



# Academic Outreach Initiative

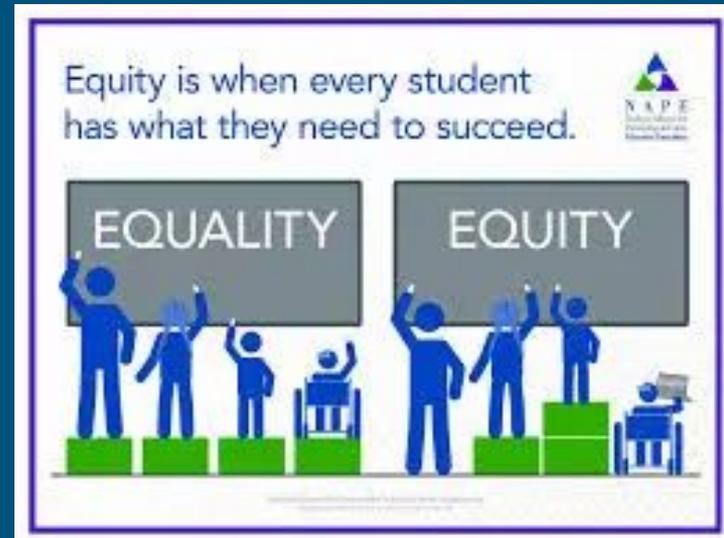
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Recruitment program for students of  
color and the underprivileged



# Mission Statement of the A.O.C.

The Academic Outreach Initiative is committed to address the racial and socioeconomic disparities that exist within our advanced level programs in education by promoting equitable opportunities to students of color and underprivileged students.





# Specific Goals of the Academic Outreach Initiative

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1. Form a committee of teachers, coaches, counselors and administrators that are focused on identifying and recruiting students for the advanced level programs
2. At the high school level, the focus will be on the AIG program, AP classes, dual enrollment and honors classes. While at the middle and elementary school levels, identifying children that should be screened for AIG and created encouraging atmospheres that engages our young scholars' minds and creativity.
3. Identify reasons that are specific to that community that explains why certain students are not signing up for advanced courses and identified AIG
4. Track student success once they join the program.
5. Raise the rigor for all students by encouraging assessments and activities that promote individuality, creativity and engagement through cultural awareness
6. Train teachers on implicit bias that can affect the way they teach and recommend students for advanced courses.

# Demographics of AIG Students in North Carolina Vs.

## The Advanced Placement Program of Cumberland County School



### AP Students in NC

- African American- 11%
- Hispanic - 11%
- White - 63%
- Multi Racial - 3%

### NC Student Population

- African-American - 26%
- Hispanic - 18%
- White - 48%
- Multi-Racial - 4%

# 2019-2020 Implemented Actions

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Last school year, the Cape Fear High School Academic Outreach Committee recruited over 60 students to advanced level courses with the following process:

1. Committee meeting focused on the criteria of recruitment and recruiting process
2. Google Form sent out to the staff that asked for student names and grade levels.
3. A meeting with all the recruits in the auditorium, explaining the difference between the courses, the benefits of taking advanced courses and how to decide which is best for them.
4. Student services then flagged each recruit so their counselor knew to encourage them signing up for an advanced level course.

# New Strategies for 2021

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- Social Media Campaign led by students and teachers on Tik Tok, Instagram, Twitter and Facebook
- Informative videos for parents and students that explains the benefits of the various advanced level courses.
- Student survey given to all students that helps the committee identify students that are interested in more rigorous courses without relying solely on teacher recommendations. The survey also gives students the opportunity to voice reasons to why they haven't signed up for advanced courses already.

# Success of the Academic Outreach Initiative

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- In its first year at Cape Fear High School, teachers recommended 87 students to the Academic Outreach Committee.
- 80% of the recruits signed up for either an AP course, dual enrollment or honors.
- The recruitment efforts of the Academic Outreach Committee resulted in the addition of multiple AP and honors sections.
- The Academic Outreach Initiative has spread to the elementary school level and is in the piloting phase of the middle school level.

# Interested in Joining the Academic Outreach Initiative?

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Contact Chris Lucas by email at [christopherlucas@ccs.k12.nc.us](mailto:christopherlucas@ccs.k12.nc.us).