



Student Affairs Update
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Vice President for Student Affairs
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Recruitment Strategies Office of Undergraduate Admission & Recruitment

Strategic Emphasis #1-

Increase the number of High Ability & High Achieving Scholars, thus increasing the Academic Profile

Strategic Emphasis #2

Increase STEM enrollment

Strategic Emphasis #3

Increase transfer student enrollment

DIVISION OF STUDENT AFFAIRS



Strategic Emphasis #1- Increase High Ability & High Achieving Students & Scholars



FAMU Scholars Geographical Footprint (2021-2022)

State	Number of Scholars
Florida	50
Georgia	24
Texas	10
Illinois	6
Maryland	6
Ohio	6
North Carolina	3
Tennessee	2
Louisiana	2
Washington DC	2
New York	2

Current Action Plan

- **Visit a minimum of 100 high schools**
 - Focus on “A & B” rated schools
 - Focus on Early College Programs/High Schools, IB schools/programs, and high schools with percentage of AP classes and exams taken
 - Focus on High Achieving High Schools to obtain National Achievement Semi-Finalist and Finalist
- **Assign a recruiter to work with Director to serve as high achieving liaison who oversee the application to enrollment phases.**
 - Incorporate members of campus leadership, i.e., College Deans, Provost, Vice-Presidents, into the acceptance phase of the enrollment funnel.
- **Host On campus recruitment and Yield Programs**
 - Fall Preview
 - Visit Day Programs (Campus Tours)
 - Scholar’s Experience
 - Director Coming to You (1st Day of Decision Release)
- **Build Scholar Communication Plans**

STRATEGIC ENROLLMENT EMPHASIS #2- INCREASE STEM ENROLLMENT



Top Science & Technology Schools

High School Name	City	State
William H. Turner Technical Arts H.S.	Miami	FL
Design & Architecture Senior High School	Miami	FL
Ransom Everglades High School	Miami	FL
The Pinecrest School	Fort Lauderdale	FL
Berkeley Prep	Tampa	FL
Brooklyn Tech	Brooklyn	NY
Stuyvesant High School	New York	NY
HS for Math, Science, and Engineering	New York	NY
Bronx High of Science	Bronx	NY
CASS Technical	Detroit	MI

Current Action Plan

- Visit a minimum of 50 STEM Magnet/High Schools.
- Create recruitment materials highlighting faculty achievements in STEM, current students, and alumni accomplishing groundbreaking research, national rankings and graduate placements.
- Create target weeks for each STEM focus area. Each week of STEM week will feature an on-campus event, webinar presentation, guest speakers, and Dean and faculty engagement.

Strategic Emphasis #2- Increase STEM Enrollment



Top Male High Schools to Visit

High School Name	City	State
Belen Jesuit Preparatory Academy	Miami	FL
Columbus H.S.	Miami	FL
Jesuit High School	Tampa	FL
Young Men Preparatory	Miami	FL
Piney Grove Boys Academy	Fort Lauderdale	FL
The Benedictine School	Savannah	GA
Bethesda Academy	Savannah	GA
Brother Rice High	Chicago	IL
Urban Prep Academies	Chicago	IL
De La Salles Institute	Chicago	IL
Gonzaga College Prep	Washington	DC
St. Alban's School	Washington	DC
St. Anselm's	Washington	DC
St. Augustine High	New Orleans	LA
Jesuit High School	New Orleans	LA

Current Action Plan

- Increase enrollment in STEM program with an emphasis on increasing male enrollment.
- Visit a minimum of 25 male only high schools in our primary markets. If the budget allows, bring examples of currently enrolled successful male students at FAMU.
- Create recruitment materials that displays the accomplishments of current male students and alumni.

ENROLLMENT EMPHASIS #3- INCREASE TRANSFER ENROLLMENT



Top Florida College System (FCS) Based on FALL 2020 Enrollment Data		
College Name	City, State	Total Enrolled
Tallahassee Community College	Tallahassee, FL	127
Broward College	Fort Lauderdale, FL	30
Florida State College	Jacksonville, FL	24
Miami Dade College	Miami, FL	22
Valencia College	Orlando, FL	22
Palm Beach State College	West Palm Beach, FL	19
Hillsborough State College	Tampa, FL	16
Santa Fe College	Gainesville, FL	12
Seminole State College	Seminole, FL	7
Gulf Coast State College	Panama City, FL	5

Current Action Plan

- Visit FCS institutions and develop relationships with transfer coordinators, campus administration, and clubs and organizations.
- Host a “Transfer Students Day” program specifically for transfer students (Spring semester).
- Have weekly “Transfer Talk” sessions who students prospects, applicants, and admitted students.
- Develop transcript evaluation positions in the Office of Undergraduate Admission & Recruitment that complete evaluations prior to admission

