

Ferris State University

Administration and Finance 2012 Diversity Progress Report

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Introduction

Ferris State University Definition of Diversity

Diversity is the range of human differences, including but not limited to race, ethnicity, gender, gender identity, sexual orientation, age, social class, physical ability or attributes, religious or ethical values system, national origin, and political beliefs.

The Administration & Finance Division continues to increase diversity awareness and demonstrated actions that support the diversity plan and strategic goals and initiatives. We are proud to report significant progress toward our goal of strengthening our commitment to diversity during 2012. The Administration & Finance Diversity and Inclusion Committee was chaired by Associate Vice President Warren Hills early in 2012 and Tamie Grunow in the last few months of the year. Members of the Administration & Finance committee are:

- Tamie Grunow (Chair)
- Rick Christner
- Marlene Mohnke
- Rafael Dominguez
- Lori Helmer

The following report contains major diversity successes and challenges for 2012 and the charge/recommendations for 2013 for the Administration and Finance division.

The Diversity and Inclusion Committee members each accepted leadership roles within their respective units to review successes, challenges and recommendations. The Chair of our committee met with Vice President for Diversity and Inclusion, Dr. David Pilgrim to discuss ideas to further promote the commitment to diversity for prospective students and employees as well as educational resources for search committees and employees. Listed at the end of this report are recommendations and plans that demonstrate collaborations toward achieving our initiatives together.

Administration and Finance is guided by the Diversity Plan and FSU strategic initiatives. The four major goals shared with the Board of Trustees: 1) Create a University culture that is welcoming to diverse populations, 2) Recruit, retain, and graduate a diverse student population, 3) Hire and retain a diverse workforce, and 4) Create environments for student learning that are inclusive of and sensitive to a diverse student population. The four goals are designed to embed diversity into the University's infrastructure and create a system to hold the University accountable to meeting this core value.

Administration and Finance Division

2012 Diversity Successes

- Administration and Finance student internship program continues to be a success by providing students of diverse backgrounds and experiences practical opportunities to apply education and skills within the Administration and Finance divisions.
- Collaboration between Human Resources and Dr. Pilgrim's office to support and create video messages from the President and Vice President's that relates a message about the importance and commitment to diversity and inclusion. The video messages help to demonstrate the commitment to diversity and cultural understanding that can be used in training search committees and demonstrates to prospective employees, new employees and students the commitment from the senior leadership at FSU.
- Diversity and Inclusion training and education for search committees, new employees and supervisory training.
- Collaboration with other divisions to increase the use of social media to expand and broaden our outreach to increase pools of diverse candidates for recruitment and retention of FSU employees. Examples include partnering with UA&M in the use of social media, alumni listservs, career services, Michigan Higher Ed Recruitment Consortium (MIHERC) just to name a few consistent examples of how we are broadening our outreach.
- An improved survey tool to conduct exit interviews that may provide the University feedback and metrics toward opportunities to improve the work environment overall.
- Units have included awareness of diversity and inclusion through education of how diversity fits into our departments with the FSU strategic initiatives through performance evaluations and improved discussions about the importance of diversity and inclusion.
- Efforts to increase the diversity in applicant pools have been productive in a number of searches.
- Refreshed the membership of our divisional committee to bring some fresh ideas to this conversation.

Athletics

Perk Weisenburger, Athletic Director

2012 Diversity Successes

- We have a diverse workforce including six full-time women and a very diverse student employment workforce including close to 50 females and over 20 non-Caucasian student workers as well as students from all socio and economic backgrounds.
- Continue to graduate student athletes at a high success rate (over 70% last record)
- Continue to recruit culturally diverse student athletes as well as new institutional employees for the athletic department.
- 5th year aid for diverse student athlete through Diversity and Inclusion office. This year we gave the scholarship/stipend to help a former basketball student athlete complete degree requirements for his Bachelor's Degree while also working as an assistant coach in men's basketball.

2012 Diversity Challenges

- The culture of college athletics is one that can allow for hurtful and demeaning words to be used out of context on the "field". It is the goal of the athletic department to educate not only coaches and staff members but also student athletes of the differences among us and to teach them to not use hurtful words out of context and to not talk about others in demeaning ways. Coaches are responsible for holding student athletes to these standards.
- It is a challenge to monitor all student athletes at all times while placing the emphasis on education.

