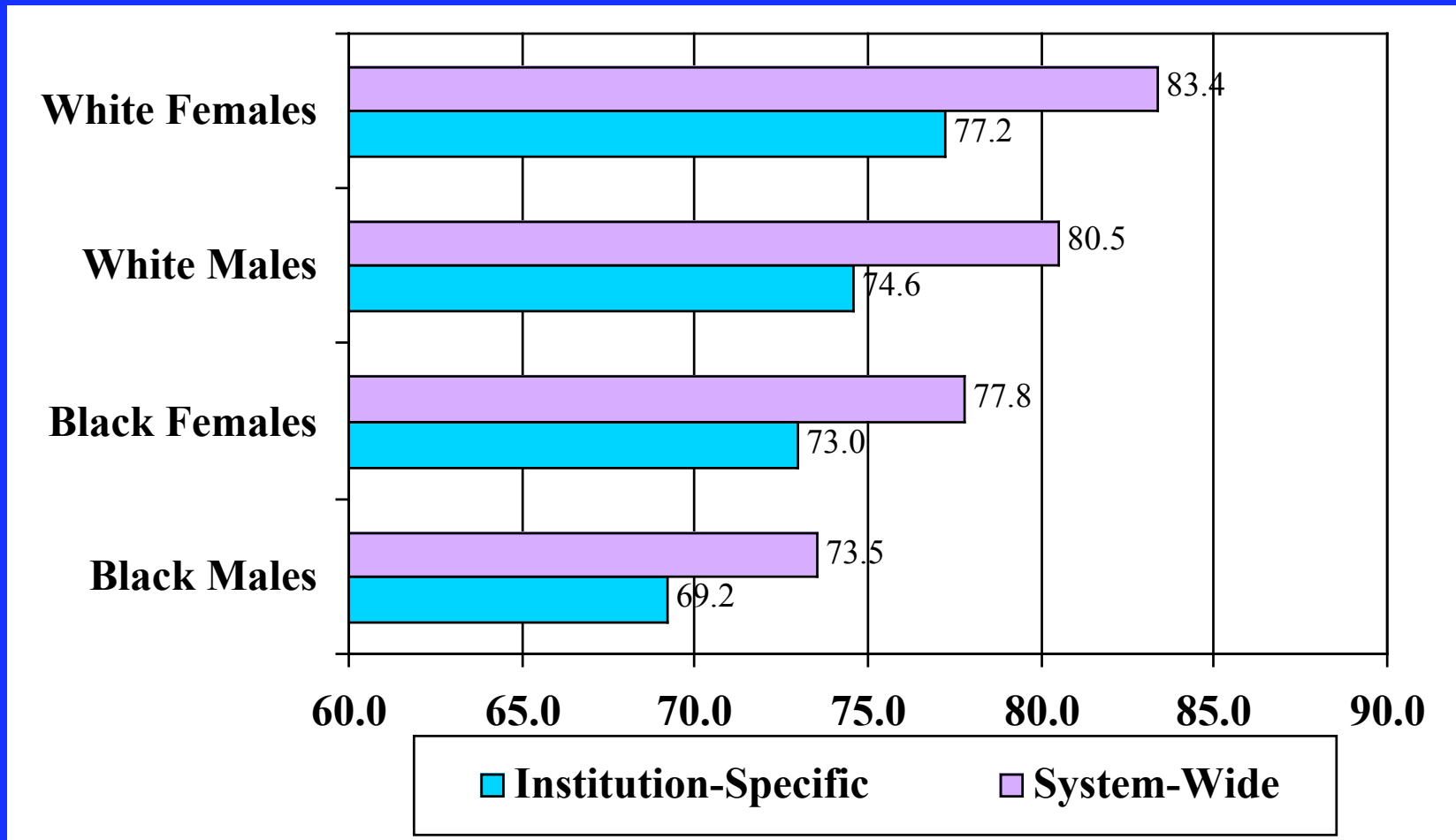
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Enrollment & Percentage Increase in Enrollment Fall 2002 to Fall 2004, Selected Cohorts

