

[\*#2\*}

Memo To: Messrs. Ballantyne, Rogge, and Wood

Date: August 8, 1969

From: Winston R. Carroll

Subject: Employment of Black Recruiter

During our recent meeting at Point Clear, we discussed the possibility of our four institutions employing a black recruiter for the purpose of visiting schools and identifying prospective black candidates for admission to Duke, Tulane, Vanderbilt, and Emory.

Upon my return to Atlanta I discussed this possibility with Charles N. Watson and with our President and Vice President. These gentlemen were receptive to the suggestion and asked that I pursue the matter with the three of you. I see no problem providing office space for such an individual and would like at this point to get your opinions on how we should proceed.

The gentlemen with whom I have discussed the matter at Emory seemed anxious for us to proceed with this possibility and I would like to propose that we talk more specifically about the proposal and possibly begin interviewing prospective candidates.

It might be that we could get together before the fall of the year but in the event this is not convenient perhaps we could meet during the week of the Atlanta College Day programs in late September. There is also the possibility that we could meet during the ACAC in Chicago or the College Board Meeting in New York. The only difficulty with these alternatives are that they are somewhat late in the year and if we desire to implement the proposal in time to reap some benefit for the fall of 1970, we best start looking for prospects.

Your reactions will be most appreciated.

[\*#2 Enrollment of black students\*]

July 18, 1969

Miss Sheryl Jones

Black Student Alliance

Post Office Box 21208

Emory University

Dear Miss Jones:

Certain requests in the area of enrollment of black students have been enumerated in a letter from Miss Rena Price, dated July 15; and perhaps it is in order for me, by way of a progress report, to reply to these points specifically.

1. (a) A request for more creative ways to admit black students has been made in the letter received. One of the most effective ways of attracting students to Emory is to establish lines of communication with secondary schools and develop mutual confidence between personnel in the high school and the admissions office of Emory. Scheduled visits to high schools during the academic year have been a vital part of the activity of the admissions office for some time now. Conferences with school personnel and staff members of the admissions office have proven productive in acquainting prospective students with programs available at Emory. They have also enabled us to establish rapport with guidance personnel responsible for recommending students to the Admissions Office.

Over the past several years, members of the admissions staff have visited all types of secondary schools: public, tax-supported systems; private schools; predominately white schools; predominantly black and some totally integrated schools. Guidance counselors from schools throughout the country have been invited to an annual counselor conference held on the campus in the spring of the year. Counselors attending our annual conference have met with the admissions staff to discuss admissions requirements and procedures. Our

guests have also met with members of the faculty to discuss programs available at Emory and with students to acquaint the counselor with student life at Emory. We will continue such conferences and involve an increasing number of black counselors from predominately black high schools in this phase of student recruitment.

High School visitation has traditionally fallen into two categories: participation in a "college day" program at the high school and individual visits to the schools by members of the admissions staff. Frankly, we have found the latter to be the most productive although we fully realize the necessity of providing representation at College Day programs.

(b) In the requests enumerated in Miss Price's letter of July 15, the possibility of black student recruiters accompanying admissions officials was mentioned. A number of years ago, at the request of the high schools, the Georgia Association of Colleges adopted a code of ethics in which we agreed not to use students in visiting the high schools at college day programs or on individual conference visits. The high schools have requested that we refrain from sending students to scheduled programs or conferences at the schools. We have complied with this request and have concentrated on using students in other aspects of student recruitment.

Most of the major traveling of the admissions staff is done while school is in session and it therefore has not proven practical to involve students in traveling to any large degree. The fact that students are carrying a full academic load has been a major factor to be considered in developing ways students may be used effectively in the admissions program at Emory.

The Emory Rush Committee, an organ of the College Council, and Emory hostesses have been active in hosting coffees and teas in communities where interest in Emory has resulted in applications for admission. Members of the two organizations mentioned and other interested students who have demonstrated a willingness to devote an afternoon or a Saturday morning have been most effective

as guides for prospective candidates who visit the campus. Student participation in our annual counselor conferences has also proven highly desirable.

Students at Emory are provided names and addresses of prospective candidates and applicants who have been accepted in their home communities and are encouraged to write or personally contact these candidates during fall and spring recesses and during summer vacations. This kind of personal student contact continues throughout the academic year and is highly successful in stimulating interest in Emory.

(c) The University is in the process of interviewing individuals for a position as a black administrator. The admissions office is being given an opportunity to talk to the candidates under consideration .

Some of our efforts to recruit black students have not been properly recognized. We have subscribed for a number of years to the National Scholarship Service and Fund for Negro Students for listings published by the Fund and have written to students regarding possible interest in Emory. We have worked closely with FAIT (Find and Inform Talent), a project head by Dr. John Sullivan of the University of Georgia. This organization has had counselors throughout the state who have made a special effort to interest black students in college. We have subscribed for lists of National Achievement Scholarship competition which are published by the National Merit Scholarship program but restricted to black participants and have contacted many of these students in an attempt to interest them in Emory. We have talked to representatives of FOCUS (Fellowship of Concerned University Students) and have made arrangements to cooperate with FOCUS in considering applicants recommended to us by the organization. FOCUS is working directly with Upward Bound programs throughout the region and the country in identifying students for admission to those colleges cooperating with the organization in its programs.

