What’s behind DePaul’s success with Chicago Public School graduates?

A little more than three years ago, the Consortium on Chicago School Research found that DePaul University graduates more Chicago Public School (CPS) students than any university in the Chicago area enrolling substantial numbers of them.

More important, DePaul’s success rate among CPS students was high not only for those coming from Chicago’s most selective public high schools — arguably some of the best in the state — but also from schools across the system.

During the intervening three years, Brian Spittle, who heads DePaul’s Center for Access and Attainment; Glenna Ousley, director of the Center’s Community Outreach office; and other DePaul researchers have sought to better understand just why CPS students have been — and continue to be — so successful here.

Spittle and his colleagues continue to gain a more comprehensive understanding of the factors that support DePaul’s high retention and graduation rates, but in the meantime, he cites a number of DePaul-CPS partnerships that may contribute to the successful outcomes, including:

» CPS COLLEGE BRIDGE PROGRAMS provide high-achieving CPS juniors and seniors the opportunity to take classes at DePaul and earn college credit. DePaul’s CPS Bridge program continues to be the largest of any of the four-year colleges participating in the program.

» CPS INTERNATIONAL BACCALAUREATE (IB) PROGRAMS in 14 neighborhood high schools provide rigorous college preparation curricula. DePaul has partnered with these schools to develop student programs and academic enrichment opportunities. The majority of IB students in Chicago are students of color and/or low-income families.

» CPS ADVANCEMENT VIA INDIVIDUAL DETERMINATION (AVID) PROGRAMS place students in more challenging courses while providing added academic support. AVID programs have been established at 40 Chicago neighborhood high schools during the past three years.
Social entrepreneurship emerges as sustainable business model

Social enterprise is surging worldwide due in part to social media and changing attitudes about business, says Patrick J. Murphy, assistant professor of management at DePaul University.

Social entrepreneurs create business ventures that support specific social purposes or causes.

“The basic set of rules underlying social versus more traditional entrepreneurship is largely identical: One needs an effective team, a novel idea, a strategy and access to various kinds of resources,” says Murphy. “Social entrepreneurs, however, can grow their ventures based on mobilizing the communities with which they can engage in long-running conversations using social media like Twitter and Facebook. Shared values drive the conversations and add direction and vision to social venture activity.”

Generational shifts in attitudes about business also are contributing to an increase in social entrepreneurial activity.

“Members of younger generations increasingly want to run financially viable businesses that also contribute to society — they do not see a forced tradeoff,” says Murphy. “Many young people use their social media fluency to address social problems in their communities through entrepreneurial ventures.”

DePaul College of Commerce entrepreneurship students have consulted recently with social ventures, including the New Orleans-based all-natural pizzeria Naked Pizza, which promotes healthy eating, and several Chicago-based ventures that serve the poor and promote accessible education.

This fall, Murphy is teaching DePaul’s first MBA course in social entrepreneurship. DePaul’s entrepreneurship programs are nationally recognized. In 2009, Entrepreneur magazine and The Princeton Review ranked DePaul’s graduate entrepreneurship program second in the nation and ranked the undergraduate program seventh.
DePaul study helps Latinos recovering from substance abuse

The Center for Community Research (CCR) at DePaul University received a $1.4 million grant from the National Institutes of Health to study the Oxford House model as a method for improving alcohol and drug treatment outcomes among Latinos.

Leonard Jason, principal investigator for the research team and director of the CCR, says his study of Latinos is one of an increasing number of health-related research projects focused on the fastest-growing population in the United States.

“National surveys indicate that Latinos have higher rates of substance-related problems, yet less access to substance abuse treatment,” Jason says.

Part of the problem, according to Jason, is that Latinos report less satisfaction with substance abuse interventions and tend to leave treatment programs prematurely.

Jason’s research opens the door for the creation of Illinois’ first Latino Oxford House in which residents have the option of speaking English, Spanish or a combination of both languages. Oxford House is a 30-year-old national network of recovery homes designed for persons seeking to develop skills that promote long-term sobriety. Jason’s research has focused on the Oxford House model for more than 10 years.

