

<b>Title</b>	College Assistance Migrant Program (CAMP)
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<b>Phone:</b>	360-753-7810
<b>Synopsis:</b>	<p>A brief overview of the College Assistance Migrant Program (CAMP) at Central Washington University will be provided. CAMP is a special program that provides financial and academic support services to freshman students from migrant and seasonal farm-working backgrounds.</p> <p>CAMP is designed to help students succeed as they begin their college careers. CAMP students are eligible for a variety of services, including: financial support, academic assistance, career-planning services, and cultural enrichment opportunities.</p>
<b>Guiding questions:</b>	<ol style="list-style-type: none"> <li>1. What strategies are useful in providing support for students to access postsecondary education?</li> <li>2. What challenges do first-generation students face to successfully complete a postsecondary degree?</li> </ol>
<b>Possible council action:</b>	<input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Approve/Adopt <input type="checkbox"/> Other: _____
<b>Documents and attachments:</b>	<input type="checkbox"/> Brief/Report <input type="checkbox"/> PowerPoint <input type="checkbox"/> Third-party materials <input type="checkbox"/> Other

# Central Washington University

Washington Student Achievement Council

Serving Under-Represented Students

June 23, 2014



Miriam Bocchetti

Director, College Assistance Migrant Program

John Swiney, Ph.D.

Associate VP for Enrollment Management

# What is the College Assistance Migrant Program?

The CAMP Program assists migrant and seasonal farmworkers and their immediate family members to successfully complete the first undergraduate year of study in a college or university, and provides follow-up services to help students continue in postsecondary education.

*For more information regarding CAMP, please visit our national website:*

[www.hepcamp.org](http://www.hepcamp.org)

# CAMP QUICK FACTS

- Funded by Department of Education
- Five year grant
- Currently in second year of third grant cycle
- Total budget amount \$426,986
- Direct funds budgeted for students: \$120,000
- Six currently funded CAMP Projects in WA
- CBC, HU, UW, WSU, WVC, CWU
- Competitive funding

# WHO IS ELIGIBLE FOR CAMP SERVICES?

*A student is eligible for CAMP if they meet one of the following criteria:*

- They or their parent(s) or guardian(s) have engaged in migrant or seasonal farm work for at least 75 days within the last 24 months.
- They have participated or been eligible to participate in the Title 1C Migrant Education Program.
- Has qualified for the Workforce Investment Act 167 Program (WIA 167), formerly the JTPA 402 Program High School Equivalency Program (HEP).
- Eligibility is determined at the federal level and is nationally uniform

# 2012-2013 CAMP COHORT SNAPSHOT

*CAMP is funded to serve 60 students*

- CAMP is currently serving 62 students
  - 41 Females and 21 Males
  - 1 commuter student, the remainder live on campus or in town
  - 99% Latino/a background
  - 99% first generation
  - 100% of students receive financial aid
  - 100% of students full-time status at CWU

# 2012-2013 OUTREACH INITIATIVES

- Outreach Objective: 1,000
- Actual # Outreached to: 3,114
  - Students: 2,518
  - Parents: 367
  - School Admin: 229
- Largest feeder schools:  
**Davis, Eisenhower,  
Highland** (*All in Yakima*)
- There are five counties identified in grant proposal:
  - *Chelan*
  - *Douglas*
  - *Grant*
  - *Okanogan*
  - *Yakima*
- Number of actual counties actually outreached to: 14

# 2012-2013 RETENTION EFFORTS

## FALL 2012

- Enrolled:63
- Completed:61
- Average GPA: 2.98

## WINTER 2013

- Enrolled:63
- Completed:62
- Average GPA: 2.91

## SPRING 2013

- Enrolled:62
- Completed:62
- Average GPA:2.8

## ACADEMIC RECOVERY

- A group consisting of students with a GPA below a 2.0
- Students are required to attend as part of their CAMP contract
- Activities are designed to assist students work towards increasing their GPA
- About 6-8 students are in this group each quarter

