Student of Color Recruitment
College of Agricultural and Life Sciences
University of Wisconsin-Madison
2004

Undergraduate Recruitment:
• Underrepresented: African American, American Indian, Asian American (with emphasis on Southeast Asian American), Hispanic/Latino
• Diversity Brochures
• Diversity Education website

Pre-College Initiatives in CALS
Summer Science Institute
• High potential minority and underserved high school students from Wisconsin and across the country.
• Interact with UW faculty, staff and students as they conduct research in the biological sciences.
• There is no cost to SSI participants. The program provides room, board, books and materials.
• Seven-week residential program
• Students gain an understanding of the nature, application and ethics of biological research

Information Technology Academy (ITA) –
• Sponsored by the UW-Madison Division of Information Technology (DoIT),
• This is an innovative, 4-year pre-college technology access and training program for talented students of color and economically disadvantaged students attending Madison Public Schools.
• The goal is to prepare students for technical, academic, and personal excellence in today's Information Age.
• Fifteen students in their final semester of 8th grade participate in the program.

Campus Pre-College Programs:
PEOPLE (Pre-college Enrichment Opportunity Program for Learning Excellence)
• Innovative partnership between UW-Madison and public schools in Milwaukee, Racine, Waukesha, Ho-Chunk Nation and Madison.
• Designed for underrepresented and disadvantaged students
• Founded in 1999 as a way for the university to increase diversity and identify students with strong academic potential.
• Students participate in year-round sessions at home and summer sessions at UW-Madison,
• Focusing on: academic skills, college classroom experience, campus orientation and cultural enrichment activities.
• Upon high school graduation, PEOPLE students accepted at UW-Madison are eligible for a five-year tuition grant.
CALS provides two tuition scholarships each year for PEOPLE students.

**POSSE**
- High School students from underrepresented backgrounds
- High academic ability, and quality references
- Participate in year long program prior to arrival at UW
- Purpose is to admit students in ‘posses’ to relieve the anxiety of coming to UW alone
- Started in Chicago and LA
- UW-Madison is the first public institution to offer POSSE; University of Illinois recently added this program
- Prospect school, admitted, M/D

**CALS Recruitment projects:**
- Milwaukee public schools—Food Science and General Mills partnership
- Growing Power (Milwaukee; private non-profit tied to horticulture operation)
- Additional high school recruitment locations: Chicago, Minnesota
- Madison Schools Parade of Information UW-Waukesha recruiting fair
- Milwaukee Public Schools College Fair
- Academic Advancement Program/TRIO selection committees
- Minority Applicant Services

**Lessons learned:**
- Recruitment of minorities remains a challenge for the College and the Campus.
- Industry wants a more diverse workforce as well as a workforce sensitive to cultural variations and is more willing to work with us on recruitment and retention.