



Minority Recruitment in a Small(ish) Town

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About Us



Dr. Raphel Robinson



Keith Bracey



Marissa Brown

College of Central Florida

Established 1957 (Background)

Several Name Changes

6 Locations

150+ Academic Pathways

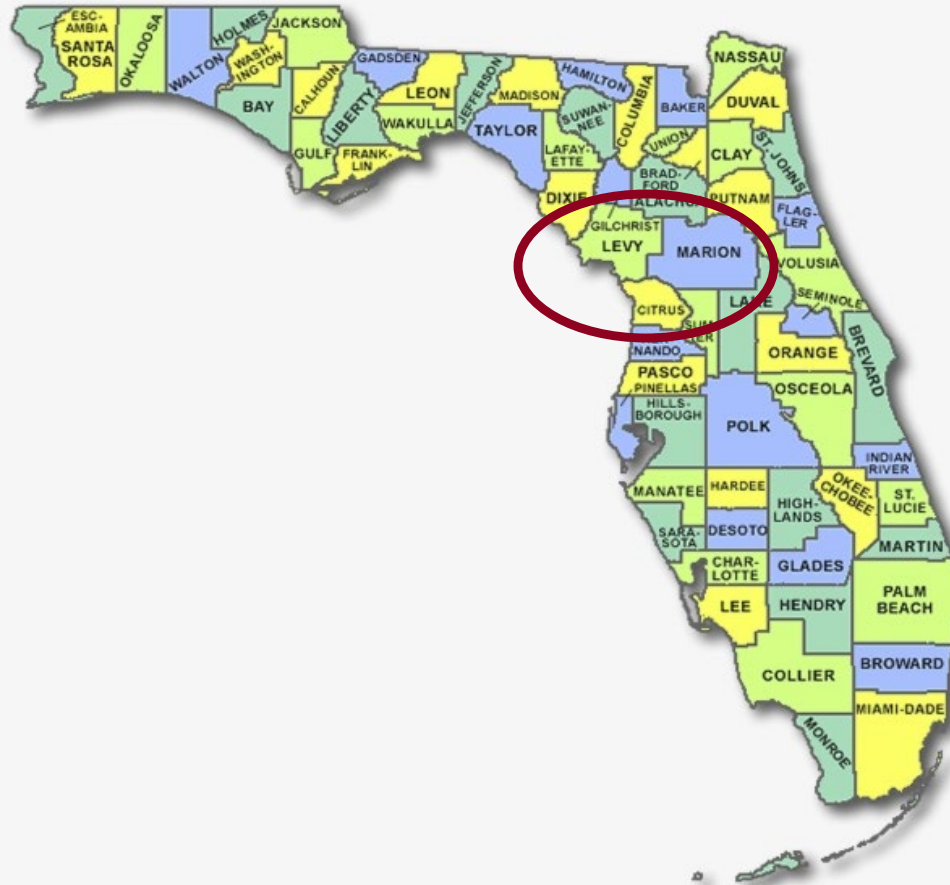
Top 1% for affordability Nationwide

Student Demographics

Recruitment Team

College of Central Florida

Service District: Marion, Citrus & Levy Counties



College of Central Florida

Tricounty Population – 588,156

Headcount – 10,000 students

Female – 63% Male – 36%

Race/Ethnicity

White 60%, Hispanic 17%, Black 11%,

Multiple Race 7%, Asian 3%

Largest Service District Demographics

Marion County Population – 400,000

Race/Ethnicity

White 45%

Hispanic 29%

Black 17%

Multiple Race 6%

Asian 3%

Recruitment Team



Takeaways

Utilizing and Building Partnerships

Recognize Barriers

Bridging the Gap



Utilizing & Building Partnerships

Educational Opportunity Center (EOC)

Leadership Ocala/Marion County

Marion County Public Schools (MCPS)

Hispanic Business Council (HBC)

Public Education Foundation of Marion County
(PEFMC)

Community Foundation Ocala/Marion County

Educational Opportunity Center

Students must meet at least one of these requirements to be eligible:

First-generation student

Low income (based on taxes or completed FAFSA)

At Least 19 years of age

Services:

Academic advising

Tutoring

Financial aid/scholarship advisement

Financial and economic literacy

Career assessment and exploration

Study skills seminars/workshops

College & universities tours



Leadership Ocala



Hispanic Business Council

Monthly Meetings

Hispanic Heritage Festival

Community Events

Importance of Diverse Recruitment Team

Hispanic Advisory Board

Made up of staff, faculty, students
and community members



Marion County Public Schools

Leadership MCPS

Community Partners Meeting

Multicultural Education

Career Fairs



Public Education Foundation

Part of MCPS

Take Stock

Financial Aid Night

Preview Night

Mentor

Teacher to Be Scholarship



Community Foundation

Back to School Backpack Giveaway

Share the Love

Filter into our programs

Inspire Gala

Networking/Connections



Utilizing & Building Partnerships

Marketing

Business and Technology

BAS

Career Pathways

Health Sciences

Conference Services

Events

Financial Aid

Regional Campuses

Recognize Barriers

Internal Partners

- Marketing, Financial Aid, Regional Campuses
- Leadership
- Campus knowledge/lack of involvement

Perception

- Internal and external
- Non-traditional students

Communication

- Getting better with high school seniors
- Tricounty area

Political Climate

- Black Male Enrichment Conference

Black Male Enrichment Conference

First Year

New Initiative Grant

Second Year

Recruitment event under admissions

Partnered with MCPS

Feedback

Future plans

On hold

beyond^{all}
limits

Black Male
Enrichment
Conference

Feb. 17, 2022



Bridging the Gap

Recruitment Team

Utilize strengths

Give and Take

Find opportunities for growth

Scholarships

Unique opportunities in your community

Think outside the box

Why We're Here



QUESTIONS?