

**Ferris State University
Faculty and Staff Diversity Mini-Grant Application**

I. Identification

Name of Primary Applicant Dawn Schavey

Members of Team

Laura McKiness- CPTS

Michele Bosak -Kendall College of Art & Design

Sister Rositta Schillar- OSU Alumni Club

Department or Unit College of Professional & Technological Studies

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OSU Alumni Club partnered with Ferris State University Grand Rapids (FSUGR), Kendall College of Art and Design (KCAD), and Grand Rapids Community College (GRCC) and Grand Valley State University (GVSU) to engage numerous groups in an exploration and discussion of images that exhibit bigotry and discrimination through the traveling Jim Crow Museum exhibit.

III. Specific core value, strategic initiative, or goal related to diversity that the event will address. (See the University Strategic Plan and the Diversity Plan)

This event aligns with Ferris Diversity Plan Strategic Goals. This educational opportunity for students, staff, faculty and the community will help to create a University that is welcoming to diverse populations. Through this event we hope to impact our student population, helping to graduate a more diverse student population. Most importantly, this event aligns with the strategic goal of creating an environment for student learning that is inclusive and sensitive to a diverse student population.

IV. Abstract (150-200 word, use additional paper if necessary). If the application is approved the abstract will be posted on the Diversity and Inclusion Office website.

OSU Alumni Club partnered with Ferris State University Grand Rapids (FSUGR), Kendall College of Art and Design (KCAD), and Grand Rapids Community College (GRCC) and Grand Valley State University (GVSU) to bring to Grand Rapids a traveling exhibit: "THEM – Images of Separation." This exhibit includes 35 separate framed pieces that illustrate some of the most sensitive and contentious cultural issues of our time. Our group cares about making an impact on the sensitivity and diverse understanding of students and community members. With the increase numbers of hate crimes and hate groups we feel that this is an important topic that impacts us globally, nationally and locally. We believe that by working with other educational institutions, we can foster intellectual explorations that will lead to improved attitudes about individuals and groups that differ from our own. Through the traveling pieces of the Jim Crow Museum we can provide an innovative way of presenting objects of intolerance to teach about tolerance.

V. Event Narrative (up to 4 pages single-spaced)

- a. The conceptual framework that explains how the event will augment Ferris's long-term commitment to diversity and inclusion.
- b. The goals and intended outcome(s) of the event.
- c. A statement on how the event relates to the curriculum or a specific discipline, if appropriate.
- d. A timeline.
- e. Description of the target audience, including the estimated number of participants.
- f. The expected impact that the event will have on Ferris.
- g. A specific plan to assess the impact of the event on the University.

Ferris State University in Big Rapids, Michigan houses the Jim Crow Museum of Racist Memorabilia. In addition to its on-campus exhibition, the Museum offers a traveling exhibit: "THEM – Images of Separation." This exhibit includes 35 separate framed pieces that illustrate some of the most sensitive and contentious cultural issues of our time: racism, anti-Arab sentiment, Holocaust denial, homophobia, and immigration. The exhibit is broad in its concept of diversity, going well beyond the usual African American discrimination. Because of its wide scope of content, we selected to co-sponsor an exhibit and presentation on "THEM – Images of Separation." OSU Alumni Club partnered with Ferris State University Grand Rapids (FSUGR), Kendall College of Art and Design (KCAD), and Grand Rapids Community College (GRCC) and Grand Valley State University (GVSU) to sponsor the traveling exhibit and presentation.

The exhibit has been scheduled for display at the Kendall Gallery **January 10 to February 5, 2011 (4 weeks)**. The lecture, also titled "THEM – Images of Separation," will be presented by Dr. David Pilgrim, PhD, Chief Diversity Officer and Professor of Sociology, Ferris State University, Big Rapids, Michigan. Dr. Pilgrim established the Jim Crow Museum in 1996 as an innovative way of presenting objects of intolerance to teach about tolerance.

On the evening of the exhibit we will offer refreshments, providing a time for informal conversation about the exhibit and its related topics. We believe that by working with other educational institutions, we can foster intellectual explorations that will lead to improved attitudes about individuals and groups that differ from our own.

Expected outcomes and benefits from this project are:

- Increased awareness and better understanding of diversity issues amongst Ferris off-campus students and community members; creation of ties with Diversity Committees at educational institutions in Grand Rapids.
- Opportunity to promote diversity among high school and college students (target audience).
- Provide a unique resource and venue for both college and high school students to examine hate messages, and discuss diversity and inclusion.