# CAMP PARTNERSHIPS

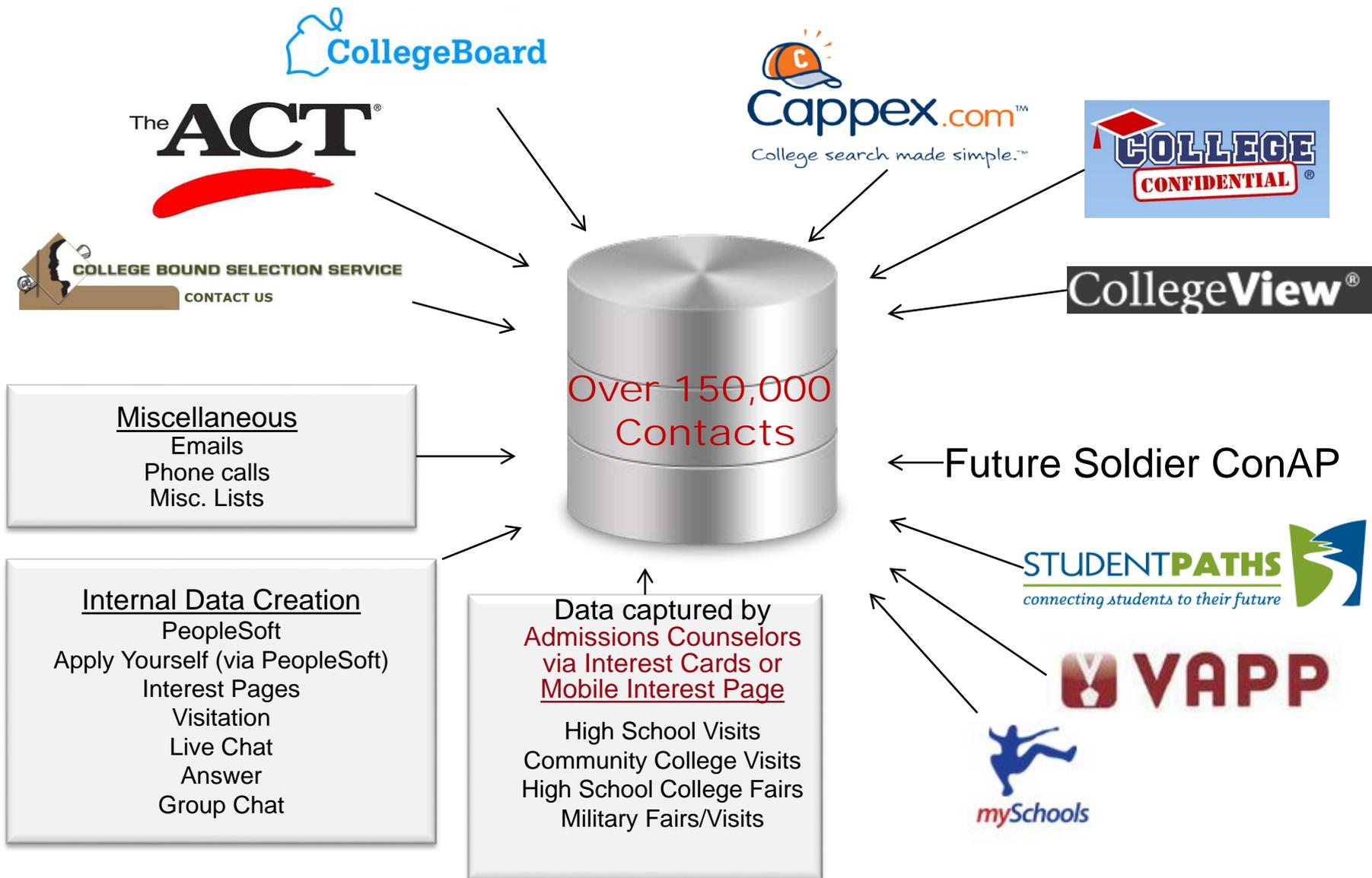
- Office of Superintendent and Public Instruction (OSPI)
- Association of Washington State Principals (AWSP)
- Washington Student Achievement Council (WSAC)
- Student Support Services
- STAR Program
- Bridges Project
- GEAR UP
- Latino/a Educational Achievement Project
- Yakima Valley Community College
- Casa Latina
- WA State CAMP Programs

# WHAT SERVICES DOES CAMP PROVIDE?

- Financial Assistance
  - *Quarterly Scholarship, Monthly Stipend,*
- Academic Support and Monitoring
  - *Tutoring, Mentoring, Study Tables*
- Career/Leadership Development
  - *Conferences, Trainings, Workshops*
- Cultural/Educational Enrichment Opportunities
  - *Trips, Events, Seminars*
- Application Assistance

# **Enrollment Management Focus on Serving Under-Represented Students**

- **Data Sources Used to Identify Minority Prospects for Recruitment**
- **Customer Relations Management E-Communications**
- **Scholarships Opportunities**
- **Admission and Retention Tracking**



