

**Office of the President**

**TO MEMBERS OF PUBLIC ENGAGEMENT AND DEVELOPMENT COMMITTEE:**

**DISCUSSION ITEM**

***For Meeting of September 17, 2019***

**UCLA OUTREACH, RECRUITMENT, RETENTION AND ALUMNI ENGAGEMENT**

**BACKGROUND**

The University of California has long been committed to creating and maintaining an undergraduate student body that encompasses the broad diversity of cultural, racial, as well as geographic and socio-economic backgrounds characteristic of California.

As recognized in Regental policy, such diversity is critical to numerous educational and societal interests. It broadens and deepens the educational experience and scholarly environment for students and faculty alike, and it also furthers the University's mission as a public institution to strengthen the social fabric of the state. In particular, a healthy campus climate and the educational benefits it brings depend on true diversity of the student body.

Though Proposition 209 prohibits the University from granting admissions or other preferences based on race or gender (among other characteristics), the University still may use numerous other strategies to cultivate a diverse undergraduate student body, and particularly to increase the number of underrepresented minority (URM) applicants and students. Opportunities to promote diversity and equal opportunity exist at each step of a student's path from enrollment to graduation.

This presentation will describe the strategies that UCLA employs to cultivate and retain a diverse undergraduate student body and to integrate its alumni in its efforts to prepare the next generation of scholars.

Presenters will discuss the efforts, opportunities, challenges, and support needed to recruit, retain, graduate, and engage diverse students and alumni. Campus leaders will describe UCLA's recruitment and outreach efforts in a Proposition 209 environment. Representatives from UCLA's student-initiated programs will discuss their efforts to cultivate positive campus climate and provide support, particularly for UCLA's African American/Black students. In addition, UCLA alumni will discuss the Choices Mentoring Program at Mann UCLA Community School, an initiative to develop and strengthen decision making skills for young African American men, expand the perspective of opportunity for each participant, and prepare them for and expose them to opportunities beyond their existing environment.