

## **ALUMNI ENGAGEMENT**

### **WORKING GROUP MEMBERS:**

Trent Bosley - Alumnus ('07), Transportation Security Administration  
Aria Carr - Alumna ('07), Black Alumni Chapter  
Michael Humphrise - Alumnus ('90), Past President, Black Alumni Chapter  
Nick McCaslin - Alumnus ('20), CACI International, Inc.  
Johana Melendez - Student ('21), Health Science  
Derek E. Steele - Alumnus ('84), JMU Alumni Association Board of Directors

### **WORKING GROUP CO-CHAMPION**

Paula Bowens, [paulabowens@yahoo.com](mailto:paulabowens@yahoo.com)

**RECOMMENDATION TITLE:** Alumni Help in Diversity Recruitment

**PROBLEM STATEMENT/ISSUE:** The decline of the black student population on the JMU campus. Between the 80s and mid-90s, the JMU campus saw an 10% increase in the black student population. By the late 90s, the current black student population continued to decline to 3-4% based on a student population of 22,000, compared to an increase in other minority groups on campus.

### **RECOMMENDATION:**

- ◇ Admission and Alumni Association should partner to help recruit minorities to JMU. Tap into the Admission Recruitment Volunteer program, involve BAC, Latinx more.
  - Alumni could be more involved in High School College Fairs
  - Alumni can participate in Summer Send-Off picnics
  - Reevaluate or review where we send our JMU recruitment professionals; more strategic emphasis on geographic areas outside of Virginia where specific K-12 school districts have more diverse racial and ethnic populations.
  - The Black Alumni Chapter and other race/ethnicity-based alumni chapters, in partnership with the Office of Alumni Relations, can schedule an annual/semi-annual meeting with the Admissions Office to better understand trends that affect the application process. Topics of discussion can include changes in demographics (e.g., where are the areas from which incoming first year students are applying from); changes in admissions requirements (e.g., SAT scores no longer required), etc. This will allow alumni the ability to connect with the target audience better.

## **WORKING GROUP LEADERSHIP**



Mike Davis,  
Leadership Council



Carrie Combs,  
Leadership Council



Paula Bowens  
Working Group Co-Chair



Conor Webb,  
Working Group Co-Chair

## Alumni Engagement—Alumni Help in Diversity Recruitment

### RATIONALE

There are just over ~ 6,000 black-identified alumni in the JMU alumni community which is comprised of ~150,000 strong. This working group does not have reports on Latinx and Asian-identified alumni population numbers but there is a disproportionate number when compared to White-identified JMU Alumni. Multicultural representation matters as we build a pipeline from recruitment to graduation for the next generation of JMU Dukes.

### SUCCESS

- Increased multicultural student representation on-campus
- Increase in participation from multicultural alumni communities
- Alumni (affinity chapters) support in the student recruitment process
- Increase in scholarship funding from multicultural alumni communities