Recommendations 2013

- Continue with our Retention and Success initiative.
- Through research and our Student-Athlete Advisory Council we implemented a plan last spring to provide data and feedback on student-athlete retention and success. Currently we are tracking and analyzing the feedback from exit interviews, tracking program changes and student success to impact diversity recruitment and retention and overall student success and program improvements.

Auxiliary Enterprises

Jim Hessler, Associate Vice President for Auxiliary Enterprises

Athletic Camps:

2012 Diversity Successes

- Camps are promoted to all K-12 schools of every socioeconomic background - rural, suburban & urban - including personal visits to hundreds of athletic departments with camp material.

- Scholarships for tennis camps are offered through the USTA. Scholarships for other athletic camps are generally not offered because of the highly restrictive by-laws of the NCAA.
- One-half to two-thirds of our campers are female or belong to some minority group.
- Camps hire highly qualified student and non-student employees from every socioeconomic background.
- Camp staff includes many underrepresented groups including approximately 50% female and a significant number of staff that are African American or part of another minority group.

2012 Diversity Challenges

- Continued challenges to hire individuals from underrepresented groups because of the demographic population in our region. We will continue to advertise in as many diverse populations as practicable and work with Human Resources.

Recommendations 2013

- Increase the applicant pool of underrepresented groups by encouraging our managers to promote Ferris State University as a place of employment while visiting sites outside our regional area. Work with Human Resources to advertise positions in diverse targeted populations.
- Work with Human Resources to establish a training initiative for managers and supervisors to be better prepared in support of hiring practices.
- Annual training program to include diversity and inclusion for all employees.

Bookstore:

2012 Diversity Successes

- We bring in assortments of books for many of the multi-cultural history months and put up a display to promote each. We have had Hispanic-American history month, African-American history month, and women's history month displays to name a few. We always stand ready to assist Multi-cultural Affairs with author signings and promotions.

Dining Services:

2012 Diversity Successes

- The Rock Café continually seeks opportunities to increase diverse menu choices that appeal to our students and employees. Examples include each semester hosting a Kosher meal, offering international, regional and ethnic cuisine menu choices daily at World's

Fare station, and partnering with Student Affairs to celebrate multicultural events throughout the academic year.

- Host and sponsor annual International Festival of Cultures to celebrate over 25 countries.
- Maintain *Diversity in Dining Committee*.
- Collaborate with Human Resources to expand outreach to increase the pool of diverse candidates.

2012 Diversity Challenges

- Continued challenges remain in the area of recruiting diversity in the workforce due to regional demographics but continual reviews and improvements have provided greater representation among the underrepresented groups last year. Males continue to be difficult to attract to the entry level positions in dining services. These challenges are mirrored in the student employee population in dining services as well. We will continue to be creative in attracting a pool of diverse candidates and collaborate with advertising and outreach in hiring and recruitment.

Recommendations 2013

- Work in collaboration with Human Resources to develop effective recruitment tools in order to expand the applicant pool of underrepresented groups for new full time entry level positions.
- Increase the applicant pool of underrepresented groups for our Student Supervisor positions by promoting and advertising the benefits of the supervisory position. The benefits to the position include; the opportunity to create your own work schedule and an increased wage structure to assume more responsibility while receiving leadership training. This provides a real life opportunity to supervise others which allows one to detail their management experience on their resume. We will continue to seek feedback that adds value to enhance these opportunities.
- Investigate the feasibility of having a staff person enroll in Spanish courses at the University. The designated person could work in cooperation with other groups on campus to increase development of an applicant pool from the Hispanic community in Grand Rapids.

Katke Golf Course:

2012 Diversity Successes

GOLF RMLS 161 301

During the summer semester and fall semester of 2012, I instructed GOLF RMLS 161-301 to the students. The class is designed it introduce the game of golf to golfers of all ability levels. The goal of this class is not necessarily to make every student a better player immediately, but to give

each student a greater understanding on how to play golf, the basic fundamentals of the swing, short game pitching, chipping and putting, rules of golf and course conduct and proper etiquette. Thirty-five students participate, of the students who participated, 13% were minorities of several ethnic groups and 22% female.

