

November 10, 2015

Dr. David Pilgrim, Vice President for Diversity and Inclusion
Ferris State University Diversity and Inclusion Office
1201 S. State Street, CSS 312
Big Rapids, MI 49307

Dear Dr. Pilgrim and Grant Committee:

Thank you for the opportunity to apply for funds from the Faculty Staff Diversity Mini-Grant. Our project title is, "Embracing Diversity in the Workplace: Best Practices from Employers Who Know". As university instructors, we provide education for our students that fosters critical thinking skills. However, what we cannot provide in the classroom is a reality-based experience that will prepare students for diversity and inclusion in their future work environment. Our grant will provide a platform that will allow students to interact with corporate leaders from different fields. Using this means of education will offer an opportunity for students to learn about professional policies and strategy expectations they will encounter in the future.

Our completed grant application is attached, along with the appropriate signature page. Please contact me if you have any questions or need clarification of grant information.

Sincerely,

Jimmie Joseph
Chair, COB Diversity Committee
231-591-2492
JimmieJoseph@ferris.edu

Attachment

Faculty Staff Diversity Mini-Grant Application. Electronic submission is preferred. Please include a signature page signed by each team member.

Project Title (up to 25 words)

Embracing Diversity in the Workplace: Best Practices from Employers Who Know

List the members of the team and indicate their roles on the project. One member should be identified as Team Leader.

- | | | | |
|--------------|-----------------------|---------------|------------------------|
| 1 (required) | Catherine S. Browsers | Role on team: | Grant Team Leader |
| 2 (required) | Karyn Kiio | Role on team: | Grant Organizer |
| 3 (required) | Jimmie L. Joseph | Role on team: | Grant Organizer |
| 4 (optional) | Xiao Hu | Role on team: | Member |
| 5 (optional) | Henry Ho | Role on team: | Member |
| 6 (optional) | Jim Woolen | Role on team: | Administrative Liaison |

Contact Information for Team Leader:

Phone: 231-591-3145 Email: browerc@ferris.edu

Project Summary (150-200 words). If the application is approved the project summary will be posted on the Diversity and Inclusion Office website.

The concepts of diversity and inclusion are presented to students at every college on the university campus. The logical extension, then, is to expose students to diversity perceptions from external sources. The goal of our grant request is to provide an opportunity for students to learn how diversity is perceived by employers that students will encounter upon graduation. Employer perceptions regarding diversity are constructs that students will need to understand in order to be an effective leader and team member in corporate America.

The paradigm is to educate students inside the university corridors for post-graduation success in the external world. The current grant proposes that an expansion of available educational opportunities beyond the classroom by bringing outside corporate executives to the Ferris campus. The goal is to have representatives of different disciplines present views on diversity and inclusion. This experience will offer Ferris students leadership perspectives about employee expectations in a diverse work environment.

Providing students with a hands-on opportunity to enrich their diversity and inclusion knowledge from an experienced employer strengthens student ability to be successful in the workplace. Better prepared students will be respected ambassadors for Ferris State University.

Project Narrative. Please be Concise. Structure your narrative as follows. Do not omit any section.

1. Discuss the need for this project;

Ferris State University has championed many diversity and inclusion initiatives in the past decade. We have had the opportunity to witness the significant positive impact of the diversity initiatives on the awareness of faculty, staff, students, and the community at large. However, in spite of those programs, the 2015 Diversity Audit offered the following statement: “There is a wide variance of perceptions...regarding what defines diversity and regarding the value of inclusion.” One instructor said,

“I feel that there’s inclusion if you pursue it. I’m focused on the students and teaching them. I probably don’t choose to [pursue inclusion]. It’s not from an ill-will position, but it’s just that I’ve got enough to do...”

A clear need exists to enable students and other stakeholders to see beyond the present into a future that embraces the cultural differences Ferris students will encounter in the workplace. The College of Business Diversity Committee hopes to help address this need by exposing students to employers’ expectations of diversity and inclusion practices. The College of Business Diversity Committee believes that the best way to accomplish this is direct exposure to potential employers in an information forum that provides for a question and answer opportunity.