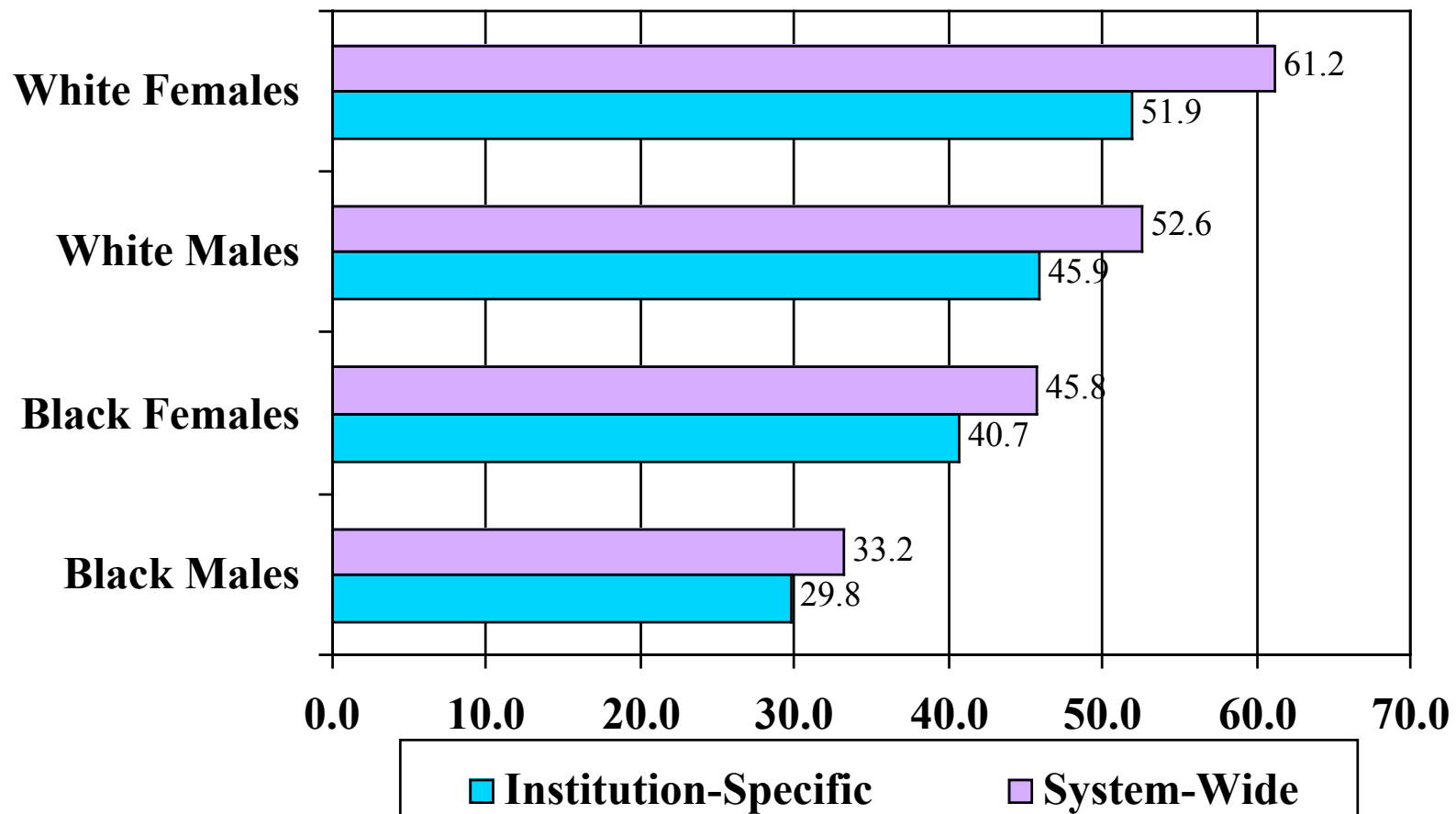
Cohort	Fall 2002	Fall 2004	Percentage Change
African-American Males	17,068	18,714	9.6
African-American Females	35,873	40,043	11.6
White Males	68,043	71,845	5.6
White Females	86,855	92,059	6.0
System	233,098	247,020	6.0

Fall to Fall Retention Rates

Fall 2003 First-Time, Full-Time Degree-Seeking Freshmen, Selected Race & Gender Cohorts



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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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



Dr. Dorothy Lord

President

Coastal Georgia Community College

Minority Outreach Program

and

Torchbearers Program



Coastal Georgia Community College's Minority Outreach Program

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COMMUNITY COLLEGE SYSTEM OF GEORGIA