2012 Diversity Challenges

- Class is an elective.

Recommendations 2013

- Continue to instruct GOLF RMLS 161-301, introducing the game of golf to Ferris State University students.
- Katke's PGA Professional Staff and coordinators of the Midnight Golf Program of Detroit, which includes Glenn Police a FSU Alumni, will be working in a joint effort to create a golf camp specific to the participants in the MGP. The Midnight Golf Program selects 140 youth from Metro Detroit to develop life skills with over 30 mentors for a 30 week empowerment and mentoring experience. The concept of the camp is for the youth to travel to Ferris and participate in a one week camp. The camp would incorporate on-course play and golf instruction provided by Katke's PGA Professional Staff as well as students of the PGA Golf Management Program. In addition the camp would utilize resources of Ferris, including the Katke Golf Course, Katke Practice Facility, Housing, Dining and Athletics. One of the benefits for FSU hosting the camp is an increase in exposure of Ferris State University to kids in the Midnight Golf Program. In 2011, 108 of 113 enrolled in college.

Office of Housing and Residence Life:

2012 Diversity Successes

- The Office of Housing and Residence Life (Housing Services) at Ferris State University consistently celebrates and promotes education, understanding and inclusion for all students. Our intention is to build a safe, inclusive community for all students that live on campus. Residence Life promotes an inclusive community through programming initiatives, the recruitment and training of the Residence Life employees, and committee initiatives such as the Harmony Project and the Respect by Me campaign.
- Residence Life has been intentional in recruiting and maintaining a level of diversity in their staff members.

Staff Demographics:

- 2 out of 11 Residence Life Staff identify Hispanic/Latino (18.18%)
- 1 out of 11 Residence Life Staff identifies as Asian American (9.09%)
- 6 out of 11 Residence Life Staff identify as female (54.55%)
- 1 out of 11 Residence Life Staff identifies as GLBT (9.09%)
- 18 out of 110 student staff members identify as African American (16.37%)
- 3 out of 110 student staff members identify as Latino/Hispanic (2.73%)

- 55 out of 110 student staff members identify as a female (50%)
- 1 out of 110 student staff members identifies as Native American (.99%)
- 15 out of 110 student staff members identify as GLBT (13.63%)
- 1 out of 124 student staff members identify as Middle Eastern (.99%)
- 5 out of 110 student staff members identify as bi-racial (4.55%)

Residence Life has been successful in promoting diversity in the training initiatives for staff. Initiatives are identified by below:

- True Colors
- Dr. Pilgrim: Presentation to HDs and Student Staff
- Honest Dialogue Training:
 - Who our students are? Diversity within the communities
 - Counseling Center: Mental Health Issues and Our Students
 - Personal Biases & Working Past Them
 - Safe Place Training
 - Personality Tests and how that impacts the work that we do
 - Conflicts and Resolution
 - The Perfect Roommate
 - Behind Closed Doors
 - Respect by Me
 - Diversity Case Studies
 - Intentional office visits to OMSS, Disability Service, and the International Office.
- Residence Life has been successful in implementing the Harmony Project as a major committee of student and professional staff in the Office of Housing/Residence Life. The Harmony Project is responsible for campus wide programs. This year, Housing and Residence Life developed the Respect by Me project which encourages honest dialogue amongst our students living in the Residence Halls. This project was implemented during opening and has included passive programs and intentional dialogue about living with respect in a community.
- Residence Life has been successful in encouraging and expecting both passive (bulletin boards, poster campaigns) and active diversity programs on campus. This is done by including diversity programming in our expectations of student staff. Also, all staff is expected to utilize inclusive language at all times when becoming staff members.
- Our Programming model for this year reflected several expectations of diversity programming throughout the model:

Recognizing and Embracing Diversity [R.E.D.]

- Students attending these programs will gain knowledge on differences and similarities. Programming could center around Hall and House communities, cultures, stereotypes, language, and humanity.
 - Hall Community Building
 - House Community Building
 - Stereotypes

- Group Dynamics
- Bystander Effect

Living With Others -Recognizing and Embracing Diversity [R.E.D.]

