2004 Marketing and Public Relations Outreach Report
King-Chávez-Parks Initiative, Michigan Department of Labor & Economic Growth
(Section 421 of Public Act 354 of 2004)

This report is designed to give members of the Legislature information regarding the outreach activities of the King-Chávez-Parks (KCP) Initiative during the past year. Activities reported in this document were completed by the Department of Labor & Economic Growth and KCP program partners.

King-Chávez-Parks Initiative Allocation Programs

Three of the KCP Initiative Programs are funded directly through the base allocation to each public university: the College Day Program, the Future Faculty Fellowship Program, and the Visiting Professors Program. Funding levels for the three KCP Initiative Programs for each institution are detailed in the annual *Higher Education Appropriations Report: A Report of the Senate and House Appropriations Subcommittees on Higher Education.*

College Day (CD) Program

The College Day Program works with all 6th through 12th grade students and their parents in the 30 Michigan school districts with the greatest number of African American, Latino, and Native American students to provide college preparatory information and skills. More than 20,000 middle and high school students underrepresented in postsecondary education are introduced to the potential of a college education on a yearly basis through the KCP College Day Programs.

- All 15 public universities participate in the College Day Program and do most of the program marketing to students, parents, and educators, who are involved with a variety of program activities offered directly at the institution level by College Day Programs. All publications or marketing documents produced by College Day Programs display the KCP program name and state department name along with the name of the educational institution. The institutions distribute the following types of materials:
    - Mailings of brochures and literature regarding College Day Program activities.
    - Letters to parents and schools about program activities, available resources, and timely information for preparing for college.
    - Informational resource handouts distributed during outreach visits to target schools.
    - Summer program skill-building and informational resource documents for students and parents.

- Semiannual College Day Program meetings, held each fall and spring, are sponsored by the King-Chávez-Parks Initiative of the Michigan Department of Labor and Economic Growth. The meetings focus on administrative guideline updates, sharing of best-practice strategies, review and development of program resources, and review of current research.

- Administrative handbooks are updated and distributed annually by the King-Chávez-Parks Initiative to all College Day Programs.

- Selected KCP College Day Programs are also partners with the GEAR UP Michigan! Project and benefit from that program's activities and marketing strategies.

Future Faculty Fellowship (FFF) Program

The FFF Program provides financial support for African American, Latino, and Native American graduate students who pursue faculty teaching careers in postsecondary institutions and agree to teach at a two- or four-year public or private institution for a minimum of three years equivalent to full-time.

- The graduate schools, or the equivalent offices, of the 15 public universities who participate in the Future Faculty Fellowship Program develop and distribute the program materials. All publications or marketing documents produced by Future Faculty Fellowship Programs display the KCP program name and the state department name along with the name of the educational institution. The 15 universities utilize a variety of strategies to reach potential new program participants and maintain contact with current participants, including but not limited to email, U.S. mail, brochures, as well as receptions and other events.

- Semiannual Future Faculty Fellowship Program meetings, held each fall and spring, are sponsored by the King-Chávez-Parks Initiative of the Michigan Department of Labor and Economic Growth. The meetings focus on administrative guideline updates, sharing of best-practice strategies, review of issues faced by KCP Fellows, and review of current research.

- Administrative handbooks are updated and distributed annually by the King-Chávez-Parks Initiative to all Future Faculty Fellowship Programs.

- A *Directory of Graduates* is developed in conjunction with the state of Illinois to highlight KCP Fellowship graduates. The directory is distributed online through the DLEG Web site and is also provided in hard copy to Michigan and Illinois institutions.

- A "Job Link Web Site" is online and links with postsecondary institutions to provide better individual marketing of KCP Fellowship graduates.