Recently, Directors of Guidance in selected high schools with high percentages of black students have received a letter from our office requesting an

opportunity to visit the high school and talk to students who may be graduating from high school during the academic year, 1969-70. Schools in the Atlanta and Fulton county systems have gone to a four quarter plan resulting in some students completing their high school programs at the end of the summer, fall and winter terms. Guidance personnel in the schools have been apprised of Emory's application fee waiver policy and the University's cooperation with Educational Testing Service in its new test fee waiver program.

On Monday and Tuesday, July 21st and 22nd, I will be attending a meeting of admissions officers from Emory, Vanderbilt, Duke, Tulane, the University of Georgia, the University of North Carolina and Washington University and on the agenda for discussion are what methods of attracting students should we be exploring and how should we improve our recruitment program for black students. This conference will enable admissions officers from the institutions participating to share experiences and work together in developing effective means of recruiting black students. A similar conference is held annually and a major portion of this year's agenda deals with our involvement in recruiting black students.

2. In the area of re-evaluating standards for admitting black students to Emory, the College Committee on Admissions and Scholarship is the policy making body insofar as admissions standards are concerned. This committee will continue to investigate all possible means of trying to determine what students can be successful at Emory. It should be pointed out that this committee has already initiated a policy of giving special consideration to black applicants. A review of the qualifications of freshmen admitted to Emory College in September 1968 reflects this policy. We rejected 274 applicants with predicted averages at Emory of 2.5 or better but none of these candidates were black students. On the other hand, ten of the accepted black applicants had predicted averages of 2.5 or below.

3. The statistical information available from the Educational Testing Service mentioned in Miss Price's letter is part of a proposed study and the results of the study are not available at this time. We have used the services of Dr. Normal Uhl,

formerly the Director of Testing and Evaluation Services at Emory, and now associated with Educational Testing Service. Dr. Uhl has advised this office that Educational Testing Service has already assigned him to conduct studies of the nature mentioned and as soon as the results of the study are compiled they will be available to us.

When we learned several months ago the Dr. Uhl planned to work at ETS, Mr. Charles N. Watson, Director of Admissions, discussed with him the possibilities of that organization doing research on how institutions might be able to make more accurate predictions on applications received from underprivileged and disadvantaged students. A copy of a letter to Dr. Uhl dated June 4, 1969, referring to our discussion of this program "several weeks ago" is attached. Since that time, Emory has arranged for Dr. Uhl, as an ETC researcher, to meet with the institutions attending the conference mentioned in time one above. We have every hope the meeting July 21 and 22 will initiate the kind of information which ETS apparently does not have at this time but will, as a result of Dr. Uhl's studies, be able to provide colleges and universities cooperating with ETS in the studies to be made.

4. Since admission is on an individual basis, we cannot promise admission to Emory College to an applicant on the basis of his acceptance to the Emory Upward Bound Project. Criteria for admission to the project and to undergraduate programs are not necessarily correlative and each candidate for admission to Emory College must be considered individually.

We have and will continue to cooperate with a substantial number of Upward Bound programs throughout the country. A representative of the admissions office will be visiting the Upward Bound Project on the campus of Mercer University on July 24th.

5. Tutoring is not in the area of responsibility of the Admissions Office but the College has in the past arranged for this service.

I hope this brief resume will give you some idea of the activities in which we have been and continue to be engaged. I can assure you we will continue to

seek effective means of attracting black students to Emory and I shall be happy to talk to you at any time regarding our efforts.

Sincerely,

Winston R. Carroll

Assistant Director of Admissions

WRC/jl

Enc.

cc. President Atwood

Miss Rena Price



Black Student Alliance  
Emory University  
Post Office Box 21208  
Atlanta, Georgia 30322

July 15, 1969

Mr. Winston R. Carroll  
Assistant Director of Admissions  
Emory University  
Atlanta, Georgia 30322

Dear Burt,

In his letter of May 30 to Mr. James Brown, President Atwood designated you to represent the University's responsibility in the area of enrollment of black students.

For your information, those specific requests which cover the area pertaining to your responsibility include:

1. We request more creative ways to admit black students, such as black student recruiters accompanying admissions officials, and the services of a black admissions officer.
2. We request that Emory's standards for admitting black students be re-evaluated, and that Emory admit not "high risk" students but rather, "high challenge" students.  
(When a black student leaves Emory he has accomplished more than the average white student in terms of achievement and also in terms of the background from whence he came.)

3. We request that Emory tap the Educational Testing Service, an independent organization which uses statistics of black student achievement from a large number of schools, thereby making the statistical information more reliable and Relevant to black students matriculating to Emory.
4. As host institution to the Upward Bound Project, we request that Emory admit its Upward Bound students.
5. We request black tutors for black students matriculating to Emory. The services of these tutors will be paid for by the university.

I regret that we have not been able to communicate with you sooner, however, we are working with only a handful of students this summer, and consequently, we are slightly behind schedule. Miss Sheryl Jones of our Academics Committee has been appointed to work directly with you on these requests. She can be reached through the following:

Upward Bound Program  
Room 203, McTyre Hall  
276-1923  
Post Office Box 23361

As requested in the above mentioned letter from President Atwood, it would be greatly appreciated if you could provide us with an appropriate progress report concerning present status and plans for activity in the area of black student enrollment at your earliest convenience.

Thank you for your cooperation.

Sincerely yours,

Rena M. Price

Assistant Chairman

Black Student Alliance

RMP/

cc: Miss Sheryl Jones

President Sanford S. Atwood

BSA File