### Title
College Assistance Migrant Program (CAMP)

### Staff lead:
Gene Sharratt/Kristin Ritter

### Position
Executive Director/Executive Assistant

### Email:
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### Phone:
360-753-7810

### Synopsis:
A brief overview of the College Assistance Migrant Program (CAMP) at Central Washington University will be provided. CAMP is a special program that provides financial and academic support services to freshman students from migrant and seasonal farm-working backgrounds.

CAMP is designed to help students succeed as they begin their college careers. CAMP students are eligible for a variety of services, including: financial support, academic assistance, career-planning services, and cultural enrichment opportunities.

### Guiding questions:
1. What strategies are useful in providing support for students to access postsecondary education?
2. What challenges do first-generation students face to successfully complete a postsecondary degree?

### Possible council action:
- [ ] Information Only
- [ ] Approve/Adopt
- [ ] Other: 

### Documents and attachments:
- [ ] Brief/Report
- [ ] PowerPoint
- [ ] Third-party materials
- [ ] Other
Central Washington University
Washington Student Achievement Council
Serving Under-Represented Students
June 23, 2014

Miriam Bocchetti          Director, College Assistance Migrant Program
John Swiney, Ph.D.        Associate VP for Enrollment Management
What is the College Assistance Migrant Program?

The CAMP Program assists migrant and seasonal farmworkers and their immediate family members to successfully complete the first undergraduate year of study in a college or university, and provides follow-up services to help students continue in postsecondary education.

For more information regarding CAMP, please visit our national website: www.hepcamp.org
CAMP QUICK FACTS

- Funded by Department of Education
- Five year grant
- Currently in second year of third grant cycle
- Total budget amount $426,986
- Direct funds budgeted for students: $120,000
- Six currently funded CAMP Projects in WA
- CBC, HU, UW, WSU, WVC, CWU
- Competitive funding
WHO IS ELIGIBLE FOR CAMP SERVICES?

A student is eligible for CAMP if they meet one of the following criteria:

• They or their parent(s) or guardian(s) have engaged in migrant or seasonal farm work for at least 75 days within the last 24 months.

• They have participated or been eligible to participate in the Title 1C Migrant Education Program.

• Has qualified for the Workforce Investment Act 167 Program (WIA 167), formerly the JTPA 402 Program High School Equivalency Program (HEP).

• Eligibility is determined at the federal level and is nationally uniform
2012-2013 CAMP COHORT SNAPSHOT

*CAMP is funded to serve 60 students*

- CAMP is currently serving 62 students
  - 41 Females and 21 Males
  - 1 commuter student, the remainder live on campus or in town
  - 99% Latino/a background
  - 99% first generation
  - 100% of students receive financial aid
  - 100% of students full-time status at CWU
2012-2013 OUTREACH INITIATIVES

- Outreach Objective: 1,000
- Actual # Outreached to: 3,114
  - Students: 2,518
  - Parents: 367
  - School Admin: 229
- Largest feeder schools: Davis, Eisenhower, Highland (All in Yakima)

- There are five counties identified in grant proposal:
  - Chelan
  - Douglas
  - Grant
  - Okanogan
  - Yakima
- Number of actual counties actually outreached to: 14
2012-2013 RETENTION EFFORTS

FALL 2012
- Enrolled: 63
- Completed: 61
- Average GPA: 2.98

WINTER 2013
- Enrolled: 63
- Completed: 62
- Average GPA: 2.91

SPRING 2013
- Enrolled: 62
- Completed: 62
- Average GPA: 2.8

ACADEMIC RECOVERY

- A group consisting of students with a GPA below a 2.0
- Students are required to attend as part of their CAMP contract
- Activities are designed to assist students work towards increasing their GPA
- About 6-8 students are in this group each quarter
CAMP PARTNERSHIPS

- Office of Superintendent and Public Instruction (OSPI)
- Association of Washington State Principals (AWSP)
- Washington Student Achievement Council (WSAC)
- Student Support Services
- STAR Program
- Bridges Project
- GEAR UP
- Latino/a Educational Achievement Project
- Yakima Valley Community College
- Casa Latina
- WA State CAMP Programs
WHAT SERVICES DOES CAMP PROVIDE?