“If our research shows that individuals who prefer to speak Spanish and identify with traditional Hispanic culture and values will be more likely to remain abstinent in culturally modified Oxford Houses, then it is incumbent upon us as community psychologists to help bring such places into existence,” says Jason.
Multicultural market remains an area of opportunity in recession

In a down economy, marketers have an opportunity to tap into underserved, multicultural populations and attract new customers, says Sue Fogel, chair of DePaul University’s Department of Marketing.

According to the 2000 U.S. Census, non-white populations have increased significantly since 1990. The Asian population grew 41 percent, the Hispanic population 25 percent and the black population 15 percent. Some estimate that these markets may have almost $2 trillion in buying power.

This represents a strong marketing opportunity, especially as these populations are expected to continue to grow, according to Fogel.

“Right now, a multicultural marketing campaign may be one of the most effective uses of the marketing budget,” she says. “This is not a luxury that can wait until the economy improves. It is an investment in a company’s future. Marketers should consider how their products, merchandising, media choices, advertising messages and event sponsorships can appeal to these markets.”

According to David Rodriguez, multicultural marketing communications manager at Ford Motor Co. and a member of DePaul’s multicultural marketing program’s advisory board, Ford has been marketing to multicultural populations for almost 30 years.

“We find that multicultural markets can be very loyal, if we maintain a long-term dialogue with them and stay in tune with their needs and values,” he says. “The return on investment might not be immediate, but long term, the business case has proven itself.”

Multicultural marketing initiatives at Ford have included sponsoring a tour by Colombian singer Juanes and connecting with Hispanic women through the Web site tuvozentuvida.com, which features a broad spectrum of topics focused on Hispanic women’s empowerment.

Launched in 2007, DePaul’s multicultural marketing program is the only program of its kind in a U.S. business school.

### Tips for Multicultural Marketers

- **Remember marketing 101 basics.** Know your customer: How do people use products? How frequently do they shop? What benefits do they seek? What do they value?

- **Make multicultural marketing central to the marketing strategy.** Don’t think of it as ancillary to the strategy.

- **Don’t just translate an ad into Spanish or cast black actors.** Know what motivates consumers.

- **Avoid stereotyping or making assumptions about audiences.**

Source: Sue Fogel, chair of DePaul University’s Department of Marketing
Community Music Division marks its 20th anniversary

DePaul University’s Community Music Division (CMD) recently celebrated 20 years of providing music instruction to music lovers across Chicagoland.

“The mission of the CMD is to provide high-quality music instruction to interested students of all ages, abilities and backgrounds,” says Susanne Baker, director. The program enrolls 650 students from the Chicago area and surrounding suburbs. Offerings include early childhood classes, individual instruction, choral and instrumental ensembles and numerous performance opportunities.

For 10 years, the CMD has worked with the Illinois Department of Children and Family Services’ S.O.A.R. program to provide free weekly lessons to more than 60 foster children, according to Baker.

Chicago’s Loop remains “biggest college town” in Illinois

Chicago’s Loop continues to be the “biggest college town” in Illinois, according to a new DePaul University study issued by the downtown advocacy organization Chicago Loop Alliance.

During the past five years, the total number of students enrolled at the 24 institutions of higher learning in the Loop, including DePaul, increased significantly and continue to help boost the city’s economy.

The 2009 Higher Education in the Loop and South Loop Study examined enrollment, employment and facility trends. It updates a similar study commissioned by the organization and coordinated by DePaul in 2004. The full economic impact analysis will be released this fall.

Undergraduate commerce program ranked second in state

DePaul University’s undergraduate program in the College of Commerce was ranked second among Illinois programs in a survey released by BusinessWeek magazine.

