Increase Traditionally Under-Represented Student Groups (TUSG) Enrollment

Increase the enrolled percentage of traditionally under-represented student groups (TUSG) from 37% in Fall 2018 to 44% in Fall 2025

Initiatives (8)

Strategy 1: Develop a comprehensive plan to engage in outreach to communities of color, and engage enrolled TUSGs.

Strategy 2: Tailor recruitment and communication strategies to particular TUSGs. Ensure marketing materials and University websites reflect the ethnic diversity we seek. Pay attention to the needs of parents of TUSG and first generations students.

Strategy 3: Identify top secondary schools with significant TUSG populations and direct recruitment resources to these areas, focusing on building strong relationships with these schools, their principals, counselors and faculty, especially any who are CWU alumni.

Strategy 4: Create a community advisory panel of TUSG educators and other community members to serve as a sounding board for CWU’s recruitment and engagement strategies and to help the University identify opportunities to connect with under-represented communities in Washington.

Strategy 5: Engage faculty to recruit new TUSG students to specific majors where underrepresentation is most prevalent.

Strategy 6: As opportunities to fill vacant positions arise, ensure that the recruiting staff of CWU represents the diversity of the students we seek.

Strategy 7: During first-year onboarding, identify students in need of resources and offer a network of services, e.g. appreciative advising, financial aid navigation assistance, cultural community connection.

Strategy 8: In future academic years, hire more faculty who represent the diversity we seek.