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A Statewide Model for Enhancing Black Male College Matriculation and Graduation

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

presented as a
Pre-Conference Institute

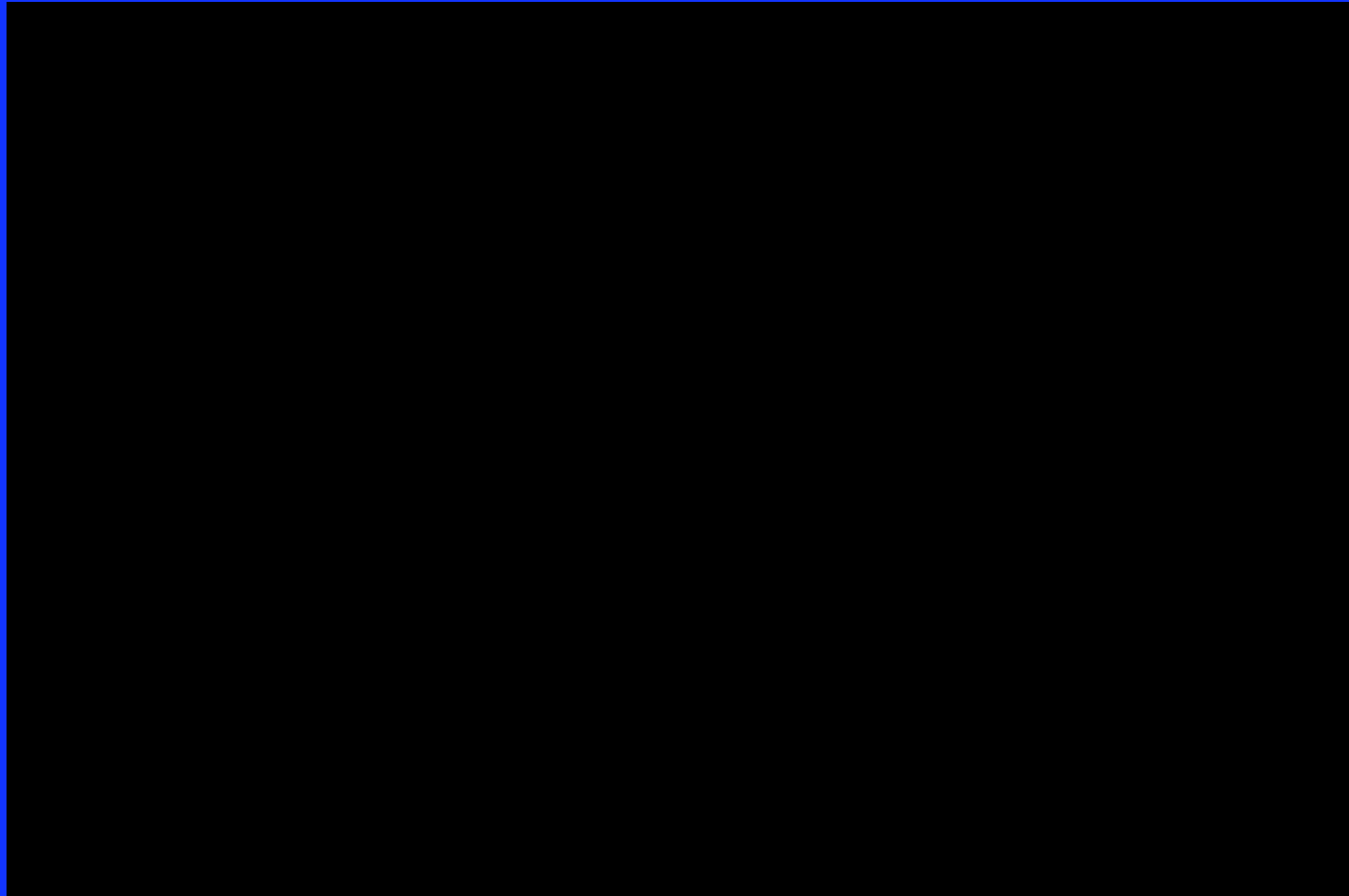
at the
***NATIONAL CONFERENCE ON RACE & ETHNICITY
IN HIGHER EDUCATION***

May 26, 2009

"Creating a More Educated Georgia"



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





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THE CHARGE: September 2002

- Conduct research to identify the barriers to college participation for African-American males
- Devise strategies to overcome those barriers
- Create new opportunities for access and participation by African-American males within the USG
- **CURRENT MISSION:** Enhance the recruitment, retention and graduation of Black males within the 35 campuses of the University System of Georgia



