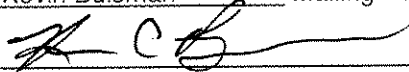


#29

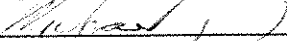
**Strategic Priority Funding  
Application Form  
2007-2008**


Project Name A Proposal to Create Martin Luther King Day Programming Targeted at Exposing Middle School Students from Diverse Backgrounds to an On-Campus Experience in Higher Education through Interaction with MSU Coaches and Student-Athletes.

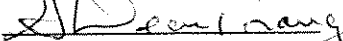
Applicant's Name Kevin Buisman Mailing Address 135 Myers FH

Applicant Signature  12/4/06

Email Address kevin.buisman@mnsu.edu Phone Number 389-1299

Dept. Chair Signature  Date \_\_\_\_\_

Dean Signature  Date 12/4/06

Vice President Signature  Date 12/4/06

Date Submitted to Office of Institutional Planning: \_\_\_\_\_

(Deadline is November 30, 2006)

Priority Number

\_\_\_\_\_

# Minnesota State University, Mankato FY08 Strategic Priority Funding Request

1. Which Strategic Priority and Objective does this funding request support? See link for Strategic Priority definitions. <http://www.mnsu.edu/president/priorities/definitions/>

Strategic Priority \_\_\_\_\_ Promote diversity \_\_\_\_\_ Innovative Idea: \_\_\_\_\_

Strategic Priority Objective \_\_\_\_\_

\_\_\_\_\_ Strengthen recruitment and retention of a diverse student population. \_\_\_\_\_

2. Provide a brief description of your project. Please attach a one page project narrative:

\_\_\_\_\_ See attached. \_\_\_\_\_

3. How will the funding request support the Strategic Priority?

a. \_\_\_\_\_ See attached. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

4. Describe the measurable outcomes:

a. \_\_\_\_\_ See attached. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

5. Assessment Measures – Define what methods will be used in assessing the effectiveness of the project.

a. \_\_\_\_\_ See attached. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

6. Reports Due:  
Mid Year Report due \_\_\_\_\_ January 31, 2008 \_\_\_\_\_

7. Summary Report due \_\_\_\_\_ June 30, 2008 \_\_\_\_\_

8. **Budget Request:** From Strategic Initiative Funding

	<u>Request</u>	<u>Match</u>
Salary	_____	_____
Fringe	_____	_____
Grad Assistant	_____	_____
Grad Assistant Stipend	_____	_____
Non Salary (Specify)		
<u>Marketing</u>	<u>\$750</u>	_____
<u>Supplies</u>	<u>\$2000</u>	_____
<u>Refreshments</u>	<u>\$1250</u>	_____
<u>Honorarium</u>	<u>\$500</u>	_____
<u>Rentals</u>	<u>\$500</u>	_____
Equipment	_____	_____
Total Budget Requested *	<u>\$5000</u>	_____

9. **Special consideration (e.g. room, building, office or any impact on other divisions):**

*Space requirements would include use of various on-campus athletic facilities and classrooms.*

\* Pending funding.

# ***A Proposal to Create Martin Luther King Day Programming Targeted at Exposing Middle School Students from Diverse Backgrounds to an On-Campus Experience in Higher Education through Interaction with MSU Coaches and Student-Athletes.***

## **Provide a brief description of your project.**

*The university has identified diversity as a key strategic initiative and the proposed program assists in meeting that goal by providing programming aimed at the future recruitment of underrepresented student populations.*

*The university is making significant progress in attracting students of diverse backgrounds to the campus. To continue this trend, the university must target appropriate demographic groups and age populations. Research has shown that exposing middle school students to the college campus, especially those from diverse backgrounds, can be an important factor in their decision to pursue higher education opportunities in the future.*

*The university currently lacks strong and organized programming aimed at this particular age demographic in its efforts to improve the recruitment of students with diverse backgrounds from underrepresented student populations to our campus.*

*The proposed program would also fill a void recently identified by the Governor to have some sort of organized, meaningful event or programming on one of the state's public university campuses connected to the celebration of Martin Luther King Day. It is hoped that this kind of event could generate positive public relations for the university.*

## **How will the funding request support the Strategic Priority?**

*The funding request provides the resources necessary to actively promote and solicit participation in the proposed programming to selected target populations (middle school students from diverse backgrounds).*

## **Describe the measurable outcomes:**

*To engage middle schools students from diverse backgrounds in a one-day program on our campus that would include meaningful interaction with MSU coaches and student-athletes. Research has shown that exposing middle school students to the college campus, especially those from diverse backgrounds, can be an important factor in their decision to pursue higher education opportunities in the future. It is hoped that a positive experience at this "Share the Dream" event will positively influence program participants' future decisions about higher education.*

*Specific measurable outcomes:*

- 1. Number of program participants.*
- 2. Pre- and post-test attitudinal surveys measuring interest in higher education.*
- 3. Future enrollment in similar programming.*
- 4. Future tracking of program participants.*
- 5. Positive public relations for the university.*

## **Assessment Measures – Define what methods will be used in assessing the effectiveness of the project.**

*Items #1 and #2 could be measured immediately on the day of the event, while items #3 and #4 could be measured on an ongoing basis.*

*Tangible goals for participation could be established for program participation (item #1). For item #2, the objective would be to positively influence participant attitudes about higher education. Standards could also be readily established for items #3 and #4. Item #5 could be measured by media coverage of the event.*