

Introduction

Minority clubs on college campuses promote a sense of belonging for students from underrepresented groups, help students find community, and make students feel like they have a space where they are seen, heard, and valued. However, many new students on college campuses do not know that these clubs exist or may not learn about them until after they have been on campus for some time. This project seeks to increase the number of students attending Black Student Union (BSU) events and using a mix of strategies, creativity, and authenticity.



Figure 1. BSU event. Including BSU members.

How to increase student recruitment?

- I met with the BSU to discuss increasing students recruitment, and now I am officially a BSU recruitment officer
- To increase student recruitment constant promotion of BSU events was done across social media platforms including Instagram, TikTok, and group chats.

Social Media Platforms:

Instagram: @cwu_bsu

TikTok: @bsucwu



Figure 2: Original logo of BSU



Figure 3: BSU image created to help increase student recruitment.

Plans for Future BSU Events

- Additional BSU events were planned to help recruit students, especially on special occasions like Welcome Week, and other events where there are a lot of students attending.
- Plans were made to offer free food (especially themed or unique food) and giveaways (branded merchandise, raffle prizes, or club swag bags) to increase student recruitment and attendance at BSU events. Increased participation in the BSU helps for the club to maintain visibility, advocate for change, and access funding and resources from CWU.

This project relates to the following Sustainable Development Goals



Acknowledgements

I acknowledge the head of BSU, Mal Stedman, and all of the BSU officers as well.