

College of Business Diversity Committee Report
December 2012

The College of Business (COB) Diversity Committee supports the strategic diversity goals as described in the Ferris State University Diversity Plan.

The committee continues to follow the four College of Business areas of focus or action items. (See page 4 below).

Below is a summary of the COB diversity activities and initiatives for the period of January to December 2012 under each University Goal.

The committee members met every 3rd Tuesday of the month at 10:00-10:50 am in Bus 332.

University Goal 1

Create a University that is welcoming to diverse populations.

A. To enrich academic experience and exposed students to the need to work with others with different background (see focus#1 below), we invited a guest speaker:

Guest speaker on October 18, 2012 , Bus 211, Mr. Bing Goei. The title of presentation was “Managing diversity- key to success”. Mr. Bing Goei is currently the CEO of Eastern Floral, a professional retail flower shop with seven locations in Grand Rapids, Holland, Grand Haven and Spring Lake.

There was an excellent student turnout. Students had a positive feedback about the presentation and indicated they learned the importance of valuing diversity in a business.

Plan for spring semester 2013:

- Summarize and present to the faculty the COB student climate survey results. Get feedback.

- Meet with the dean and the new associate dean to review the COB diversity goals and get support and input from the dean.

B. Encouraged faculty to support Diversity and Global Initiatives on campus by promoting and encouraging students in each of our classes that we teach to attend specific activities.

University Goal 2

Recruit, retain, and graduate a diverse student population.

In order to understand the COB climate/environment, the committee developed a College of Business student diversity climate survey. The survey was administered last Spring Semester 2012 and 2011.

Plan for spring semester 2013:

The survey results will be used to develop policies and procedures in response to issues raised. We have done this for two years and we need to compare the results.

The survey will be administered next academic year to a wider number of students.

University Goal 3

Hire and retain a diverse workforce.

The committee supports the hiring and retaining of diverse workforce (focus # 3). It has raised issues regarding the need to widen the faculty search to include a more diverse pool of applicants and that efforts should be made to have a diverse faculty search committee make-up.

Of the six permanent faculty hired to begin August, 2012, one was an African-American male; one was an Asian female; and another was a Caucasian female. Net of retirements, this increased the diversity of COB permanent faculty by one each for females, African-Americans, and Asians.

Consider ways to support new faculty hires.

University Goal 4

Create environments for student learning that are inclusive of and sensitive to a diverse student population.

The result of the student survey will be used to identify the perceived diversity climate in the COB and develop a plan of action in response to the survey.

Plan for spring semester 2013:

Get the COB dean to support the distribution of the COB student climate diversity survey to get a statistically significant number of participants.

Review the COB goals and evaluate activities in light of those goals.

Diversity Committee members 2012:

Van Edgerton – Associate Dean, Dean’s Office
Susan Jones-Marketing
Shirish Grover-Management
Cheolwoo Lee-AFIS
Karen Nash – Management
Aaron Waltz-PGM

Gerald Emerick-AFIS
Abdi Ferdowsi – Management
Xiao Hu-Marketing
Prio Manatoke-Marketing
Vivian Nazar-AFIS, Committee Chair

Respectfully submitted by Vivian Nazar
12/12/2012

College of Business Areas of Focus

Four key areas have been identified for possible focus. Any plan should consist of both short term internal strategies (e.g., being more proactive about diversity) and long term strategies (e.g., increasing the enrollment of underrepresented populations).

Action Item

1: Academic Experience

- Invite guest lecturers of diverse backgrounds
- Increase course-related activities that explore cultural dimensions
- Heighten students' understanding of the need to work with others of different backgrounds and cultures and ensure that students have the training necessary to participate effectively and successfully in the intercultural world of today.

2: Student Access and Opportunity

- Identify issues and potential solutions related to recruiting and retention
- Develop programs that help to increase enrollment of students from differing cultures and backgrounds
- Continuously design and review marketing materials to ensure that they reflect our commitment to diversity
- Provide academic support services, scholarship assistance, and career development opportunities to ensure academic success for those admitted as part of the diversity initiative
- Establish outreach and marketing initiatives targeting prospective students of diverse backgrounds
- Partner with the College Director of Development and University Advancement to obtain programmatic funding and scholarship monies

3: Faculty and Staff

- Assure that all faculty and staff searches are conducted in coordination with the University's Affirmative Action Office
- Ensure that all search committees have a diverse make-up
- Provide actionable training for faculty that provides specific recommendations on ways to incorporate diversity into the learning environment
- Encourage departments and programs to devote a larger portion of their curricula to intercultural issues and perspectives

4: College Environment/Climate

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- Develop processes and procedures that describe action steps and appropriate responses when diversity issues arise.
- Require all departments and programs to report on diversity accomplishments annually as a part of the Diversity Plan
- Assess the current environment in relation to diversity
- Emphasize norms of inclusion and the value of heterogeneity

There is a strong overlap among these areas of focus. Consequently, we acknowledge that potential goals and activities may often play an important role in achievement of multiple initiatives within an overall College Diversity Plan. The College will annually review the Diversity Plan and make adjustments to the goals, strategies, action steps, and recommendations as determined by progress to date, measures of progress, and changes in culture/environment.