



MULTICULTURAL ACADEMIC  
& SUPPORT SERVICES



# **The Brother to Brother Program: Helping to Retain Multicultural and First Generation Males**

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# University of Central Florida

❖ Metropolitan research university

❖ 6<sup>th</sup> 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



# MULTICULTURAL ACADEMIC & SUPPORT SERVICES

The Brother to Brother Program is part of the 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.



## 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*



## **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**



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## **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





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## 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**

1<sup>st</sup> to 2<sup>nd</sup> 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



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## *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



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## *Brother to Brother Program*

### MISSION

- 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.



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## **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

Academic Skills	Leadership Development	Social Enrichment	Career Exploration
<ul style="list-style-type: none"> <li>• Effective Study Habits</li> <li>• How to Read a Degree Audit.</li> <li>• FAFSA, Scholarships, and You</li> <li>• B2B Creed Book Stipend</li> <li>• GPA Calculator</li> <li>• Graduate School Week</li> <li>• Study Sessions</li> </ul>	<ul style="list-style-type: none"> <li>• Vote or Shut Up</li> <li>• Etiquette Dinner</li> <li>• Conferences</li> <li>• Partnership w/ Student Leadership Development Office</li> <li>• How to Develop the Leader w/in</li> <li>• African American Student Leadership Forum</li> <li>• MLK Leadership Forum: “Why is it so hard to discuss race”</li> </ul>	<ul style="list-style-type: none"> <li>• B2B Welcome/ Info. Session</li> <li>• Rap Session</li> <li>• Am I My Brother’s Keeper?</li> <li>• Conflict/ Dispute Resolutions</li> <li>• Knight Cheque</li> <li>• Stress Free Knight</li> <li>• Peer Mentoring</li> <li>• Athletic Events</li> <li>• Awards &amp; Recognition Reception</li> </ul>	<ul style="list-style-type: none"> <li>• The Corporate Experience</li> <li>• Interest Inventory</li> <li>• How to Prepare Yourself for the Corporate World</li> <li>• Corporate Marketability</li> <li>• Knight Shift</li> <li>• Networking Opportunities</li> <li>• Internships/ Research</li> <li>• Ramp/McNair Scholars</li> </ul>





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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



# Multicultural Academic & Support Services

## ON-CAMPUS AND OFF CAMPUS COLLABORATIONS

- CAREER SERVICES
  - RAMP/MCNAIR
- DIVERSITY INITIATIVES
- STUDENT DEVELOPMENT AND ENROLLMENT SERVICES
  - STATE FARM INSURANCE



# Multicultural Academic & Support Services

## COLLABORATIONS CONTINUED

- PROGRESS ENERGY
- NORTHRUP GRUMAN
- CRACKER BARREL RESTAURANTS
- LEADERSHIP DEVELOPMENT PROGRAM
  - INROADS



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## **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



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## **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

# More Pictures



# Contact Information

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# Questions