- **Financial Assistance**
  - *Quarterly Scholarship, Monthly Stipend,*
- **Academic Support and Monitoring**
  - *Tutoring, Mentoring, Study Tables*
- **Career/Leadership Development**
  - *Conferences, Trainings, Workshops*
- **Cultural/Educational Enrichment Opportunities**
  - *Trips, Events, Seminars*
- **Application Assistance**
Enrollment Management Focus on Serving Under-Represented Students

- Data Sources Used to Identify Minority Prospects for Recruitment
- Customer Relations Management E-Communications
- Scholarships Opportunities
- Admission and Retention Tracking
**Internal Data Creation**
- PeopleSoft
- Apply Yourself (via PeopleSoft)
- Interest Pages
- Visitation
- Live Chat
- Answer
- Group Chat

**Data captured by**
- Admissions Counselors via Interest Cards or Mobile Interest Page
- High School Visits
- Community College Visits
- High School College Fairs
- Military Fairs/Visits

**Over 150,000 Contacts**

**Miscellaneous**
- Emails
- Phone calls
- Misc. Lists

**Future Soldier ConAP**

**CollegeView**

**STUDENTPATHS**
- connecting students to their future

**VAPP**

**mySchools**

**Central Washington University**
Customer Relations Mgt. (CRM) Tools CWU Uses to Serve Under-Represented Students and Parents

- **Answer** -- 24/7 interactive, language translatable FAQ

- **Apply Yourself** – CWU’s online application allows automatic fees waivers and incomplete application tracking

- **Chat** – Web-based interactive, translatable, online and group chat

- **Events** – Web-based event registration for campus visits with travel reminders

- **Telecenter** – Web-based calling system with prospect / student history

- **VIP** – Personalized Web page contains student interest info and to do list
Personal E-Invitations to Events:

Custom email cards have been created for Admissions Counselors. They are used to send a personalized invitation to a register for an event or to respond to a student’s inquiry.

Recruiters select an event or a high school list and send E-cards telling students that our counselors will be coming to their area. Students receive reminders and thank you notes afterward.
Scholarship Opportunities for Under-Represented Students

Community-Based Matching Awards:
• Hispanic Academic Achievement Program (Yakima District)
• Champions of Diversity (Skagit, Island, and San Juan Counties)
• Latino/a Educational Achievement Project (LEAP1%)
• Wenatchee Mariachi Music Festival
• Native American Tribes Programs

Honors and Science Recruitment Awards:
• Douglas Honors College
• Science Talent Expansion Program (STEP)
• Calculus Ready STEM Majors
• Early Scholar (CWU Running Start, Cornerstone)
• Freshman Academic Merit
• Transfer Honors (Phi Theta Kappa)
• SBCTC Merit Transfers
## CWU Fall 2012 Freshmen Enrollments by Ethnicity

<table>
<thead>
<tr>
<th>Race</th>
<th>Applicants</th>
<th>%Applicants</th>
<th>Admits</th>
<th>%Admitted</th>
<th>Paid/Waived</th>
<th>%Paid/Waived</th>
<th>Enrolled</th>
<th>%Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian/PacificIslander</td>
<td>232</td>
<td>5.12%</td>
<td>196</td>
<td>5.40%</td>
<td>71</td>
<td>4.20%</td>
<td>58</td>
<td>4.06%</td>
</tr>
<tr>
<td>Black</td>
<td>188</td>
<td>4.15%</td>
<td>105</td>
<td>2.89%</td>
<td>33</td>
<td>1.95%</td>
<td>27</td>
<td>1.89%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>693</td>
<td>15.30%</td>
<td>513</td>
<td>14.13%</td>
<td>243</td>
<td>14.39%</td>
<td>209</td>
<td>14.62%</td>
</tr>
<tr>
<td>International</td>
<td>108</td>
<td>2.39%</td>
<td>48</td>
<td>1.32%</td>
<td>48</td>
<td>2.84%</td>
<td>27</td>
<td>1.89%</td>
</tr>
<tr>
<td>MultiEthnic</td>
<td>356</td>
<td>7.86%</td>
<td>277</td>
<td>7.63%</td>
<td>128</td>
<td>7.58%</td>
<td>113</td>
<td>7.90%</td>
</tr>
<tr>
<td>NativeAm</td>
<td>32</td>
<td>0.71%</td>
<td>27</td>
<td>0.74%</td>
<td>17</td>
<td>1.01%</td>
<td>15</td>
<td>1.05%</td>
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<tr>
<td>Unknown</td>
<td>308</td>
<td>6.80%</td>
<td>250</td>
<td>6.89%</td>
<td>128</td>
<td>7.58%</td>
<td>111</td>
<td>7.76%</td>
</tr>
<tr>
<td>White</td>
<td>2611</td>
<td>57.66%</td>
<td>2214</td>
<td>60.99%</td>
<td>1021</td>
<td>60.45%</td>
<td>870</td>
<td>60.84%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>4528</strong></td>
<td><strong>3630</strong></td>
<td><strong>1689</strong></td>
<td><strong>46.53%</strong></td>
<td><strong>1430</strong></td>
<td><strong>39.39%</strong></td>
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</tr>
<tr>
<td><strong>% Student of Color</strong></td>
<td><strong>33.15%</strong></td>
<td><strong>30.80%</strong></td>
<td><strong>29.13%</strong></td>
<td><strong>29.51%</strong></td>
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</tbody>
</table>