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COMPONENTS OF "THE AAMI"

USG TASK FORCE

- 50-Member Task Force on Enhancing Access for African-American Males

RESEARCH STUDY

- Conducted quantitative and qualitative statewide research

REPORT TO THE USG'S BOARD OF REGENTS

- Outcomes and recommendations from the research and task force efforts

AAMI PILOT PROGRAMS

- Pilot funding provided for programmatic efforts at USG institutions

STRATEGIC INTEGRATED MARKETING

- Marketing collaterals aimed at Black males, parents and educators



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THE TASK FORCE PROCESS

Six Task Force Subcommittees:

- Research - Dr. Cathie Hudson, USO
- K-12 Pipeline - Dr. Jan Kettlewell, USO
- Recruitment/Marketing - Dr. Beheruz Sethna, UWG
- Retention - Dr. Portia Holmes Shields, ASU
- Programs of Excellence - Mr. Max Allen, GC&SU
- Partnership Opportunities - Mr. Curley Dossman, Georgia Pacific Foundation and 100 Black Men of America



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THE RESEARCH PROCESS:

- 16 focus groups at eight USG institutions;
one with young Black male prison inmates
- One-on-one interviews with USG administrators/staff
- Quantitative telephone surveys with 700:
 - Parents
 - 18-25 year old African-American males
 - High-school juniors and seniors
 - Guidance counselors and teachers
 - USG students, graduates, faculty and staff



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SOME SIGNIFICANT RESEARCH FINDINGS:

- ***African-American males' attitudes and perceptions about college are heavily shaped by:***
 - Parents' college attendance
 - Their socio-economic environment
 - Peer-group pressures
 - Academic experiences in middle through high school
 - Relationships with teachers, guidance counselors; participation in civic group programs



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ADDITIONAL FINDINGS:

- ***Some Black males are less inclined to attend college because they:***
 - did not receive adequate academic preparation
 - lack the necessary self-motivation and discipline to attend
 - are intimidated by their perceptions of college/afraid to fail
 - see college as too great a financial investment; unable to envision benefits of delayed gratification
 - need to provide financial support for their families; and
 - are directed more toward vocational/technical schools by guidance counselors
 - self select the military



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ADDITIONAL FINDINGS:

- Significant and ***early intervention*** is required at the K-12 level
- Some Black males perceive ***educational authority figures*** as ***rarely concerned*** about their academic performance
- ***Disproportionate tracking*** to special education; often leads to anger, rebellion, suspensions/expulsion/crime (“Catch-22”)
- Little done to help Black male students maneuver the ***standardized test/college-application*** process.
- Once enrolled in the USG, ***“climate”*** and ***support*** are ***key factors*** in retention



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OVER-ARCHING RECOMMENDATIONS:

- A ***comprehensive approach*** is needed to systemically address the ***“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
 - ✓ ***Data reporting*** systems needed to identify vulnerabilities and monitor progress



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AAMI PILOT PROGRAMS:

- To-date, six rounds of AAMI pilot programs funded since 2003-2004 academic year, totaling more than \$1 million
- Awarded \$600K in grants from the Lumina Foundation
- Funds allocated to new and existing programs aimed at serving the needs of K-12 and college-level Black males
- Goal: Enhancing Black male graduation from high school; and enrollment, retention and graduation from colleges and universities in the USG



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STRATEGIC MARKETING EFFORTS:

- Television and radio commercials



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STRATEGIC MARKETING EFFORTS:

- Television and radio commercials
- “Million Dollar Player” Website



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Million Dollar Motto – Million Dollar Player

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MILLION DOLLAR MOTTO

*A "Million Dollar Player" knows that knowledge is power –
He stays on his 'A' game
Every minute of every hour
Cause every second of every day counts in the life league.
Focus & Determination will lead me through the strife
Despite what some say or what others expect
When I stroll across that stage I will have earned their respect
& I won't stop there; I'm in control of my destiny
Plus I've only begun to show the world the best of me.
I'm a "Million Dollar Player" that understands the game!
I'm a "Million Dollar Player," remember my name,
Cause a "Million Dollar Player" knows there is NOTHING he can't accomplish,
And that being a playa is more than a lifestyle...it's graduating from college!*

