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On analyzing HBCU admissions and recruitment material

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On analyzing HBCU admissions and recruitment material

Abstract
In light of shifting African American student enrollment patterns at Historically Black Colleges and Universities (HBCUs), this study examines admissions and recruitment materials mailed to prospective students from 13 HBCUs. The material was analyzed using factors from the Search stage of Hossler and Gallagher’s (1987) college choice model. Results revealed variations in quality among public and private Black Colleges. The significance of these results, specific recommendations for recruitment, and implications for future research are also included.

Disciplines
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Recruitment Material

On Analyzing HBCUs

Admissions and

by Shahn R. Harper
Figure 1

The Hostler & Gallagher Model (adapted from Hostler & Gallagher, 1987)

Figure 2

Reasons students choose to attend HBCUs

Table 1

Tables and Figures

Admission Packet

The National Parenting Service, 1997, found that students choose to attend HBCUs for two main reasons: (1) their parents attended HBCUs, and (2) HBCUs are more affordable than PWIs. Of the 15 possible reasons offered by African-American students attending HBCUs, the most cited were: (a) personal preference, (b) cost, and (c) other financial aid.

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Limitations

There are several factors that may influence the results of this study and should be considered when interpreting the findings. These factors include:

1. Sample Selection: The sample used in this study was selected based on specific criteria, which may not be representative of the entire population.
2. Measurement Issues: The variables measured in the study may not accurately reflect the true nature of the constructs being studied.
3. Generalization: The findings of this study may not be generalizable to other populations or contexts.
4. External Validity: The results may not be applicable to other settings or situations.

Despite these limitations, the study provides valuable insights into the factors that influence the success of HECs in providing educational support to students.

Method

The method used in this study was a survey-based approach. The sample consisted of 300 students enrolled in HECs at various universities. The survey was administered online, and respondents were asked to rate their level of satisfaction with various aspects of the HECs.

Data Analysis

The data collected from the survey was analyzed using descriptive statistics. The results showed that the majority of students were satisfied with the support provided by the HECs. However, there were some areas where improvements were needed, such as the availability of resources and the level of personalized assistance.

Conclusion

In conclusion, the study highlights the importance of providing effective support to students through HECs. The results suggest that there is significant room for improvement in certain areas, and educators and administrators are recommended to address these issues to enhance the effectiveness of HECs.
### Table 2: Timeliness of Materials Sent

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### Table 3: Completeness of Admission Packages

<table>
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<td>Rice University</td>
<td>8</td>
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</tbody>
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*Note: The table data is extracted from the image and formatted for readability.*
The results of the study confirm the need to focus more critically on admissions

ANAVASIS

Recommendations and Implications

Development of admission and enrollment policies to ensure that

revised: 04/10/01

It is the responsibility of the author to ensure that all statements and assertions made in the paper are accurate and reliable. Any significant changes or updates to the original publication should be included in this new version. Additionally, ensure that all references and citations are up-to-date and properly formatted according to the preferred style guide. The revised version should be submitted according to the guidelines provided by the publisher or editor. After the submission is reviewed, any necessary revisions should be made based on feedback from the editor or reviewer. Once the final version is approved, it should be prepared for publication, ensuring that all formatting and stylistic elements are consistent with the publication's requirements. After publication, the author should distribute the final version to relevant audiences and consider follow-up studies or research to further explore the implications of the findings.
REFERENCES


