

University of Arkansas Diversity Proposal

Executive Summary

The University of Arkansas is the pride of the state. The school's outstanding athletic programs and top-of-the-line education are just a few of the things that make the University of Arkansas one of the best in the nation. The problem that the university faces today is its diversity. While leaders on campus have been pushing for inclusivity within the University, white students still make up almost 75% of the campus population. This is a problem that will require careful and elaborate planning for recruiting students on and off campus.

In this proposal, we will create a plan for an outreach campaign for the University of Arkansas School of Journalism and Strategic Media. This campaign will be aimed at recruiting African American students from the Delta region in Arkansas. Specifically, we will be focused on recruiting from the Lee, Chicot, Phillips and Desha counties. We have chosen these counties because these are counties in Arkansas that are predominantly black in population.

The proposal will include our target audience of black and African American high school students along with strategies to reach this target audience. The proposal will also include specific tactics that can be used to carry out these strategies and reach our objective of increasing the amount of black and African American students at the University of Arkansas.

One important part of this proposal will be our timetable and evaluation methods. We have set a four year timeframe for this campaign which will be explained at the end of the proposal. Our evaluation methods are fairly simple, but they are very important as well. Evaluation will allow us to determine if we are meeting our goals and if we need to make any changes to the campaign throughout the four years.

Situation Analysis and Objective

The problem the University of Arkansas is currently facing is the lack of diversity on campus. In Fall 2020, the University of Arkansas enrollment totaled at 27,562 total students. Only 5,925 of these students are minorities, and only 1,251 are black or African American. These numbers have been fairly consistent over the past three years at the University of Arkansas. Our objective is to increase the number of black and African American students at the University of Arkansas by 30% over the next four years.

Target Audience

To complete this objective, we must first identify our target audience. Our target audience is black and African American high school students of the ages 14-18 who are planning on pursuing a college education. These will be students who go to high schools in the Chicot, Phillips, Lee and Desha counties in the Delta region of Arkansas.

Strategies and Tactics

One of the strategies that we will use to do this is promote some of the Universities best aspects. This could be done by creating a graphics that preview the campus, the nature around campus and the athletic facilities on campus. The graphics will include pictures of students enjoying these places. A commercial could also be made to implement this strategy. The commercial will feature an African American student from the University of Arkansas narrating the video. During his narration, there will be many clips and drone footage of different places around the campus.

Another strategy that we will use is promoting the many clubs and opportunities on campus. Various graphics will be created representing the clubs. The graphics will include the

name of the club and a logo if available. They will also feature pictures of members of those clubs as well as testimonials from the students explaining how they benefitted from joining those clubs.

Timetable

As previously mentioned, our timeframe for increasing the number of black and African American students at the University of Arkansas will be four years. This time frame may seem long, but it is necessary. Although the campaign is targeted at all black and African American high school students, many current juniors and seniors in high school may have developed plans for after high school. The four-year time frame will allow us to evaluate the enrollment of the current freshmen and sophomores in high school as well.

Evaluation

The results of the campaign will be evaluated by comparing the current number of black or African American students enrolled at the University of Arkansas to that amount each year for the next four years. This information can be found at oir.uark.edu.