Diversity and Global Engagement: Office of Admissions and Financial Planning
May 2012

Admissions Diversity Mission Statement
The Office of Admissions and Financial Planning at Elon University appreciates the value of a diverse community and learning environment. In accordance with the mission statement of the university, the Office of Admissions and Financial Planning seeks to recruit a class, staff and administrators who value diversity. Diversity includes but is not limited to age, gender, gender identity, nationality, race, religion, sexual orientation, socio-economic standing, physical and learning abilities, as well as any other trait that would promote and embrace an inclusive cultural community.

The following priorities will be the focus of our work to achieve the objectives of the Elon Commitment.

Student Recruitment
Overarching Goal: To enroll new students at the undergraduate and graduate level who reflect Elon values, especially academic ability, diversity, and a well-rounded high school or college experience that fits Elon’s style of engaged learning.

• Develop communications (Web and print) which tell the Elon story from diverse perspectives. Communications should include other languages and population-specific messaging.
• Develop domestic travel and territory management to sustain traditional recruitment areas as well as expand to new territories where enrollment potential has been identified.
  ○ Realign territories (state assignments) to focus on broader geographic diversity.
  ▪ Add regional representatives, especially in growth areas, which also have a diverse high school population. For example, in 2012-2013 a regional admissions professional will live and recruit in CA and travel the West Coast.
• Develop international recruitment efforts, exploring (1) international affiliations, (2) establishing an international office, and (3) expanding staff focused on international recruitment, including the creation of a student-staffed International Ambassadors group.
• Determine different venues (organizations, sources, etc.) for recruiting underrepresented populations in graduate programs, especially for Elon’s full-time graduate programs. Expand travel and marketing investment to target these goals.

Financial Planning
Overarching Goal: To support enrollment of a diverse student population through the delivery of a comprehensive, effective program of financial aid.

• Develop financial models that will enable the university to deliver more scholarship and grant funding to a broader geographic, socio-economic and academic range of students.
• Create within the Office of Financial Planning a resource center for any student (prospective or currently enrolled), providing information/resources, research tools and guidance in meeting the cost of attending Elon.
• Support university efforts to deliver work study funding to enable enrollment. The PACE program is one example of this objective.
Staffing
Overarching goal: To employ a staff that embraces and represents the diversity we seek to represent throughout the university community, and as representatives of the university to foster a culture of inclusion where all individuals feel respected, are treated fairly and are provided an opportunity to excel.

- Implement the department hiring protocol that addresses the necessary steps in the search process in order to attract and recruit diverse and qualified candidates for all open positions within the department.
- Review with staff twice yearly departmental progress on all Elon Commitment goals, especially Theme One.
- Encourage staff participation in university leadership development initiatives, especially those which develop capacities for staff to work with a more diverse population.
- Conduct an annual assessment of the department employee profile to compare to university, regional and national statistics on sex, race, ethnicity and age.