

Aztec Scholars Initiative Annual Report (2013/2014)

Objective

The objective of the Aztec Scholars Initiative is to design and implement a recruitment and retention strategy through bringing together a wide range of individuals, programs and departments, who were committed to supporting and promoting the cultural, social, academic, and leadership development for students pursuing candidacy from SDSU.

Impact

Recruitment Efforts

1. Two (2) Regional Receptions in Oakland and Riverside for fall 2014 (focus: African American recruitment)
2. Six (6) local tribal community events (focus: American Indian recruitment)
3. College Board Name Purchasing of Underrepresented Students: In 2013 a total of 1,318 “names” were purchased
4. Presidential Scholarship Program
The Presidential Scholars program is utilized as a recruitment strategy to yield high achieving students. In 2013 there were 4 enrolled African American students; the fall of 2013 projection is to have 10 African American students.
5. Freshman for a Day: A total of 113 local and non-local area high school students participated

Yield Efforts

1. Harambee (“Coming Together”) Weekend/Explore SDSU
In spring 2014 a total of 253 prospective students and guests attended. In spring 2013 a total of 113 prospective students and guests attended.
2. Elymash Yuuchaap (“Youth Think”)Weekend/Explore SDSU
A total of 33 prospective American Indian students and guests attended
3. Personalized Prospective Student Visits: 21 visits took place during fall 2013
4. Student Organization Engagement
2012-2013: Five (5) Student Organizations, individual leaders and student representatives served through volunteerism.
2013-2014: Ten (10) Student Organizations, individual leaders and student representatives served through volunteerism, a 100% increase including the employment of mentors and campus liaisons.
5. Phone Banking (African American)
2013: 489 African American admitted students were contacted
2014: 988 African American admitted students were contacted
6. Phone Banking (American Indian)
2013: No organized campus contacts took place
2014: 63 American Indian admitted students were contacted
7. Intents to Enroll:

Freshmen	2014 Intents to Enroll	2013 Fall Intents to Enroll	% Increase
American Indian	23	9	156%
African American	184	143	29%

Retention Efforts

1. Back to School Barbeque – Approximately 200 first time freshmen, family members, SDSU faculty, staff and administrators attended
2. Elymash Yuuchaap Retreat: Approximately 20 American Indian students, faculty and staff participated in this first time event
3. Welcome Week African American and American Indian “Mixers”
2012-2013: 115 freshman and returning students attended
2013-2014: 235 first time freshman and returning students attended
4. Harambee (“To Come Together”) Scholars Mentoring
In fall 2013, 71 students were enrolled in the first year University Seminar Experience. Forty-four (44) upper division SDSU student mentors and 4 graduate student leads were employed to provide weekly one on one mentoring.
5. Elymash Yuuchaap (“Youth Think”) Scholars Mentoring Program
One (1) upper division SDSU student mentor and 1 graduate student assistant were employed for this inaugural program. Seven (7) Students were enrolled in the first year University Seminar Experience facilitated by the department of American Indian Studies.

Next steps

Summer 2014

- Recruit, interview and select Fall 2014 mentors and graduate student assistants
- Establish Learning Community Packaging
- Summer Bridge Notification of Acceptance
- Implementation of SWAG II (local high school students)
- Summer Bridge Student and Parent Orientations, Staff Training and Facilitation
- Develop Second Year Experience
- Mentor and graduate student assistant notification
- ASI New Student Orientation

Fall 2014

- Mentoring Programs Begins
- Back to School Activity for new ASI and Mentors
- Course packaging begins
- Welcome Week Community Reception
- College Board Name Purchasing
- Elymash Yuuchaap Retreat
- Family Weekend ASI Event
- Regional Recruitment Reception
- Homecoming Activity
- Historically African American Greek Showcase
- Powwow, Thanksgiving and Kwanzaa Activities
- Provide On-Going Program Tracking and Assessment: A process was created to track hours of participation and activities in which first time underrepresented students engaged in. Between the Elymash Yuuchaap and the Harambee Mentoring components, an average of 40 employed student assistants and graduate assistants provided over 12,800 hours of mentorship during the fall and spring of 2013-2014. This excludes informal relationships that have been established through these mentoring programs, such as study sessions, individual coordinated outings, activities etc.

Aztec Scholars Initiative - Harambee Mentoring Program - Fall 2013

FIRST SEMESTER ACADEMIC PROFILE - AFTER FALL 2013

	Average Total Units			Average Cumulative GPA			% On Academic Probation		
	Mean	SD	Count	Mean	SD	Count	Count	Total	Percent
1. High Participation	13.9	1.8	16	2.71	0.49	16	1	16	6.3%
2. Medium Participation	13.4	3.5	61	2.69	0.93	61	12	61	19.7%
3. No Participation	12.8	3.8	86	2.58	0.84	85	14	86	16.3%
4. Total African American	13.1	3.6	163	2.64	0.85	162	27	163	16.6%
5. Total FTF Cohort	14.1	2.9	4,670	2.88	0.76	4,656	521	4,671	11.2%

GROUP DEFINITIONS

1. High Participation	African American who Participated in both the Harambee Weekend (Spring 2013) AND the Fall Harambee Univ. Seminar (Fall 2013)
2. Medium Participation	African American who Participated in either the Harambee Weekend (Spring 2013) OR the Fall Harambee Univ. Seminar (Fall 2013)
3. No Participation	African American who DID NOT Participated in either the Harambee Weekend (Spring 2013) AND the Fall Harambee Univ. Seminar (Fall 2013)
4. Total African American	Total African American Fall 2013 FTF
5. Total FTF Cohort:	All Fall 2012 FTF COHORT