## CWU Fall 2012 Transfer Enrollments by Ethnicity

<table>
<thead>
<tr>
<th>Race</th>
<th>Applicants</th>
<th>%Applicants</th>
<th>Admits</th>
<th>%Admitted</th>
<th>Paid/Waived</th>
<th>%Paid/Waived</th>
<th>Enrolled</th>
<th>%Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian/PacificIslander</td>
<td>191</td>
<td>7.33%</td>
<td>163</td>
<td>7.33%</td>
<td>100</td>
<td>6.24%</td>
<td>84</td>
<td>5.97%</td>
</tr>
<tr>
<td>Black</td>
<td>113</td>
<td>4.33%</td>
<td>94</td>
<td>4.23%</td>
<td>59</td>
<td>3.68%</td>
<td>57</td>
<td>4.05%</td>
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<tr>
<td>Hispanic</td>
<td>286</td>
<td>10.97%</td>
<td>239</td>
<td>10.75%</td>
<td>168</td>
<td>10.49%</td>
<td>155</td>
<td>11.02%</td>
</tr>
<tr>
<td>International</td>
<td>107</td>
<td>4.10%</td>
<td>63</td>
<td>2.83%</td>
<td>62</td>
<td>3.87%</td>
<td>32</td>
<td>2.28%</td>
</tr>
<tr>
<td>MultiEthnic</td>
<td>145</td>
<td>5.56%</td>
<td>121</td>
<td>5.44%</td>
<td>94</td>
<td>5.87%</td>
<td>79</td>
<td>5.62%</td>
</tr>
<tr>
<td>NativeAm</td>
<td>25</td>
<td>0.96%</td>
<td>22</td>
<td>0.99%</td>
<td>16</td>
<td>1.00%</td>
<td>17</td>
<td>1.21%</td>
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<tr>
<td>Unknown</td>
<td>205</td>
<td>7.86%</td>
<td>180</td>
<td>8.10%</td>
<td>119</td>
<td>7.43%</td>
<td>105</td>
<td>7.47%</td>
</tr>
<tr>
<td>White</td>
<td>1535</td>
<td>58.88%</td>
<td>1341</td>
<td>60.32%</td>
<td>984</td>
<td>61.42%</td>
<td>877</td>
<td>62.38%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2607</strong></td>
<td><strong>2223</strong></td>
<td><strong>1602</strong></td>
<td><strong>72.06%</strong></td>
<td><strong>1406</strong></td>
<td><strong>63.25%</strong></td>
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</tr>
<tr>
<td><strong>% Student of Color</strong></td>
<td><strong>29.15%</strong></td>
<td><strong>28.74%</strong></td>
<td><strong>27.28%</strong></td>
<td><strong>27.88%</strong></td>
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</tr>
</tbody>
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**CWU Central Washington University**
Freshmen Students of Color (SOC) Applications, Admits & Enrolls

- **SOC Appl**
- **SOC Admits**
- **SOC Enrol**

Number of Students

- Fall 04
- Fall 05
- Fall 06
- Fall 07
- Fall 08
- Fall 09
- Fall 10
- Fall 11
- Fall 12

Central Washington University
# CWU 1st to 2nd Year Retention Rates

<table>
<thead>
<tr>
<th>Cohort</th>
<th>1st-2nd Yr: All</th>
<th>Students of Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>75%</td>
<td>72%</td>
</tr>
<tr>
<td>2008</td>
<td>78%</td>
<td>74%</td>
</tr>
<tr>
<td>2009</td>
<td>75%</td>
<td>73%</td>
</tr>
<tr>
<td>2010</td>
<td>75%</td>
<td>77%</td>
</tr>
<tr>
<td>2011</td>
<td>74%</td>
<td>73%</td>
</tr>
</tbody>
</table>