- Students attending these programs will gain knowledge on respect and compromise. Programming could center around building policies, roommate/suitemate relations, and House dynamics.
 - University policies
 - Building New Relationships
 - Conflict and Confrontation

Highlights of the passive and active Diversity programming that occurred in the Residence Hall in 2011-2012:

- Take a Hint – Learning from each other
- Assumptions: You and Me
- Can you see me? – LGBTQ Awareness
- The Perfect Roommate
- Do you really know them?
- Supported the Fag Bug program on campus
- Latin Movie Night
- Inked and Pierced
- How good is your gaydar?
- University Diversity
- It's Written on the Wall
- College Life
- Doing it in the Dark
- Who Am I?
- Live and Love
- Make the Grade
- Sex in the Dark.

Residence Life has been successful in encouraging professional development for our professional staff and this is expressed through presentations and involvement.

- Off Campus Professional Diversity Committees
 - Members of the Great Lakes Association of College and University Housing Officers (GLACUHO) Contemporary Issues committee focusing on the Recruitment and Retention of Professionals of Color.
 - Minority Mentor through GLACUHO (Lisa Ortiz)
 - Oshkosh Placement Exchange Minority and Friends Network long standing sponsor (Ferris State) and mentors (Lisa Ortiz)
 - Several presentations on mentoring, supervision, and recruitment of Professional Staff of color at the regional level including an award winning presentation on Recruiting and Retaining women of color (Lisa Ortiz).

- On Campus Diversity Committees
 - Diversity Action Team (DAT) Chair
 - Advisor to Diverse Sexuality and Gender Alliance (D-SAGA)
 - National Coming out Day
 - Day of Silence/Night of Noise
 - Pride Panels as classroom and residence hall programs/presentations
 - Dr. MLK, Jr. week Planning Committee
 - International Students Committee
 - Women's History Month Committee

2012 Diversity Challenges

- Residence Life will continue to be challenged by the student perceptions of individual events. Due to the fact that Residence Life has the challenge of upholding university policy and published procedures for Safety/Security/employment, etc., there is often a misperception that decisions are made based on race, sexual identity, or other diversity factors. The department strives to and will continue to educate the community that all students are treated equally in the conduct process, the employee process, and in the conflict resolution process. All of our processes have methods of appeal that are transparent as part of our expectations.
- Residence Life has been challenged by the general student population's reluctance to have honest and courageous dialogue about issues of diversity. The students seem to lack comfort in having dialogue when there is conflict in a community. This often leads to passive aggressive behavior (i.e. notes on a white board) that is not inclusive, if not outright racist, homophobic, etc. to other community members. Residence Life will continue to be challenged to proactively address covert behavior. The Respect by Me campaign was created to encourage conflict resolution that allows students to utilize their voice on campus in a positive and productive way.

Recommendations 2013

- In the past, Residence Life has been challenged in recruiting more students of color to student staff positions (Resident Advisor (RA), Community Advisor (CA), and Desk Manager Services (DSM)). For the past two years, the committee for student staff recruitment and selection has developed a plan to actively recruit student staff members that are from a diverse population of students. This recruitment plan includes intentional points of contact with students from diverse populations to increase the diversity in our hiring pools. This has proven to be successful and evident in the building staffs.
- Residence Life will continue their commitment to diversity through professional and student staff training, Harmony Project, Respect by Me, recruitment of a diverse staff, professional and student staff professional development, and diversity initiative programming expectations. Each of these commitments is evident in our community development model, expectations of our staff, recruiting efforts to outreach to diverse populations, and individual work of the professional staff in Residence Life. Residence Life

will continue to celebrate and promote education, understanding and inclusion for all students.

Tot's Place:

2012 Diversity Successes

- Exchanged program philosophies and ideas with faculty from China to promote a new coordination effort to offer future exchange programs between FSU and China.
- Continue to serve on both internal and external committees which provide support to diverse populations (non-traditional students, various economic status', special needs, etc.) such as Students w/Children support group and Great Start Collaborative.
- Provide additional individual support to academic students with special needs to support successful completion of academic requirements.
- Collaborated with MOISD (including occupational therapy, speech therapist, autism specialists) and parents of an autistic child to provide specialized summer educational opportunities.
- Worked with families of children who speak English as a second language to incorporate home cultures into the classroom environment.