We will measure the success of our program with both quantitative and qualitative analysis of results. Quantitatively, we will keep a record of numbers of individuals who attend the exhibit, number who attend the presentation, and number of high school or college classes who attend the exhibit with their instructors. We will also note any

newspaper articles or TV stories about the events. The Committee will construct an evaluation instrument that will provide quantitative feedback (perhaps a Likert-type scale) that can be scored. There will be space for additional comments to elicit qualitative information regarding the value, relevance, and pertinence of the exhibit and presentation. We will consider our event a success if we meet our stated expectations for attendance, if quantitative evaluations are above average, if at least 40 percent of attendees write a positive comment on their evaluation instrument, and if, overall, attendees rate this event as valuable, interesting, engaging, and provocative, and if attendees believe it would be useful to sponsor another traveling exhibit, "Hateful Things," that focuses specifically on African American images

Marketing initiatives of this project are:

- Postcards
- Bookmarks
- Target marketing to local high schools and colleges encouraging student participation
- Working with local television and radio to help promote event
- Mailings, emails, postcards and local announcements

Our timeline is as follows:

- August: We finalize dates for the exhibit and speaker; sign the contract, pay the fee to reserve the exhibit, and reserve the exhibit hall and lecture space at KCAD.
- September: Form the collaborative event committee comprised of members from OSU West MI, FSUGR, GRCC, and KCAD. Finalized the line item budget, began securing funding from the sponsoring partners, determined if admission will be charged for the exhibit and/or speaker and present a balanced budget.
- October 2009 to March 2010: Collaborative Committee meet to review its role, build relationships, and plan details of the event such as marketing, promotional materials, brochures, invitations to social studies teachers, discussion materials, food services, and evaluation instruments.
- April – December 2010: Committee continues to meet; approve promotional materials, assign members to announce events in local media, make personal contacts with liaisons at partnering institutions to ensure ownership of the event, prepare literature for display at the events.
- January – April 2011: Confirm shipping of the exhibit, finalize exhibit and speaker arrangements. Handle last minute details, ensure that exhibit is unpacked and prepared, contact local media for newspaper and TV coverage of the event, present the exhibit and speaker. Get broad input for program evaluation. After the event, pack and return the exhibit materials.
- May 2011: Send thank you acknowledgements, analyze evaluations, write a summary report, and pay any outstanding bills. File a final report with the OSU Office of Outreach and Engagement.

VI. Budget

- a. Anticipated expenses (itemize and briefly explain).
- b. Funds anticipated from other sources (please list).
- c. Total amount requested from Faculty and Staff Diversity Mini-Grant.

THEM: Images of Separation”

Anticipated Budget

Expenses:

Non-refundable Exhibit Booking Fee (Ferris State Un)	\$100
Two week exhibit fee (Jim Crow Museum)	\$600
Exhibit Insurance covered by KCAD	--
Exhibit shipping costs; controlled environment (\$900 each way)	\$1800
Speaker fee (reduced)	\$250
Speaker mileage and travel costs (waived)	--
Marketing costs, printing covered by KCAD	--
Reception food, drinks, ect.	\$1050
Total:	\$3800

Income:

Grant from OSU Alumni Diversity Grant	\$1000
Support from OSU West MI Alumni Club	??
Anticipated support from GRCC, KCAD	??
Amount requested from Ferris Faculty and Staff Diversity Mini-Grant	\$2000
Attendance fees	--

***To balance this budget, we have sought out sponsorship from local business and community members. At this time our group is very committed to this project and will do what is necessary to bring it to fruition.**

Any funds contributed in excess of those needed to defray costs for the event would be contributed to the Jim Crow Museum at Ferris State University, currently raising funds to provide an expanded permanent facility to exhibit the museum’s more than 4000 artifacts that display bigotry, discrimination, and injustices presented on common objects like post cards, games, souvenirs, tee shirts, and posters.

VII. Final Report

A final report is required and it will appear on the Diversity Office's website. That report is due no later than three months after the funded activity. The final report should address:

- a: A self-evaluation
- b: Results of the event assessment
- c: Attendance figures
- d: Final budget

Applicants' Signatures:

Dawn Schavey

Laura McKiness

Submission Date: November 12, 2010

Submit applications to Patty Terryn, Diversity and Inclusion Office, CSS 312. Review of applications will begin upon receipt and continue contingent on available funds.

Budget Overview			
	Requested Grant Funds	Funding from other sources	TOTAL BUDGET
STIPEND	50	1000	3800
HONORARIA			
TRAVEL	900 (exhibit)		
FOOD	1050		
RENTALS			
PRINTING & DUPLICATING			
PROMOTION			
SUPPLIES & POSTAGE			
RESOURCE MATERIALS			
ASSESSMENT TOOLS			
OTHER			
TOTAL	\$2000	\$1000	\$3800