- At the Joint Fellows Conference, produced annually in cooperation with the state of Illinois, Rudy Redmond presented remarks prepared by Director David Hollister welcoming participants to this year's conference that was held at the Marriott Lincolnshire in Lincolnshire, Illinois, on November 4-7, 2004. The Diversifying Higher Education Faculty in Illinois (DFI) Program (formerly IMGIP-ICEOP) hosted the conference along with the King-Chávez-Parks Initiative. More than 300 master's and doctoral students who received fellowships from the KCP Initiative's Future Faculty Fellowship Program and the DFI Program attended the conference. The conference is dedicated to improving opportunities for fellows in these programs to find faculty teaching positions in Illinois and Michigan. These are among the major marketing efforts for the conference:
    - There is a multiple-state marketing effort to increase awareness among KCP Fellows to encourage and increase participation in the conference.
    - A job fair is held in conjunction with the conference, and invitations are extended to appropriate individuals at public and private two- and four-year colleges and universities, to encourage these institutions to recruit and hire KCP FFF Program graduates.
    - The media is contacted to cover the conference.

- Media and Public Relations, DLEG, is provided with all conference materials to assist with media inquiries.
- Conference information is annually posted on the DLEG Web site.
- Direct mail is sent to publicize the conference.

Visiting Professors (VP) Program

The Visiting Professors Program addresses the fact that Michigan students and faculty are exposed to a very small number of minority faculty. The program provides limited funding, which must be equally matched, to Michigan's 15 public universities to identify and invite underrepresented minority faculty as visiting professors. This program is sustained mainly through networking and word of mouth. Because the program's resources are limited, the current level of awareness for this program is sufficient and appropriate for the amount of funds available. Institutions have developed a variety of effective strategies to best utilize the program, including rotating the hosting of KCP Visiting Professors to a different academic department each year.

King-Chávez-Parks Initiative Competitive Grant Programs

The KCP Initiative has three competitive grant programs that provide opportunities for Michigan public and private universities, colleges, and community colleges to submit proposals for one or more of the programs:

Select Student Support Services (4-S) Program

Provides seed money to pilot retention strategies focused on helping academically and/or economically disadvantaged students to successfully complete their baccalaureate degree programs.

Michigan College/University Partnership (MICUP) Program

Provides seed money to university and community college partnerships to develop retention strategies to increase the number of academically and/or economically disadvantaged students who transfer from community colleges into baccalaureate programs.

Morris Hood, Jr., Educator Development (MHED) Program

Provides seed money to state-certified teacher education programs to develop retention strategies for African American, Latino, and Native American students, especially males, to enroll in and complete K-12 teacher education programs at the baccalaureate level.

Awards are made for a three-year grant cycle with annual review for year two and three continuation funding. Programs must be institutionalized once state funding ends. Marketing efforts as a part of the "Request for Proposals" process include the following:

- Administrative handbooks are annually updated and distributed to all funded KCP Competitive Grant Programs.

- The King-Chávez-Parks Initiative, Department of Labor & Economic Growth, annually hosts fall program meetings with all funded programs to share administrative guidelines and best-practice strategies, and to highlight developing new strategies and research findings.

- Individual institution program coordinators have created and utilized marketing activities appropriate to their own institution's needs and specific KCP program. These include, but are not limited to:
    - Scheduled services and presentations
    - Participation in recruitment and registration activities
    - Posters, fliers, and brochures
    - Letters to students
    - Email to students and institution offices
    - Catalogs
    - Articles placed in newspapers (both school and local)

- All developed handouts and marketing strategies created to help publicize the various KCP competitive grant programs indicate that financial support is provided by the King-Chávez-Parks Initiative, Michigan Department of Labor & Economic Growth.

Equity Within the Classroom Conference

The King-Chávez-Parks Initiative office of the Michigan Department of Labor & Economic Growth co-sponsors (with its educational institution partners) the annual "Equity Within the Classroom Conference." The March 14-16, 2004 conference was held at the Kellogg Hotel and Conference Center in East Lansing and was hosted by the KCP Initiative and GEAR UP Michigan! Department of Labor & Economic Growth Director David Hollister welcomed conference participants via a videotaped message. Marketing efforts included the following:

- To publicize the conference, direct mail is sent to all 15 of Michigan's public universities and to participating private postsecondary institutions.

- The conference is identified on all KCP printed calendars and activity listings shared both internally and externally.

- At the institution level, potential conference participants are also contacted through the use of flyers, brochures, posters, email, department staff meeting announcements, articles in campus newspapers, and word of mouth.

- Information networks of participating educational institutions and businesses are also utilized to spread the word about the conference.