

Non-Traditional Student Recruitment and Retention

Mott Community College



Activity Summary

- Workshop on Nov. 8, 2013 (5 hours) for 40 Mott faculty, deans, and student services personnel
- Training provided by Dr. Ben Williams, consultant for National Alliance for Partnerships in Equity (NAPE)
- Presentation on research, theory, strategies for increasing non-traditional student participation and completion

Outcomes

Faculty and staff learned . . .

- How the media, families, and peers steer students away from non-traditional training and careers
- How to avoid unintentional, negative micro-messages while recruiting and training non-traditional students (see Clip Art on this page for examples of micro-messages)
- How to select role models/mentors who effectively balance their personal and professional roles
- How to help all students develop internal attribution for preparation and success
- How to provide equitable (as opposed to “equal”) treatment for all students
- How to develop effective support structures for all students



Benefits to the Institution

- Increased access to NAPE resources (free 1-year membership for all workshop participants)
- Increased proficiency in use of positive micro-messages in recruiting and classroom teaching
- Increased efforts by divisions and programs to recruit and retain non-traditional students
- Increased collaboration among faculty and student support staff

Lessons to Share

- Ask current non-traditional students about their campus experiences
- Educate faculty and support staff on causes of under-representation and strategies for increasing participation of non-traditional students
- Work to promote use of positive messages and micro-messages for all students
- Move toward equitable treatment of all students, with the understanding that different students need different approaches and supports to achieve success
- Provide academic and personal support systems for all students
- Promote the understanding that all students benefit from strategies used to retain non-trad students
- Maintain high standards for achievement