-- Author Anonymous

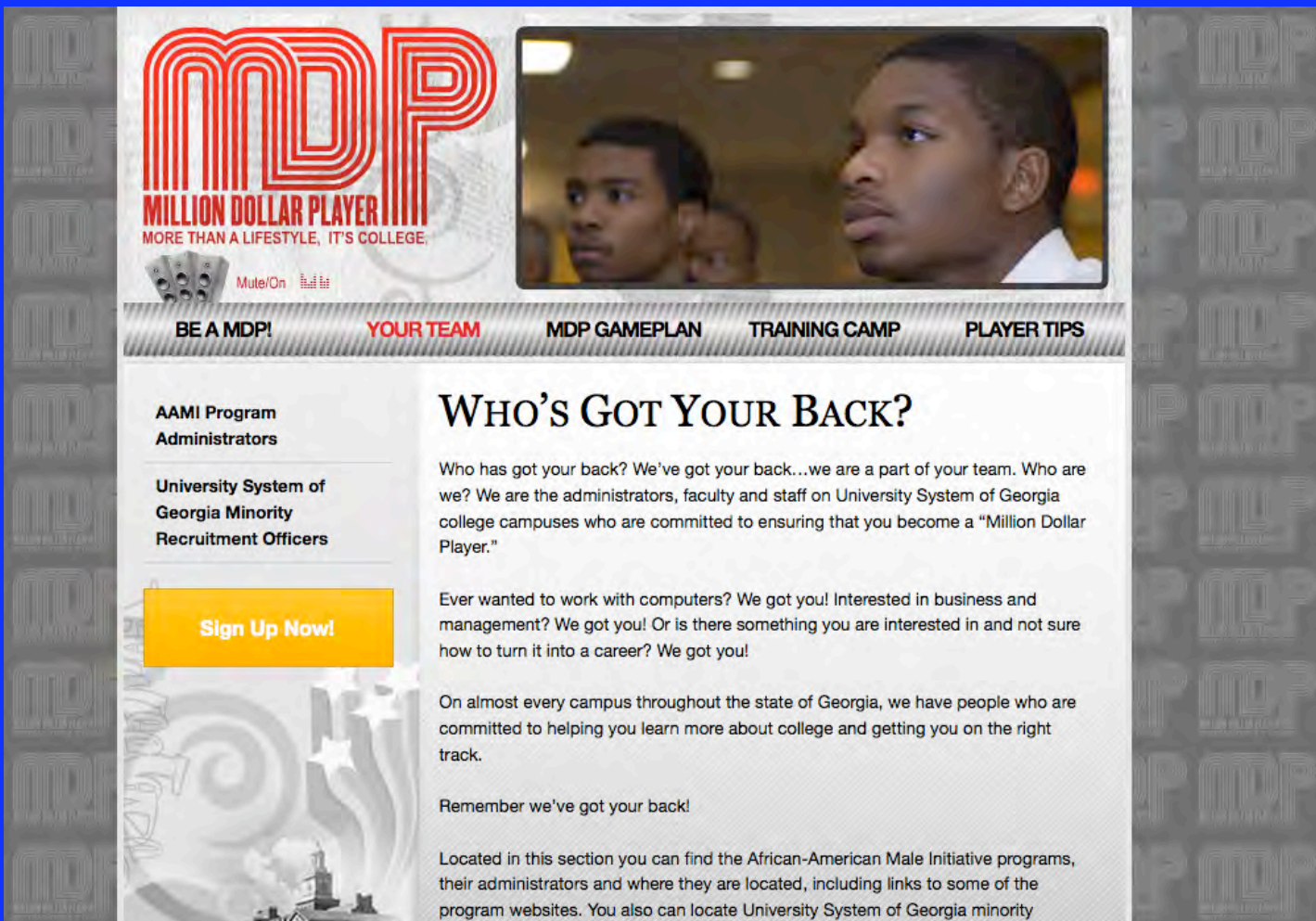
[View the interactive Million Dollar Motto](#)

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The screenshot shows the Million Dollar Player (MDP) website. At the top left is the MDP logo, which consists of the letters "MDP" in a stylized, outlined font, with "MILLION DOLLAR PLAYER" and the tagline "MORE THAN A LIFESTYLE, IT'S COLLEGE." below it. To the right of the logo is a video player showing two young African American men. Below the logo and video is a navigation bar with links: "BE A MDP!", "YOUR TEAM", "MDP GAMEPLAN", "TRAINING CAMP", and "PLAYER TIPS". The main content area is divided into two columns. The left column has a section titled "AAMI Program Administrators" with a link to "University System of Georgia Minority Recruitment Officers" and a large orange "Sign Up Now!" button. The right column has a section titled "WHO'S GOT YOUR BACK?" with three paragraphs of text. The first paragraph discusses the support of administrators, faculty, and staff. The second paragraph discusses career opportunities in business and management. The third paragraph discusses the support of campus mentors. The bottom of the page features a large graphic of a hand holding a torch, with the text "CREATING A MORE EDUCATED GEORGIA" overlaid.

