

- Number of minority students, by minority group, who currently attend the institution.

| | |
|---------------------------|----|
| 2 or More | 42 |
| American/Alaska Native | 2 |
| Asian | 9 |
| Asian/Pacific Islander | 6 |
| Black or African American | 68 |
| Hawaiian/Pacific Islander | 5 |

Progress made in meeting institutional goals and objectives related to the recruitment and retention of minority students, faculty, and staff.

Black River Technical College continues the work with the minority and recruitment task force with whom we have liaisons in the minority populations of our surrounding communities, specifically in the Hispanic, African American, and Marshallese/Pacific Islander populations. The College shares all job advertisements with these liaisons in hopes of recruiting more minority faculty and staff members at BRTC.

Great progress has been made in the last year in the recruitment and retention of minority students to BRTC. Great progress has also been made in the local community regarding the college's minority outreach efforts.

This progress is evidenced by BRTC sponsoring the Eddie Mae Herron's annual Juneteenth celebration and Vice President of Student Affairs, Jason Smith, being asked to be the keynote speaker for the event for the second year in a row.

BRTC has made deliberate efforts to connect with local minority civic leaders and recruit them to serve as "BRTC Community Outreach Coordinators" for the college. These leaders help BRTC better understand the needs of the local minority populations as well as help bridge the gap between local populations and the college.

Another great step in the progress to reach minority students is the expansion of the efforts to recruit local Pacific Islander students to attend BRTC. The annual Pacific Islander Recruitment Preview Day was held for the third year on BRTC's campus. This event brought all the junior and senior Pacific Island students from Pocahontas High School to BRTC to learn about the programs BRTC offers and how to pay for college.

Lastly, BRTC has increased the minority student population in multiple key areas in the last academic year.

Increase in Asian students from 6 to 9 = 50% increase

Increase in Pacific Islander students from 8 to 11 = 37.5% increase

Increase in African American students from 57 to 68 = 19.2% increase

- Include any new strategies or activities that have been added for the coming year and the indicators/benchmarks that will be used to determine success in meeting any new objectives.
1. Continuing usage of the BRTC Minority Recruitment and Retention Taskforce which is guided by BRTC's Community Outreach Coordinators who help BRTC better understand the needs of minority students and how to more effectively recruit new minority students to BRTC. This minority recruitment taskforce helps develop specialized recruitment messaging and programming to increase awareness amongst the local minority population in order hopefully increase the number of minority students at BRTC.
 2. Participating yearly in a session on KLEK minority radio show "Community Connections," in order to provide beneficial college enrollment information to the minority community in Northeast Arkansas.
 3. Continue and expand the Pacific Islander Preview Day at BRTC. The event consists of a campus tour, specialized sessions involving academic majors, admissions, and financial aid information tailored to the local Pacific Island population and their specific educational
 4. Spotlight minority students on the BRTC social media student spotlights. These spotlights will help increase awareness of current minorities on campus and give an insight into their experience at BRTC.
 5. Continue sponsoring the Juneteenth Celebration by the Eddie Mae Herron Center (a local African American museum which provides programs to bridge the divide between all groups of people in the local community).
- Include your timeline, budget, and methods used to assess and monitor progress.

The timeline for increasing the minority student population will be fall 2024. The Office of Recruitment has an annual budget of nearly \$14,000. These recruitment funds will be utilized to fund the Pacific Islander Day and any new initiatives the minority recruitment and retention task force create. Lastly, surveys will be given to all participants of the Pacific Islander Day, and to constantly assess the effectiveness of BRTC's minority recruitment initiatives.

Submit your annual report electronically to academic.affairs@adhe.edu by June 30.