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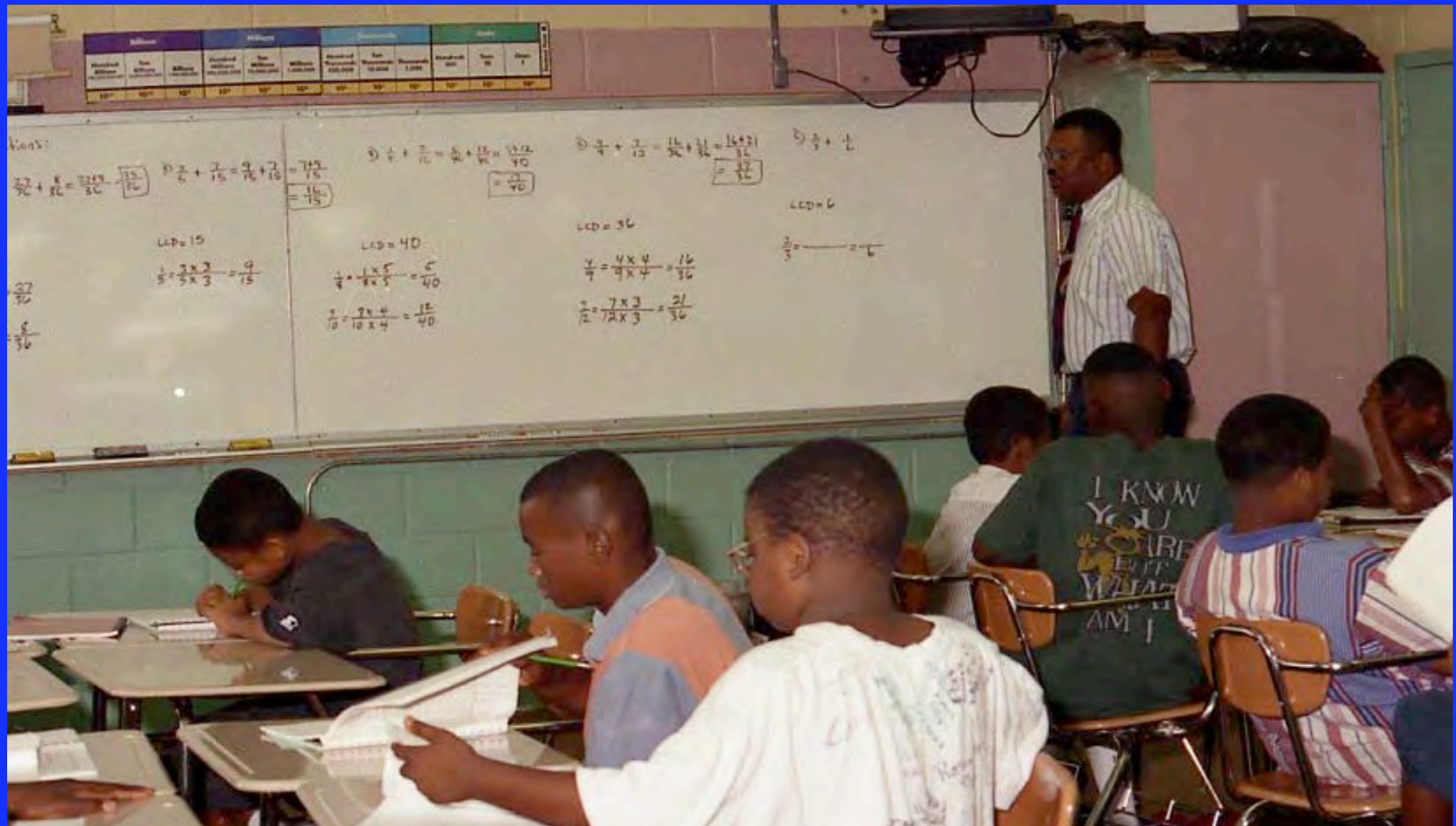