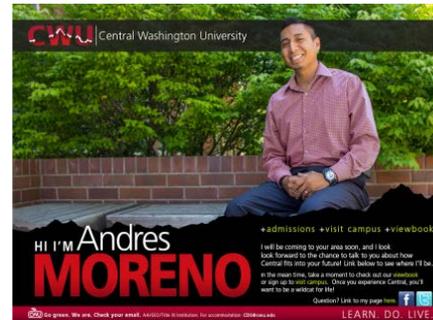
# Customer Relations Mgt. (CRM) Tools CWU Uses to Serve Under-Represented Students and Parents

- **Answer** -- 24/7 interactive, language translatable FAQ
- **Apply Yourself** – CWU's online application allows automatic fees waivers and incomplete application tracking
- **Chat** – Web-based interactive, translatable, online and group chat
- **Events** – Web-based event registration for campus visits with travel reminders
- **Telecenter** – Web-based calling system with prospect / student history
- **VIP** – Personalized Web page contains student interest info and to do list

# Personal E-Invitations to Events:

Custom email cards have been created for Admissions Counselors. They are used to send a personalized invitation to a register for an event or to respond to a student's inquiry.

Recruiters select an event or a high school list and send E-cards telling students that our counselors will be coming to their area. Students receive reminders and thank you notes afterward.



# Scholarship Opportunities for Under-Represented Students

## Community-Based Matching Awards:

- Hispanic Academic Achievement Program (Yakima District)
- Champions of Diversity (Skagit, Island, and San Juan Counties)
- Latino/a Educational Achievement Project (LEAP1%)
- Wenatchee Mariachi Music Festival
- Native American Tribes Programs

## Honors and Science Recruitment Awards:

- Douglas Honors College
- Science Talent Expansion Program (STEP)
- Calculus Ready STEM Majors
- Early Scholar (CWU Running Start, Cornerstone)
- Freshman Academic Merit
- Transfer Honors (Phi Theta Kappa)
- SBCTC Merit Transfers

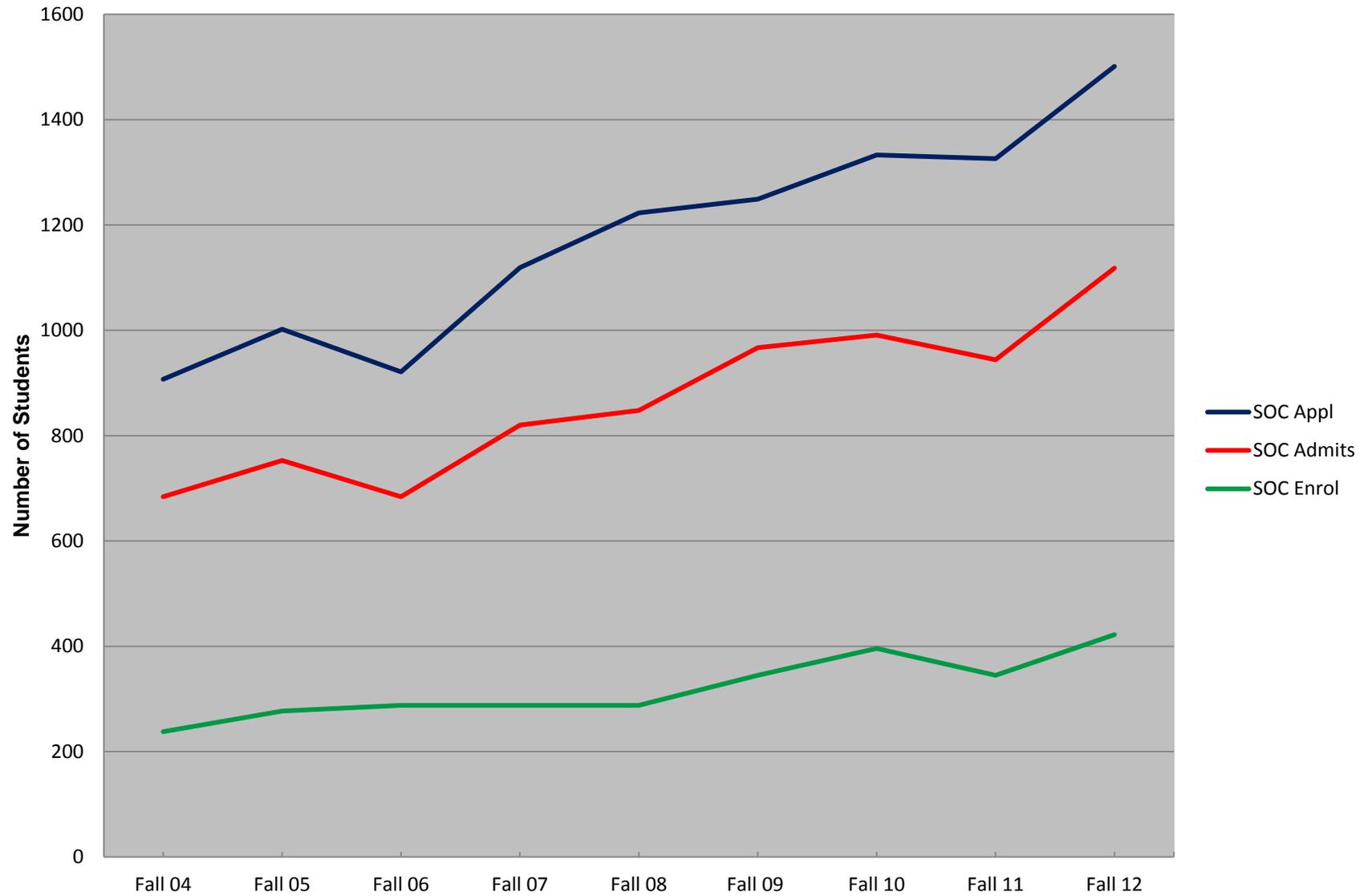
## CWU Fall 2012 Freshmen Enrollments by Ethnicity

