The Brother to Brother Program: Helping to Retain Multicultural and First Generation Males
University of Central Florida
Orlando, Florida

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New York University
University of Central Florida

- Metropolitan research university

- 6th Largest Institution in the nation
  - Undergraduates 42,916
  - Graduates 7,360

50,276
Diversity 31.6%
- Indian-Alaskan 0.4%
- Black, Non-Hispanic 9.0%
- White, Non-Hispanic 68.1%
- Asian-Pacific Islander 5.3%
- Hispanic 14.1%
- Other 2.9%

2007 Freshman class: 6600
- Average SAT: 1217
- Average GPA: 3.7
The Brother to Brother Program is part of the Multicultural Academic and Support Services office at the University of Central Florida.

- Brother to Brother Program
- First Generation Program
- Seizing Opportunities for Achievement and Retention (SOAR)
Why Do We Need a Program such as Brother to Brother?

- Nationally 67% of black male students who begin college never complete their degrees.
- Black males have the worst college attrition rate among sexes and ethnicities.
- Percentage of number of black males enrolled in college has not increased since 1976.
- Only 147 more doctorates were awarded to African-American men in 2003, as compared to 1977.

Taken from Black Male Students at Public Flagship Universities, Status, Trends and Implications
National Statistics on African-American Males

- Only 500 African-American Males or less were enrolled in 2004 at State flagship universities.

What particularly alarms African American leaders and higher education officials is that while black women are scoring big [quantitative] gains in education, particularly at the college level, the progress for black men has either stagnated or increased only slightly from year to year over the past decade.

2001 Black Issues in Higher Education
Issues Facing First Generation Students

• First Generation Students have been found to be at a disadvantage in terms of postsecondary access and degree attainment.

• First Generation students receive less family support because parents do not know what to do. Their parents have never been to college.

• The retention and graduation rates of first generation students nationwide is lower than the national average.

• First Generation students need help in engaging both the academic and social communities at Universities.

-Diverse Magazine, Pell Institute Report-2007
First Generation National Perspective

• Nationally, there are 6.5 million first generation students attending colleges and universities in the U.S.

• In the southern region, there are 97,000 first generation students.

• There has been a 27% increase in the number of first generation students from southern states attending college over the past four years.

- College Board, 2007
UCF Statistics on the Retention and Graduation Rates for Multicultural Males

6 Year Graduation Rate - 2000 Cohort
White Males - 52.6%
White Females – 61.2%
African-American Males – 39.4%
African-American Females – 60.7%
Hispanic Males – 41.3%
Hispanic Females – 51%
UCF Retention and Graduation Rates Continued

1st to 2nd Year Retention Rates 2006-2007
African-American 84%
Latino – 83%
Caucasian – 84%
First Generation Students – 82%
The Brothers
The B2B Experience

Joel Joseph
Classification: Freshmen
Major: Undecided
Hometown: Miami, Florida
**Steps Taken to Address Challenges**

- Developed a marketing plan
  - Visited all student organizations and introduce our office
  - Word of Mouth
  - Distributing flyers at dorms
  - E-Newsletter
  - Orientation
  - Parent Academic Overview

- How do you market your program to students and the campus community?
  - E-mail
  - Facebook
The mission of the Brother to Brother Program is to provide academic, career and leadership assessment (development), social support and financial support to multicultural and first generation males.

In adhering to this mission, the Brother to Brother Program will provide exemplary programming and mentoring in order to increase the retention and graduation rates of those students in the program.
Brother to Brother Goals

• To provide programs and services designed to create a campus environment that promotes a quality college experience for multicultural and first generation male students
• To promote academic development
• To encourage personal growth
• To develop positive student leaders
• To foster their intellectual, cultural, social and personal potential
• To enhance skills necessary for successful transition into the world outside of academia (global workforce)
# Programming

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SUCCESS OF BROTHER TO BROTHER PROGRAM
FOR 2007-2008 ACADEMIC YEAR

• CUMULATIVE GRADE POINT AVERAGE AFTER SPRING 2008- 3.0
• OVER 50% OF ALL STUDENTS IN THE B2B ARE INVOLVED IN SOME TYPE OF STUDENT LEADERSHIP
• GRADE POINT AVERAGE AFTER FALL 2008 – 3.0
ON-CAMPUS AND OFF CAMPUS COLLABORATIONS

• CAREER SERVICES
• RAMP/MCNAIR
• DIVERSITY INITIATIVES
• STUDENT DEVELOPMENT AND ENROLLMENT SERVICES
• STATE FARM INSURANCE
COLLABORATIONS CONTINUED

• PROGRESS ENERGY
• NORTHRUP GRUMAN
• CRACKER BARREL RESTAURANTS
• LEADERSHIP DEVELOPMENT PROGRAM
• INROADS
Brother to Brother
Corporate Sponsors and Partners

- State Farm Insurance
- InRoads
- BFA Environmental
- Enterprise Rent-a-Car
- National City Bank
- Cracker Barrel Restaurants
- Lockheed Martin
- Walt Disney World
- Progress Energy
- Kaplan
- Target
The B2B Experience

Olnick Vertus
Classification: Freshmen
Major: Math Education
Hometown: Miami, Florida
Future Brother to Brother Endeavors

- Grant writing to secure more funding for the program
- Expand beyond workshops to add more social events
- Establish a student committee of help develop programming
- Develop faculty mentoring program
Contact Information

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Questions