2012 Diversity Challenges

- Meeting needs of the increasing number of international students enrolling their small children (from infancy – five years old) from various countries who have little or no English language acquisition.
- Recruiting employees who reflect the same ethnicity/cultural backgrounds as the children enrolled.

Recommendations 2013

- Include diversity training in at least one full staff meeting annually.
- Coordinate a family event to encourage families to share cultural beliefs and foods with other families.

Finance

Rick Christner, Associate Vice President for Finance

2012 Diversity Successes

- We are intent on delivering quality and respectful service to all students, faculty and staff who interact with any of our offices.

- We conducted a tour of the Jim Crow museum this fall for the Directors. The plan is that the remainder of staff will attend this year to foster dialogue and understanding.

2012 Diversity Challenges

- We have had some turnover this year. The applicant pool for the payroll clerk is large and somewhat diverse but the process remains ongoing. A limiting factor is the specific experience levels needed for a small department and the regional challenges to gain diversity among a pool of applicants.
- We have had no staff changes in the other departments such as the Business Office and Accounting. Turnover as a whole is low in the department and in higher education in general.

Recommendations 2013

- Include communication plans for your area(s) to network vacancy notices to increase the diversity among pools of applicants (i.e.: when attending conferences, networking opportunities bring vacancies and website for FSU employment).
- Include examples of departmental discussions/education related to diversity issues-recognize within annual performance evaluations and University strategic initiatives.
- Participate in division/department education as scheduled.

Human Resources

Tamie Grunow, Associate Vice President for Human Resources

2012 Diversity Successes

- Research was conducted for multiple diversity recruitment web sites to add sites that demonstrated success in outreach to meet diversity, location, audience, and web statistics for viewing by applicants. This information was provided to Dave Pilgrim – Vice President for Diversity and Inclusion, through collaboration we determined the sites Ferris could benefit by for recruitment in the next year. Diversity and Inclusion Office and Office of Academic Affairs graciously offered to pay for the yearly subscriptions to DiversityTrio.com and DiversityJobs.com.
- Diversity and Inclusion training and education for search committees and new employees through video's and discussions about the importance of diversity and inclusion and the impacts to student learning and employee relations.
- Collaboration with other divisions to increase the use of social media to expand and broaden our outreach to increase pools of diverse candidates for recruitment and retention of FSU employees. Examples include partnering UA&M in use of social media, alumni listservs, career services and Michigan Higher Ed Recruitment Consortium (MIHERC).

- An improved survey tool to conduct exit interviews that offer feedback for opportunity to improve.
- Collaboration between Human Resources and Dr. Pilgrim's office to create video messages from the President and Vice President's message about the importance and commitment to diversity and inclusion for use in search committees, prospective employees, new employees and students.
- Modified the exit interview survey tool and timing to gain recruitment/retention data toward continuous quality improvements.

2012 Diversity Challenges

- Human Resources continually strives to increase our pools of diverse candidates within the laws of Michigan recruitment. Challenges to increase the pools of diverse candidates is ongoing in higher education with low turnover and northern regions that are less diverse than larger cities overall.
- Working with departments to announce positions to networks, listservs and take job posting information to conferences to assist with recruitment as we do with student recruiting. Helping staff understand recruitment of students and staff are areas all employees can assist to meet goals.

Recommendations 2013

- Continue to work with social media, UA&M, and the Diversity and Inclusion offices to broaden the outreach locally, regionally, and nationally for vacancy announcements and networking.
- Provide education to A&F division on diversity and inclusion topics.
- In annual performance evaluations on diversity, reference the University's strategic plan and diversity initiatives to tie into the departmental and individual education and actions.
- Increase education about diversity and inclusion for new employee orientation, supervisor training and in summer institute and leadership planning.
- Education for A&F area leaders with General Counsel Office to discuss diversity and inclusion in hiring, and EEO legal areas that impact hiring, discrimination, accommodations and equity in the workplace.

