

## **Equity and Diversity are a Part of Excellence in Recruitment Efforts**

*Diversity, Equity, and Inclusion Workgroup Statement*

*November 17, 2016*

The Office of Admissions works hard to ensure potential students submit their applications by the priority and scholarship deadline of November 1<sup>st</sup>. As part of our continued efforts to highlight timely and action oriented requests (see last month's [statement regarding recent protests and institutional change](#)), the Diversity, Equity, and Inclusion Working Group has specific calls to action for implementing the goals of the 2016 DEI report.

First, we require Enrollment Management and the Office of Admissions to move away from a deficit centered discussion of multicultural recruitment. We have frequently heard that we must choose between excellence and equity in recruitment efforts. We reject that notion, and argue that this type of thinking limits our ability to effectively recruit the best and the brightest for KU. In order to move in that direction we ask the Office of Admissions to actively work to reduce the gap in applications to University Honors Program (UHP) between high achieving white students and high achieving students of color. When recruiting students of color these potential students should be actively encouraged to apply for the full range of opportunities at KU, including UHP.

Second, conduct more inclusive outreach when engaging potential students. We recognize the hard work of admissions officers and their time spent away from campus recruiting. However, many of the recruitment efforts away from campus focus on high income areas and less accessible spaces. In addition to recruitment events at hotel ballrooms or country clubs, students and families new to KU may find events more accessible at community centers or local high schools. The Office of Admissions should also actively engage communities where they live, work, and congregate including, but not limited to, reservations, community events, and military on Forts and Bases. Additionally, the University must ensure accessibility for potential students and their families by providing information on recruitment and admissions materials including websites in languages beyond English. The University of Kansas needs to actively recruit undocumented students and provide a clear online resource guide on how to apply as an undocumented student, as well as how to locate funding for KU. As an institution we must consider how we allocate scholarship and financial aid funding with a goal of inclusivity.

Third, personally engage potential students of color, first generation college students, and veterans. In a time of increased social media and digital outreach, nothing stands out like a personal connection. Much of this used to be done by bringing students to campus. This year KU stopped providing busses to students for identity specific leadership summits on campus during the fall semester. KU must reinstate busses to areas outside of Lawrence to bring multicultural students to recruitment events.

Finally, recognize that there are allies in many places on campus, but inclusive recruitment is the work of the admissions office. Recruitment of veterans should not be focused in the Office of Military Programs, rather, they should be a partner in an active recruitment strategy from the Office of Admissions. Recruitment of students of color is not the responsibility of the Office of Multicultural Affairs or the Multicultural Scholars Programs, though they are partners in these efforts. Recruitment of LGBTQIA students is not the responsibility of the Center for Sexuality and Gender Diversity, though they are partners in these efforts. The Office of Admissions should not see diversity and equity as a potential hindrance to excellence, but a key part of it.