Creating Pathways for Student Success: A Multicultural Model

Where Success Begins!
Michigan State University
Multicultural Business Programs

Staff

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MBP CONTACT INFORMATION

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Our Mission

The purpose of the Multicultural Business Program (MBP) is to improve the recruitment, retention, and graduation rate of multicultural students by providing opportunities for them to develop full academic and career potentials. Our programs promote a philosophy of success by fostering a positive awareness of personality, gender, physical, and cultural differences.

MBP provides continuing support to graduation, with intrusive academic counseling, career development, and placement. Our programs are primarily funded by corporate gifts and the University general fund. We currently serve more than a 1000 students enrolled in business or pre-business majors.
Multicultural Business Programs

- Individualized & Intrusive Advising
- Challenges
- Academic Support — Tutoring/Skills Development
- Leadership Opportunities — Four Student Organizations
- Career Development & Placement
- A Culture of Success!
What are the challenges new students face?
Personalized Academic Advising

We want to get to know our students. Assist them with:

• Academic Advising
• Professional Advising
• Personal Issues
• Financial Issues

Develop a curriculum plan tailored to their individual needs and career goals!
Prescriptive vs. Intrusive Advising

**Prescriptive Advising**

- Advisor makes a "diagnosis", prescribes a specific treatment (set of classes) only.
- An authoritarian relationship
- Student assumes no responsibility for decision-making, relies totally on the advisor.
- Pardee (1994) many students are conditioned to expect prescriptive advising, as they have not been exposed to other more effective approaches.

**Intrusive Advising**

- At-risk students benefit most from Intrusive advising.
- Intentional & frequent contact builds long term relationships & trust.
- Motivates students to seek help and promotes initiative and growth
- Person centered communication - not based bureaucratic rules
- Facilitates the development of greater independence, decision-making, and problem-solving

Intrusive advising has been shown to improve the effectiveness of advising, enhance student academic skills and increase retention. (Winston & Sandor, 1984; Ender, 1994; Gordon, 1994; Pardee, 1994).
Perceptions of Academic Advising

Professional development is essential to helping students solidify and achieve their career aspirations and supports the advising philosophy of MBP advisors.

As Pittman (1994) asserts programs like this facilitate the identity development process, enhances the campus climate for diverse students, leads to higher retention and offers academic and social opportunities for growth with students who have similar experiences, interests, and goals.

Commitment to activities that foster an identity as a serious student is critical for a student to be successful in the college domain. Programs that are sensitive to cultural differences and are more sophisticated in incorporating those into retention efforts are likely to increase success of minority students (Rendón, Jalomo, & Nora, 2000).
Implications for Practice
Retention & Advising

• Tinto (1993) concluded that persistence is most likely to occur when students are able to adjust socially and academically to college. Connecting with faculty/staff and getting involved could help these students make those social and academic adjustments.

• Dungy’s (2003) found that advisors should have a major interest in the career development of students they serve with the goal of helping them find satisfying and rewarding employment after graduation.

• Perry, Cabrera & Vogt’s (1999) found that career development should be at the root of quality academic advising and leads to increasing students’ sense of academic integration.

• Connecting with Retention Offices such as Multicultural Business Programs should be expanded to increase the academic integration of students.
MBP Connects w/ Students Through:

**RECRUITMENT & OUTREACH ACTIVITIES**
- Summer Business Institute (in its 22nd Year)
- Skills to Success (7th Year)
- Broad Freshman Program Recruitment (Anne Crain)
- Comerica Scholarship (Anne Crain) (35 over Three Years)
- Native American and Latino Community Outreach Program
- Native American Business Institute (2nd year)
- Multicultural Business Success Academy (1st Year)

**ONCE ON CAMPUS**
- MBP Student Organizations (4 Primary MBP Orgs)
- Multicultural Heroes Case Competition (12th Year)
- Leadership Retreats & Conferences
- Academic Workshops
- Broad Freshman Program Events
- Tutorial Program (22nd Year)
MBP Yearly Events

**FALL 2012**

**September**
4 Org Meetings
Stuff The Bus Delivery

**October**
Asian Leadership Conf.
Mock Career Fair
Career Exchange
NABA Conference
Dow Site Visit

**November**
MBS Leadership Retreat
NAHBS Outreach

**December**
MBS Holiday Reception
WBSA End of the Semester Dinner

**SPRING 2013**

**January**
Diversity Career Fair
Management 414

**February**
Multicultural Heroes
Hall of Fame Case Competition
NAHBS Corporate Speed Networking
BFP Cultural Event

**March**
General Electric Site Visit
New York
WBSA Site Visit
Cuba Study Abroad

**April**
Elections for all 4 Orgs.
Four nights in a row
WBSA Leadership Con.
NABA Skills to Success
Relay for Life
Latino College Day
MBP End of the year Gala

**Summer 2013**

**May**
Team Teaching Study Abroad Programs in Mexico & South Africa

**June**
Orientation Involvement

**July**
SBI C.A. training
Summer Business Institute Prep for Leadership Training

**August**
Business 291 Class Starts(SBI)
MBP Leadership Training
MBP Tutor Training
MBP Open House
SUMMER BUSINESS INSTITUTE

Get a jump start on YOUR future!