2022- ENROLLMENT SNAPSHOT- FTIC & FCS



Current Action Plan

Fall 2022	Applied			Admitted			Denied/Redirect (FTC)		
	11/5/21	11/5/20	11/5/19	11/5/21	11/5/20	11/5/19	11/5/21	11/5/20	11/5/19
FTC	3,648	2,919	2,681	519	287	424	74	16	421
FCC	57	65	53	5	2	4	1	1	2

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FTIC In-State Enrollment by County (Fall 2021)



FLORIDA
AGRICULTURAL AND
MECHANICAL
UNIVERSITY

Florida A&M University		
In-State FTIC Enrollment by Florida County, Fall 2021		
County	Count	% Total
Broward	127	16.1%
Dade	92	11.7%
Duval	84	10.7%
Orange	71	9.0%
Leon	68	8.6%
Hillsborough	60	7.6%
Palm Beach	54	6.9%
Polk	23	2.9%
Escambia	19	2.4%
Seminole	15	1.9%
Gadsden	13	1.6%
St. Lucie	12	1.5%
Brevard	11	1.4%
Marion	11	1.4%
Clay	10	1.3%

FTIC In-State Enrollment Top 25 High Schools (Fall 2021)



High School and City	Count
BLANCHE ELY HIGH SCHOOL (POMPANO BEACH)	22
EVANS HIGH SCHOOL (ORLANDO)	14
JAMES S RICKARDS HIGH SCHOOL (TALLAHASSEE)	14
LINCOLN HIGH SCHOOL (TALLAHASSEE)	13
PAXON SCH FOR ADVANCED STUDIES (JACKSONVILLE)	12
ROBERT E LEE SENIOR HS (JACKSONVILLE)	12
TAMPA BAY TECHNICAL HS (TAMPA)	11
AMERICAN SENIOR HIGH SCHOOL (HIALEAH)	10
MIAMI NORTHWESTERN SR HIGH SCH (MIAMI)	10
NOVA HIGH SCHOOL (DAVIE)	10
OCOEE HIGH SCHOOL (OCOEE)	10
SANDALWOOD SENIOR HIGH SCHOOL (JACKSONVILLE)	10
CORAL REEF SENIOR HIGH SCHOOL (MIAMI)	9
FLORIDA A AND M UNIVERSITY HS (TALLAHASSEE)	9
GLADES CENTRAL HIGH SCHOOL (BELLE GLADE)	9
DR PHILLIPS HIGH SCHOOL (ORLANDO)	8
MIRAMAR HIGH SCHOOL (MIRAMAR)	8
SEMINOLE HIGH SCHOOL (SANFORD)	8
DILLARD HIGH SCHOOL (FORT LAUDERDALE)	7
FIRST COAST HIGH SCHOOL (JACKSONVILLE)	7
LEON HIGH SCHOOL (TALLAHASSEE)	7
OAKLEAF HIGH SCHOOL (ORANGE PARK)	7
ROBERT MORGAN EDUCATIONAL CNTR (MIAMI)	7
SUNCOAST COMMUNITY HIGH SCHOOL (RIVIERA BEACH)	7
WEKIVA HIGH SCHOOL (APOPKA)	7

HAZING PREVENTION



The University facilitated hazing prevention educational seminars on the following dates:

September 20th – 24th – National Hazing Prevention Week & National Campus Awareness Was Recognized

Hazing Prevention Initiatives

October 19, 2021 – Hazing Seminar for Clubs and Organizations

Additionally, the Alivetek online hazing course remains available to various student entities.

Since the inception of the Alivetek Module...

- **8114 Students have taken the Hazing Prevention 101 Course**
- **1007 Students have taken the Fraternity & Sorority Life Course**

Summer 2020 – Spring 2021 Number of hazing incidents which required a disciplinary proceeding that resulted in the student or organization or group being found responsible for a hazing incident					
SUS Institution	Unique # of Incidents	# of Student(s) responsible	# of Organization(s) responsible	# of Student group(s) responsible	# Found responsible for more than 1 incident
FAMU	0	0	0	0	Student(s): N/A Organization(s): N/A Group(s): N/A

“At FAMU, Great Things are Happening Every Day”



FLORIDA A&M UNIVERSITY

Founded in 1887 as the State Normal College for Colored Students, Florida Agricultural and Mechanical University (FAMU) is the only historically state supported educational facility for African Americans in Florida. It has always been co-educational. In 1890, the second Morrill Act was passed. This enabled the school to become the Black Land Grant College for the State of Florida. In 1891, the college was moved from its original location west of town to its present location which was once the site of "Highwood," Territorial Governor W.P. Duval's slave plantation. The site is one of the highest hills in Tallahassee. The school was known as Florida A&M College from 1909 until 1953 when it attained university status.