Nationally, DePaul’s program was ranked No. 71 with only the University of Illinois at Urbana-Champaign coming in higher among Illinois schools. Other Illinois schools included in the survey were the University of Illinois at Chicago, Loyola University Chicago and Northern Illinois University.

A key factor cited in DePaul’s strong showing was the quality of its instructional program, which the survey gave a grade of A.

DePaul symposium examines Chicago’s Olympic bid

The College of Communication assembled experts, activists and journalists to examine Chicago’s bid to host the 2016 Summer Olympics. Held Sept. 13-15, the McCormick Specialized Reporting Institute took place less than a month before the International Olympic Committee’s announcement of the winning city.

“We wanted to get a more balanced look at the whole process and of how it will impact the city,” says Mike Conklin, a DePaul journalism professor who organized the event. According to Conklin, the symposium provided a rare opportunity for journalists and students to get a jumpstart on Olympics reporting.

The McCormick Foundation, a longtime supporter of journalism training initiatives, is underwriting the cost of the institute with a $41,000 grant.

Community Music Division marks its 20th anniversary

DePaul University’s Community Music Division (CMD) recently celebrated 20 years of providing music instruction to music lovers across Chicagoland.

“The mission of the CMD is to provide high-quality music instruction to interested students of all ages, abilities and backgrounds,” says Susanne Baker, director. The program enrolls 650 students from the Chicago area and surrounding suburbs. Offerings include early childhood classes, individual instruction, choral and instrumental ensembles and numerous performance opportunities.

For 10 years, the CMD has worked with the Illinois Department of Children and Family Services’ S.O.A.R. program to provide free weekly lessons to more than 60 foster children, according to Baker.

Chicago’s Loop remains “biggest college town” in Illinois

Chicago’s Loop continues to be the “biggest college town” in Illinois, according to a new DePaul University study issued by the downtown advocacy organization Chicago Loop Alliance.

During the past five years, the total number of students enrolled at the 24 institutions of higher learning in the Loop, including DePaul, increased significantly and continue to help boost the city’s economy.

The 2009 Higher Education in the Loop and South Loop Study examined enrollment, employment and facility trends. It updates a similar study commissioned by the organization and coordinated by DePaul in 2004. The full economic impact analysis will be released this fall.

DePaul symposium examines Chicago’s Olympic bid

The College of Communication assembled experts, activists and journalists to examine Chicago’s bid to host the 2016 Summer Olympics. Held Sept. 13-15, the McCormick Specialized Reporting Institute took place less than a month before the International Olympic Committee’s announcement of the winning city.

“We wanted to get a more balanced look at the whole process and of how it will impact the city,” says Mike Conklin, a DePaul journalism professor who organized the event. According to Conklin, the symposium provided a rare opportunity for journalists and students to get a jumpstart on Olympics reporting.

The McCormick Foundation, a longtime supporter of journalism training initiatives, is underwriting the cost of the institute with a $41,000 grant.
Family Lab expanding to provide more services to community

Located on DePaul’s Lincoln Park Campus, the lab serves Chicago-area children age 6-16 with learning disabilities and/or reading difficulties. Families come from as far as Indiana to use the diagnostic and remedial services available in the lab’s newly renovated space.

“While the clients we see gain hands-on tutoring support services, graduate students working toward a reading specialist degree receive clinical experience,” said Julie Harris, Family Lab coordinator. “It’s a wonderful setting for learning to take place on both ends.”

DePaul graduate students in the final quarters of the reading and learning disabilities program tutor students in reading and other subjects to bring their clients’ academic skills up to grade level while fulfilling their program’s practicum component.

Soon, graduate students in human services and counseling, nursing and other DePaul programs will be able to provide families with additional services while fulfilling their practicum requirements. Students and staff are working to expand lab services to include health screenings for children and adults, wellness seminars, and sign language classes to help new parents communicate with their infants.

DePaul has one of the largest schools of education in the Chicago area. Its students are actively involved in learning, analyzing, discussing, assessing and applying their knowledge and skills in practical settings.