IT Services

John Urbanick, Chief Technology Officer

2012 Diversity Successes

- Two female technicians hired; one female finalist for Director Position.

- Special advertising in Hispanic publications for multiple job openings.
- Collaboration with International Office to present “American Handshake” Lunch & Learn with international students and IT staff.
- Diverse representation from IT Services on Diversity committee.

2012 Diversity Challenges

- Voluntary participation in diversity opportunities (i.e. MLK in-service, etc.).
- Inability to attract diverse qualified candidates for IT positions.
- Low return on investment for dollars spent on diverse advertising.
- Diversity of students in IT programs at Ferris (i.e. diversity of future graduates and possible candidates for open positions).

Recommendations 2013

- Include communication plans when vacancies exist to network and announce the position in a manner that may increase the diversity among pools of applicants (i.e. when attending conferences, networking opportunities, vacancies and websites from FSU to be shared). Email to employees about planned diversity events.
- Include examples of departmental discussions/education related to diversity issues- recognize within annual performance evaluations.
- Continued education: guest speaker series that A&F division sponsors or sessions with David Pilgrim that he conducts or sponsors will be encouraged for IT (during normal work hours).
- Videos by HR – group discussion after and/or online resources.
- Ferris partnership with IT schools like ITT Technical Institute to recruit recent graduates.
- Diversity discussion at New Employee Orientation.
- Festival of Cultures participation.
- Work with International Office on other ideas to interact with international students.
- Offer time for Jim Crow Museum tours for staff.
- More involvement during MLK celebrations.

Physical Plant

Mike Hughes, Associate Vice President for Physical Plant

2012 Diversity Successes

- Ongoing commitment to the University's core value of diversity and inclusion by supporting a welcoming environment for students, staff and guests of the University.
- Recruit and hire a diverse population of student employees: approximately 40% of our student employees are from underrepresented groups. The custodial department has been able to attract and retain a strong contingent of minority students.
- Continue to encourage the development of student employees for future Physical Plant hire. Physical Plant has a strong recruitment program enabling students to be successful in a Physical Plant environment. Physical Plant has hired 4 administrators over the last few years who were previous student employees of FSU Physical Plant.
- Management of divisional bidding process from capital construction projects to be inviting and welcoming to minority-owned businesses and trade organizations.
- Provide a divisional liaison to the Disabilities Services Office to address barrier-free issues.

2012 Diversity Challenges

- Physical Plant will continue to be challenged to hire underrepresented groups because of the demographic population in our region. Physical Plant will continue to advertise in as many diverse populations as practicable. While we have made significant progress in attracting underrepresented groups, we will continue to challenge ourselves to do better.

Recommendations 2013

- Increase the applicant pool of underrepresented groups by encouraging our managers to promote Ferris State University as a place of employment while visiting sites outside our regional area. Work with Human Resources to advertise positions to diverse targeted populations.
- Work with Human Resources to establish a training initiative for managers and supervisors to be better prepared in support of hiring practices.
- Annual training program to include diversity and inclusion for all employees.
- Supervisory Training Skills program (monthly or quarterly) with emphasis on respect and dignity for all.

Public Safety

Jim Cook, Interim Director

2012 Diversity Successes

- 33% of our student cadet are from an underrepresented group
- 33% of sergeants are female
- 33% of sergeants are from an underrepresented group
- 33% of full time employees are female (6 of 18)
- 25% of officers/sergeants are from an underrepresented group
- 42% of student employees are female or from an underrepresented group

2012 Diversity Challenges

- Retention of a diverse class of full time adult employees. Because of our rural location we need an anchor to keep people interested in being here. With jobs available in police work across the State, minority candidates are able to seek employment in locations that best fit their life style. Traditionally, minority employees who remain here have families that live in the area.

Recommendations 2013

- Our successes have been with student employees in helping to mold their education in the law enforcement world to best assist them in being successful in their chosen career. Recruit minority students into our student work force. While some of these students have begun their law enforcement career at our agency, the majority soon move to another department in a geographical location they find to be more desirable.