July 21 - 27, 2013

A seven day residential program for incoming freshmen business majors.

➢ Early Exposure to Fortune 500 Companies
➢ Learn about Campus Resources
➢ Meet new friends
MBP Tutorial Services

MBP has offered **free small group tutorial sessions** tutored by high achieving upperclassmen and graduate students for over 20 Years!

**WE PROVIDE TUTORIAL SUPPORT FOR CAAP STUDENTS AND UNIQUE STRATEGIES FOR ADMISSION INTO BUSINESS**

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**Math, Accounting, Economics, Statistics, & Finance**
Leadership Opportunities!

Native American and Hispanic Business Students (NAHBS) 45 Members

Multicultural Business Students (MBS) 130 Members

National Association of Black Accountants (NABA) 55 Members

Women in Business Students’ Association (WBSA) 140 Members
International Component

• Take 30-40 students a year to Mexico & South Africa and Cuba
• Provide opportunity for students to gain knowledge of new cultures and values while preparing them to be global citizens.

Doing Business in Mexico (10 Years – 15-20 Students a Year)
Doing Business in South Africa (8 Years - 10-15 Students a Year)

• Students can take MKT 310 and/or MGT 490/890
• Started Cuba program in 2012
A business education must be tied directly to the ultimate goal of professional full-time employment. We serve as a liaison between underrepresented students and employers seeking diverse talent. Our 30 year network of corporate contacts and alums who complete the circle of support provide a proven pathway to success.
MBP Partnership

- Multicultural Business Program – **3 year recruiting process**

  - **Freshman** – Summer Business Institute
  - **Sophomore** – Altria Leadership Journey
  - **Junior** – Exclusive Interview Session
  - **Senior** – Ambassador Program

  **Pre-recruiting events w/ MBP**

  - WBSA End of Semester Dinner
  - Multicultural Heroes Case Competition
  - Leadership Retreat
  - DiSC Training for E-Board Members
  - MBP Student Org Meeting Presentations
  - Year End Gala

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<th>2008</th>
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<td>60 Top Freshman Summer Business Institute</td>
<td>15 Top Sophomores Altria Leadership Journey</td>
<td>10 Top Juniors Exclusive Interview Session (7 offers extended, 6 accepted)</td>
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*Process continues each year as a new group of Top Leaders attend the Summer Business Institute*
Altria Pre-Recruiting Process

- Career Gallery:
  - Total Candidates: 128
  - Interviews: 44
  - Offers: 2
  - Success Rate: 2%

- Myspartancareer.com:
  - Total Candidates: 86
  - Interviews: 25
  - Offers: 2
  - Success Rate: 2%

- Pre-recruiting Process with MBP:
  - Total Candidates: 24
  - Interviews: 24
  - Offers: 9
  - Success Rate: 38%
Career Development

One on One Assistance with:

- Resume Writing & Critiquing
- Cover Letter Writing
- Mock Interviews
- Constructive Feedback
MBP Graduate Component

- Instrumental in recruitment of multicultural students to MBA and PhD program.

- Between 1989 – Spring 2010 MBP program recruited (171) of enrolled multicultural candidates to the MBA and Masters programs.

- Some of the PhD candidates the program has been responsible for include:
  - Mitzi Montoya (MKT)
  - Alicia Cooper (MKT)
  - Anthony Roath (MKT)
  - Morgan Milner (MGT)
  - Bernadette Johnson (MGT)
  - Brandish Philips (ACC)
Through this approach, students develop...

♦ Increased Self-Confidence
♦ Improved Self Appraisal Skills
♦ How to Balance Academic & Career Development Goals
♦ Team Work & Communication Skills
♦ Importance of Community Service
MBP Awards/Recognition

• Richard J. Lewis Quality of Excellence:
  – Multicultural Heroes Hall of Fame Case Competition
  – Dr. Ernest Betts
  – Dr. Darrell King
  – Kevin Leonard
  – MBP Tutorial Program
  – 2 MBS
  – 2 NAHBS
  – 2 NABA
  – WBSA
  – Anne Crain
  – Stuff The Bus

• Excellence in Diversity Awards:
  – Dr. Ernest Betts
  – Dr. Darrell King
  – Multicultural Business Programs
  – Dr. Betts Lifetime Achievement
  – NAHBS Outreach

• Student Life Leadership Awards:
  – MBS – Professional Org. of the Year
  – Bryan Lovy – Student of the Year
  – NAHBS – Community Service & Innovative Event
  – NABA
  – Stuff the Bus
  – WBSA Professional Org of the Year
  – Dr. Darrell King, Advisor of the Year