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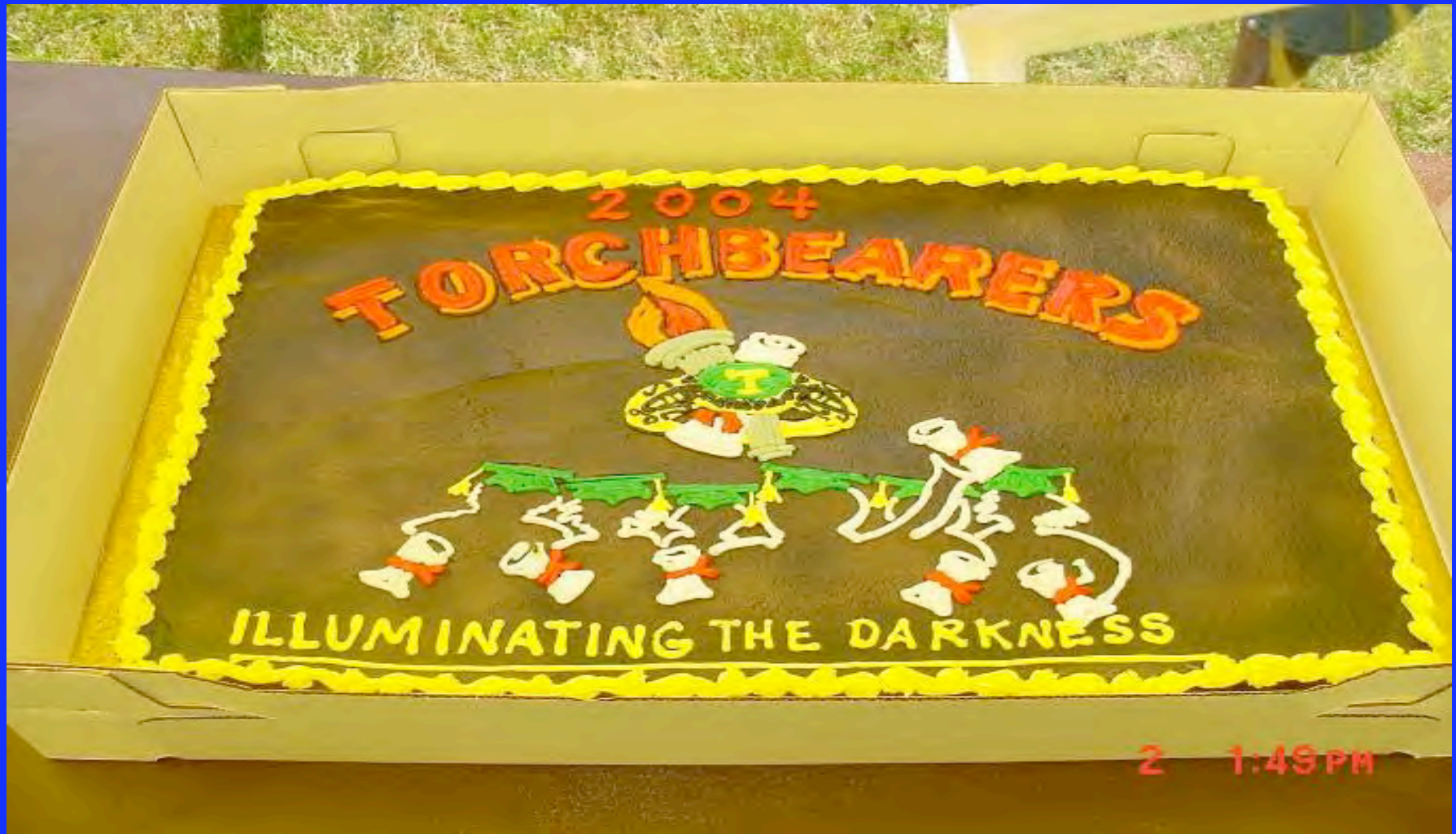


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Coastal Georgia Community College's Torchbearers Program

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Coastal Georgia Community College's Minority Outreach Program

PROGRAM YEAR	1993	1994	1995	1996	1997	1998	1999	Total
GRADUATION YEAR	1999	2000	2001	2002	2003	2004	2005	
Program Completers	57	53	69	64	69	61	67	440
Graduated	29	28	32	33	35	22	38	217
Transferred away	2	1	1	1	9	4	0	18
Retained	0	0	0	1	4	9	10	24
Dropped out	5	13	28	14	11	13	12	97
No data	20	9	6	9	10	10	11	75



Coastal Georgia Community College's Minority Outreach Program

What has happened to program completers?

Attending College	75
Completed College	2
Attending Technical College	4
Completed Technical College	2
Employed	17
Military	20
Incarcerated	5
Deceased	3
Unable to be Contacted	75



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The Leadership Academy

Dr. Jacquelyn Belcher

President

Georgia Perimeter College





The Leadership Academy Pilot Class -- Fall 2004



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Trip to UGA



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Leadership Academy Students with Dr. Bernard Lafayette





MLK Birthday Celebration with Russell Simmons





Leadership Academy Students at the GPC Golf Tournament





Golf Tournament





Golf Tournament





Leadership Academy Luncheon at the 191 Club





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QUESTIONS?????