

ACTION PLAN

Multicultural Recruitment & Retention

IMPLEMENTATION SCHEDULE/TIMETABLE

Task	Completion Date
Concentrate high school visits in inner city Kansas City and St. Louis.	Fall & Spring
Provide Multicultural scholarship to qualified students	Fall Trimester
Host bus tours for Multicultural students that would include Kauffman Scholars, AVID, LULAC and other Kansas City organizations and clubs.	Fall/Spring Trimester
Target direct mail flow to include Multicultural brochures as well as other targeted pieces.	Fall/spring Trimester
Attend college fairs specifically for Multicultural populations	Ongoing
Continue tracking multicultural students through lead cards, college fairs, high school visits and e-mail communications	Ongoing
Using ACT and other market analysis data as a tool to identify qualified Multicultural students	Ongoing
Send personal notes to ethnically diverse students	Fall/spring
RESPONSIBILITY: Dean of Enrollment Management, Associate Directors, Assistant Directors	
Budget:	