MDP
MILLION DOLLAR PLAYER
MORE THAN A LIFESTYLE, IT'S COLLEGE.

Mute/On

BE A MDP! **YOUR TEAM** **MDP GAMEPLAN** **TRAINING CAMP** **PLAYER TIPS**

AAMI Program Administrators

University System of Georgia Minority Recruitment Officers

Sign Up Now!

WHO'S GOT YOUR BACK?

Who has got your back? We've got your back...we are a part of your team. Who are we? We are the administrators, faculty and staff on University System of Georgia college campuses who are committed to ensuring that you become a "Million Dollar Player."

Ever wanted to work with computers? We got you! Interested in business and management? We got you! Or is there something you are interested in and not sure how to turn it into a career? We got you!

On almost every campus throughout the state of Georgia, we have people who are committed to helping you learn more about college and getting you on the right track.

Remember we've got your back!

Located in this section you can find the African-American Male Initiative programs, their administrators and where they are located, including links to some of the program websites. You also can locate University System of Georgia minority



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STRATEGIC MARKETING EFFORTS:

- Television and radio commercials
- “Million Dollar Player” Website
- AAMI Best Practices Conference Website



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AAMI Best Practices Conference 2007

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**Welcome to the University System of Georgia's African-American Male Initiative (AAMI)
Best Practices Conference 2007 Web Site.**

**Join us on November 30 and December 1, as the University System of Georgia hosts our
"Inaugural AAMI Best Practices Conference!"**

News Releases:

- [University System of Georgia's African-American Male Initiative Hosts First-Ever Best Practices Conference](#) (PDF)
- [Leaders Recognized For Supporting Black Male Educational Achievement](#) (PDF)

Don't miss this historic gathering and information exchange.

www.usg.edu/aami/bestpractices07/

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STRATEGIC MARKETING EFFORTS:

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- Marketing Brochure



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OUTCOMES TO-DATE:

- Black male **enrollment** in the USG **increased** by 36 percent
- The **gap** between the percentage increase of Black males and Black females enrolling annually in the USG **is closing**.
- USG AAMI **programs have grown** from three in 2002 to more than 25 in 2009
- Best Practices Conference convened in December 2007
- **Pilot programs funded** at 23 different USG institutions, investing more than \$1 million; many are institutionalized.
- **Attracted \$600K in external funding** at statewide level, and many USG campuses have secured external support



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NEXT STEPS:

- Monitor, track and compile AAMI program outcomes and USG Black male performance indicators
- Manage new Lumina Foundation grant
- Launch MDP Website/Marketing Campaign
- Implement SAAB Chapters/Student Engagement Effort
- Training Program Staff on Measurement and Sustainability
- Host Another Best Practices Conference



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WHAT CAN EDUCATORS AND EDUCATIONAL ENTITIES DO?

- Do the research; ***track the data -- statewide and institutional***
- Develop marketing collaterals to ***cultivate communication*** between Black males, their parents, K12 educators and your institution
- Emphasize the need for enrollment in rigorous ***College Prep courses***
- Enhance ***interaction and programming*** (e.g., after-school groups, test-prep programs) ***with schools*** in your service areas and civic groups serving Black male students (6th grade and up)
- Increase “Campus Visitation Days” and summer-bridge programs to ***expand exposure*** for “first-generation” students
- Form campus advisory boards and draft action plans to address your institution's specific needs; ***involve community leaders*** in those efforts
- ***Seek external funding***



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WHAT CAN INDIVIDUALS DO?

- Help change the images and the language that emanate from and depict our community; talk to young people about their role in creating this change.
- Mentor young men; volunteer with civic groups doing such work
- Get your church, fraternity, sorority, professional association involved
- As educators, advocate/sponsor activities aimed at enhancing K-12 partnerships to augment K12 guidance counseling and test preparation
- Emphasize the need for Black males to enroll in College Prep; talk to them individually and collectively
- Talk to parents, individually and collectively (neighbors, civic groups)
- Just do something! Our young men and our community are at stake!!



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Thank you for your interest in the
University System of Georgia's
African-American
Male Initiative!