Race	Fall 2012							
	Applicants	%Applicants	Admits	%Admitted	Paid/Waived	%Paid/Waived	Enrolled	%Enrolled
Asian/PacificIslander	232	5.12%	196	5.40%	71	4.20%	58	4.06%
Black	188	4.15%	105	2.89%	33	1.95%	27	1.89%
Hispanic	693	15.30%	513	14.13%	243	14.39%	209	14.62%
International	108	2.39%	48	1.32%	48	2.84%	27	1.89%
MultiEthnic	356	7.86%	277	7.63%	128	7.58%	113	7.90%
NativeAm	32	0.71%	27	0.74%	17	1.01%	15	1.05%
Unknown	308	6.80%	250	6.89%	128	7.58%	111	7.76%
White	2611	57.66%	2214	60.99%	1021	60.45%	870	60.84%
<b>TOTAL</b>	<b>4528</b>		<b>3630</b>	<b>80.17%</b>	<b>1689</b>	<b>46.53%</b>	<b>1430</b>	<b>39.39%</b>
<b>% Student of Color</b>		<b>33.15%</b>		<b>30.80%</b>		<b>29.13%</b>		<b>29.51%</b>

### CWU Fall 2012 Transfer Enrollments by Ethnicity

Race	Fall 2012							
	Applicants	%Applicants	Admits	%Admitted	Paid/Waived	%Paid/Waived	Enrolled	%Enrolled
Asian/PacificIslander	191	7.33%	163	7.33%	100	6.24%	84	5.97%
Black	113	4.33%	94	4.23%	59	3.68%	57	4.05%
Hispanic	286	10.97%	239	10.75%	168	10.49%	155	11.02%
International	107	4.10%	63	2.83%	62	3.87%	32	2.28%
MultiEthnic	145	5.56%	121	5.44%	94	5.87%	79	5.62%
NativeAm	25	0.96%	22	0.99%	16	1.00%	17	1.21%
Unknown	205	7.86%	180	8.10%	119	7.43%	105	7.47%
White	1535	58.88%	1341	60.32%	984	61.42%	877	62.38%
<b>TOTAL</b>	<b>2607</b>		<b>2223</b>	<b>85.27%</b>	<b>1602</b>	<b>72.06%</b>	<b>1406</b>	<b>63.25%</b>
<b>% Student of Color</b>		<b>29.15%</b>		<b>28.74%</b>		<b>27.28%</b>		<b>27.88%</b>

# Freshmen Students of Color (SOC) Applications, Admits & Enrolls



## CWU 1<sup>st</sup> to 2<sup>nd</sup> Year Retention Rates

Cohort	1 <sup>st</sup> -2 <sup>nd</sup> Yr: All	Students of Color
2007	75%	72%
2008	78%	74%
2009	75%	73%
2010	75%	77%
2011	74%	73%