Pursuing diversity and inclusion education is not a fad, it is a necessity. Globalization requires that firms understand and embrace different cultures and views. All students need to be prepared to understand and handle cross-cultural differences in professional roles, especially as it interacts with the global environment. Without adequate exposure, students will be unprepared for the social complexities of the post-graduate world.

2. Provide a detailed description of the project, including how it will be implemented and the specific roles of each member of the team;

The grant will provide funds to bring corporate executives to share diversity and inclusion practices and expectations in the workplaces the executives oversee. The format will be a 90-minute event initiated by introductions of attending executives, a discussion of diversity and inclusion practices by each represented corporation, and finally a question and answer forum with attendees. The event will be held in the evening in order to draw the widest population of participation.

Team member responsibilities include:

- Jimmie Joseph, Karyn Kiio: Securing speakers from the corporate world (to include a minimum of three speakers), from three disciplines, to form a diverse panel of experts. Both have business connections to the corporate world that will enable them to procure speakers representative of executive America.
- Jimmie Joseph: Developing an evaluation tool to assess outcomes of the event. Jimmie has had extensive experience in structuring evaluation tools.
- Karyn Kiio: Securing students to promote the event in campus classrooms. Karyn has a broad range of student partnerships throughout the campus, and can use these contacts to “spread the word” about this project.
- Xiao Hu, Henry Ho: Providing media and graphic arts expertise for flyers, posters, and social and visual media. Both Xiao and Henry teach marketing and graphics in the College of Business, and as such, offer of wealth of talent to promote the project in an engaging manner.
- Catherine Browsers: Off campus advertising, to include newspaper articles (campus, local and state), radio advertising, and Bulldog Television advertising. Catherine has experience in working with these forms of communication.
- Jim Woolen: Administrative support as needed.

3. Provide the timeline for the project. Be sure to specify at what point the grant will be considered complete;

- January 2016:
 - Reserve speakers, auditorium, and travel arrangements for projected event in April.
 - Arrange refreshments with FCTL partner for event attendees.
 - Design graphic materials for display on campus.
- February, 2016:
 - Start processing printed materials for distribution to students, faculty, and other interested stakeholders.
 - Arrange for student speakers to share the event in campus-wide classrooms.
- March, 2016:
 - Confirm speaker attendance.
 - Distribute advertising, both printed and visual media.
 - Write and post newspaper articles for print in campus, local, and state newspapers.
 - Arrange for event to be posted on Bulldog Television.
- April, 2016 (Beginning):
 - Deploy student speakers to address classroom.
 - Pick up speakers.
 - Confirm refreshments.
 - Disseminate evaluations at the end of the event.
 - **Hold the event**
- June, 2016:
 - Final report is written and submitted.

4. Describe the target audience and indicate how many participants are expected. Discuss how the project will be publicized and promoted and, if appropriate, how participants will be selected.

The target audience of the forum will be primarily student participants. However, since the project underscores diversity and inclusion, the college of Business Diversity Committee will open the event to anyone interested in attending. Open attendance offers the opportunity for larger audience participation. The larger audience will hopefully bring additional perspectives on diversity and will receive a broader understanding of workplace expectations in exchange. Because 2016 will be the first year for our event, we are expecting approximately 125 participants. The 125 participants include students, faculty, and other stakeholders (business or otherwise). The event will be publicized using media venues such as newspapers, flyers, posters, television, and visual media. Additional promotion of the event will include social media, such as Facebook and Twitter. Utilizing radio spots on local stations will reach the larger community, and word-of-mouth will be a powerful tool as students communicate with other students.

5. Discuss specifically how the project will address at least one FSU core value, at least one FSU strategic initiative, and at least one FSU Diversity plan goal;

FSU Core Value for this project addresses Opportunity, defined as “Ferris, with a focus on developing career skills and knowledge, provides opportunities for civic engagement, leadership development, advancement, and success.” The primary focus of this event is to enhance students’ career skills and knowledge of cross-cultural populations that interact in the workplace. Being exposed to this knowledge will reveal the diverse realities of existing corporate environments for the purpose of guiding students towards unbiased leadership.

