

# Recommendation Form Worksheet

## TITLE

Creation of PreK-12 Youth Program Directory

## PROBLEM

Programs and resources for PreK-12 students are not intentionally advertised and marketed to the extent necessary to get needed and visible increases in participation from BIPOC youth. The parents and youth do not know about the programs, nor do they know how to access the programs consistently. As evidence by this committee's attempting to search for all the PreK-12 opportunities on this campus, we received two lists from the College of Education and Heather Coltman but neither were complete or duplicative. ([Lists that we have](#)) When we began this work, we went through multiple people to obtain the list of programs. For our BIPOC youth and parents, if not for word of mouth or a connection, how do they find out about these programs? How do we get to that student or parent who surfs the web for opportunities? JMU could be their way out and their chance to experience something new and exciting. When we ride around campus in the summer and see two or three pockets of BIPOC students, mostly dispersed among 2-3 programs, it's discouraging. It seems as if the non-white youth are either not invited or not welcome here on campus for the PreK-12 programs. And we know that is not true of JMU, but perception is reality. We must change that reality.

PreK-12 programs and resources here at JMU are not readily accessible, but could be if

- Translated in multiple languages.
- Promoted with images that are inclusive of diverse students.
- Consistently and intentionally marketed to the local community.
- Transparently listed in one location.
- Listed with timely updates and program availability.
- Supported by cost and supplemental scholarships/funding opportunities.

## RECOMMENDATION

- By June 30, 2021 JMU will create and make readily visible an online public directory that highlights and defines the various pathway programs currently available at JMU for PreK-12 students to be launched by August 2021.
  - Information for consideration to be included:
    - Registration links
    - Target age/grade

- Contact person
  - Clearly defined purpose
  - Cost associated with participation
  - Scholarship opportunities
  - Options for information translation
- These programs should then be intentionally promoted through marketing/advertising the JMU PreK-12 programs to the local schools and families with the purpose of shifting the privilege dynamics.
- JMU could also use the Future Teachers of Color and other JMU outreach student organizations to promote JMU PreK-12 programs throughout Virginia and the local community. Intentional outreach will promote the success of students of color at JMU, provide JMU students valuable experiences and skills, and offer the potential youth program participants a view from someone who looks like them.

#### Example University Youth Program Directories

- [http://youthatuw.uaa.uw.edu/?utm\\_source=uwyouth&utm\\_medium=widgetbutton&utm\\_campaign=uwyouth-directory-button](http://youthatuw.uaa.uw.edu/?utm_source=uwyouth&utm_medium=widgetbutton&utm_campaign=uwyouth-directory-button)
- <https://www.vanderbilt.edu/child-family-center/resource-quick-links/summer-programs.php>

#### Resources

- Additional resources needed to create a PreK-12 Programs Directory include personnel to make the page, space on the JMU website, images to portray students whom we are recruiting, departmental buy-in, and support to add their programs to the directory. The university will need to help the departments and programs understand why the directory adds value to their programs and offers BIPOC youth valuable experiences and realistic paths to attend JMU.

## RATIONALE

Students of color are under-recruited, under-supported, under-appreciated, and undervalued in higher education institutions (Montgomery, 2020). If programs at JMU are more inclusive and equitable, the alumni and other community members would begin to see themselves at JMU and be more compelled to give back financially to JMU as well as encourage future generations to attend.

JMU's pre-college programs play a significant role in expanding college readiness opportunities for our BIPOC students. We must continue to advocate for their funding and, more specifically, their marketing and availability to the BIPOC students. JMU's having all its Prek-12 pre-college opportunities in one directory allows JMU to attend to the needs of students who otherwise may not participate in JMU. First-generation to college, low-income, international, or responsibility-lade students (e.g., work, dependents) can benefit from JMU's Prek-12 outreach and pre-college programs (Hodges & Strayhorn, 2012).

## SUCCESS

#### Measures of Effectiveness and Success

- Overall traffic—based on a benchmark for the landing page, we can determine the website's overall traffic.

- Organic traffic—we can discover how people come to our site and the effectiveness of our SEO efforts.
- Average time on site—we can gauge how long people stay on our page and how often they visit it.
- Increase in BOPIC participation—we can compare individual program increases from baseline of BIPOC youth participation and engagement in our PreK-12 Precollege program opportunities.

Hodges, J. R., & Strayhorn, T. L. (2012, August 30). Assessing the effectiveness of pre-college outreach programs for black men. Retrieved February 22, 2021, from <https://www.jbhe.com/2012/08/assessing-the-effectiveness-of-pre-college-outreach-programs-for-black-men/>

Montgomery, B.L. [@BerondaM]. (2020, November 28). *Why use underrepresented (esp. w/out an adjective), if you mean under-recruited, under-supported, under-appreciated, undervalued?! Questioning while reading & citing...IMO, historically underrepresented/marginalized generally sit firmly on the foundation of one of those words* [Tweet].  
Twitter. <https://twitter.com/berondam/status/1332748977989672961?s=21>