

Community Outreach, Partnerships & Recruitment

Learning from Examples and Looking
Ahead

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- Who we are
- Outreach
- Partnerships
- Recruitment

Introduction

- Programs designed to encourage PSE participation for those in historically underrepresented groups (ex. FGS)
- Why?
 - Increase access
 - Increase diversification of student body
 - Increase success
 - Increase enrolment
 - Increase government funding

Outreach

- What are the challenges?
 - Identifying FGS
 - Creating culturally sensitive programs that will attract FGS
 - Getting buy-in from campus partners to attract and admit FGS
 - Creating programs that will be supported by the campus to retain and graduate FGS
 - Funding the programs

Outreach

- What are we doing?
 - Universities
 - FGS websites
 - FGS positions
 - FGS offices
 - FGS funding
 - Provincial Government
 - FGS funding
 - HECQO Research
 - Canadian Government
 - Millennium Scholarship – Canada Student Grants Programs
 - Anything else
 - American Government
 - TRIO

Outreach

- TRIO
 - Educational Opportunity Centers Program
 - McNair PostBaccalaureate Achievement Program
 - Student Support Services Program
 - Talent Search
 - Training Program for Federal TRIO Programs
 - Upward Bound
 - Upward Bound Math Science
 - Veterans Upward Bound

Outreach

- Breakout
 - Write a brief for Cabinet to design a Canadian TRIO program
 - Federal program
 - Goal – increase PSE participation
 - Objective – increase the participation rate of FGS in PSE
 - Strategies
 - Tactics

Outreach

- History of Pathways to Education
- Regent Park
- How do we create a culture of post-secondary success?
- Experience of students applying to College or University
- Early Partnerships with University of Toronto, George Brown, etc.
- My experience in Kitchener

Partnerships

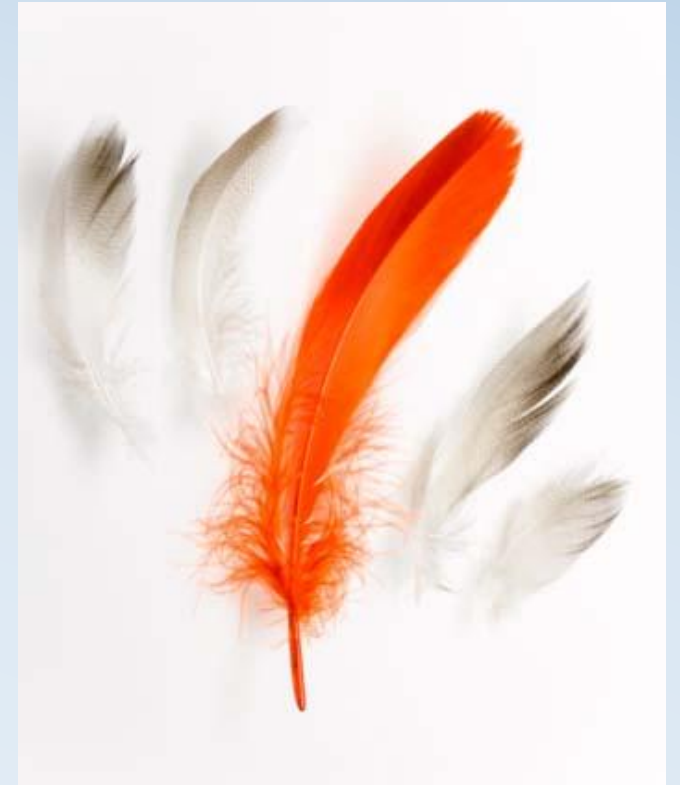
Culture is the way
you think, act, and
interact.

- Currently working with 5000 students across the country
- Coast to Coast Footprint
- Partnerships have grown--ie. Ryerson experience and model
- Other partnerships at Queens, Brock, etc.
- Desire to have a national partnership framework with post-secondary institutions

Partnerships Continued

- Future aspiration is to build a graduation nation
- Imagine a country where all youth, regardless of background can succeed
- How might post-secondary leaders champion this cause?
- Requires new ways of thinking about students
- What role can you play?

Partnerships Continued



- Identify local programs that work with your first generation target market--how do you currently work with these students or these programs?
- How might you increase access for these students?
- Brainstorm a list of partnership possibilities--
- What are the characteristics of the partnership?
- What would the vision look like for the partnership in 1 year, 3 years, 10 years

Partnership Activity



Recruitment

Key influences on decision to pursue PSE

	Previously attended or completed PSE	Attending PSE	Plan to attend PSE
Parents/guardians	53	60	70
Other family members	41	43	62
Role model	39	50	62
Teachers	33	35	65
Friends	30	34	52
Guidance counsellor at school	24	25	50
University/college representative	21	25	33

Source: Urban Aboriginal Peoples Study 2010



Recruitment



What tactics/activities are you (or could you) be doing to recruit First Generation Indigenous students?