FSU Strategic Initiative is Diversity--Cultural and Global engagement: “Our mission is to prepare our students for the global society. We see future Ferris as a thriving institution for cultural and global exposure, understanding, and opportunity.” Our project is defined by offering exposure to other cultures and beliefs through the eyes of corporate executives. Sharing the diversity and inclusion practices expected by future employers offers a window opportunity for students to enhance their career skills.

Diversity Plan Goal for our project speaks to creating “environments for student learning that are inclusive and sensitive to a diverse student population”. David Pilgrim shared that we will have achieved diversity and inclusion when we no longer use the word “diversity”. The only way to achieve this is to create an environment for students to have this conversation about our present and future constructs of diversity. In this situation, less is not more; more is more. And the more we can educate our students, educators, and stakeholders in the larger environment, the closer we will achieve David’s vision.

6. List at least 3 measurable outcomes for this project/event. For each outcome, identify how it is connected with the values, initiatives, and goals that the project is meant to address and include a description of how the outcome will be assessed;

- a. Participant attendance
 - i. Total attendance broken down by student, educator, and other participants
 - ii. Will measure the interest in career skills, preparation, and sensitivity to a diverse population
- b. Results from participants' evaluations:
 - i. Results analyzed by evaluation/survey tool developed for this project
 - ii. Will provide specific feedback regarding interest in leadership development, diverse culture preparation, and inclusive learning.
- c. Results from team self-evaluation
 - i. Provides input from various perspectives to achieve continuous improvement
 - ii. The questions to be asked are 1) What did we do right? 2) What did we do wrong? and 3) What should we not do again?
 - iii. Opens the discussion to determine if the team was sensitive and open-minded enough to appropriately address the matters of diversity and inclusion through this process
- d. Results from final budget to actual expense report
 - i. Our goal is to accurately account for each line item in the budget
 - ii. Evaluate the gaps, if any, that could be addressed in future events to emphasize diversity understanding
 - iii. Use results to project for the next event, and bring more partners on board, if necessary.

7. Describe how the results of the assessment will further the diversity goals of the university.

Utilizing all of the assessment tools together will provide a 360° evaluation of the event's performance, and its impact on the participants. In particular, participants' attendance and evaluations will offer insight as to whether or not the speakers delivered an effective message that resulted in increased diversity sensitivity, especially for future professional settings. The team's own collaborative self-evaluation will also result in improved processes so that The College of Business Diversity Committee can provide better education opportunities in the future that will achieve greater awareness of diverse cultures on campus and in the world community. The answers to these questions may lead us to the conclusion that more funding is needed from other partners to deliver the message of inclusion to a wider audience.

Budget and budget Justification. Use the attached budget form. Required components are:

1. Itemized list of expenses with a brief explanation of each;
2. Itemized list of funds anticipated from other sources;
3. Amount requested from the Faculty and Staff Diversity Mini-Grant.

See attached rubric for additional guidance. If required components of the grant are missing, the grant will be returned.

Final Report.

A final report is required. Failure to submit the final report will exempt all team members from future mini-grant funding.

Expected completion date: June 30, 2016.

The final report is due 90 days after the expected completion date. Final reports should be submitted to the Diversity and Inclusion Office.

Budget Overview			
	Requested Grant Funds	Funding from other sources	TOTAL BUDGET
STIPEND	0	0	0
HONORARIA (\$1,000 for three speakers)	\$3,000	0	\$3,000
TRAVEL (Mileage @ \$3.50/Mile) (Room & Board @ \$500)	\$500	\$400	\$900
FOOD (FCTL)	0	\$750	\$750
RENTALS	0	0	0
PRINTING & DUPLICATING (Posters, flyers)	\$300	\$100	\$400
PROMOTION (Ferris audio and visual, Newspapers, Radio)	\$1,200	0	\$1,200
SUPPLIES & POSTAGE	0	0	0
RESOURCE MATERIALS	0	0	0
ASSESSMENT TOOLS	0	0	0
OTHER	0	0	0
TOTAL	\$5,000	\$1,250	\$6,250

Applicants Signatures:

Jimmie L. Joseph

Karyn Kiio

Catherine S. Browsers

Xiao Hu

Henry Ho

Jim Woolen
