

Revised September 5, 2012

Faculty and Staff Diversity Mini-Grant Final Report

Project title Center for Latin@ Studies Bulldog Asada

Grant Recipients Kaylee Moreno, Jessica Ledesma, Melanie Mulder, Brandi Behrenwald

Date Project Started August 15, 2018

Amount of Money Funded by the Mini-Grant \$2,424

1. How was the grant used to address a diversity or inclusion related goal?

The grant awarded dollars specifically aimed to address the Diversity and Inclusion Plan Goals 3, Goal 5.e, and Goal 6e. These goals were demonstrated by creating a space for students and families to gather and learn about another culture, create a space for Latinx families to gather and build a deeper sense of cultural congruency with the broader campus community, and in highlighting student leadership through RSO participation and past undergraduate research posters. Evidence of the goal achievement was collected through survey results, word of mouth, and student reflections.

Goal 3 was addressed through the attendance of students from freshman-senior class status, attendance of many children (siblings, nieces, nephews, cousins, and family friends) to the event. A number of families had previously gone to the book store or other Family and Friends events to get Ferris stuffed animals, hats, and other Ferris swag that day—thus instilling a sense of Ferris Pride in the family. Additionally, the intentionality of having students from the various clubs highlighting Latinx culture helping to build a sense of community and support for both students and families. A number of families in the survey and by word of mouth commented that they were glad to see a large Latinx community and so many supports to help their student succeed.

Goal 5 e. was addressed through the research collaboration between a Ferris graduate student in the social work program and junior undergraduate student in the Digital animation and game design entitled “Una Asada: When A Meal is More Than Food”. This research collaboration, a highlighted part of the Latino Literary Walk, helped draw the connections between a cultural celebration of family and friends while grounding it to understanding the Latinx educational experience across the country. Highlighting various ways there are campus supports, the students also highlighted how families can support their students’ undergraduate educational journey. Additional undergraduate research posters were highlighted from last year’s attendance to Wayne State Center for Latino and Latin American Studies LA Academia del Pueblo conference participants. This important highlight demonstrated the students’ research, collaboration amongst student peers and with faculty from across the university.

Goal 6e. was addressed through the collaboration with various departments to highlight resources available to students that through the predicative analytics we know are some of the top attrition factors for students. We distributed resources on FAFSA, TIP, and discussed questions parents might ask to see how their child is doing after 6 weeks of classes. Further campus collaborations included working with the Hospitality Management program to provide a learning site for a student, and the collaboration with the Alumni Office to invite Alumni to the event. Furthermore, we helped to re-cultivate a relationship with Telamon Corporation that helped them to outreach to students and families that could benefit from their services.

1. Describe the audience that was impacted by the grant’s implementation. Provide quantitative data, if available.

The attached survey was used to gather basic information about the event and families connection to Ferris. Survey results included the following.

150 in attendance	40 completed the survey
62%	Freshman
18%	2nd Year
13%	3rd Year
5%	4th year or more
94%	First time participating in Family and Friends Weekend
12	New Parent Newsletter Sign Ups
47%	Indicated attending to see family/Latino community
23%	Desire for more events that build cultural community
16%	More family events
Qualitative	The following were remarks made directly to the Center for Latin@ Studies Staff throughout the event, but not recorded on the surveys
	Families indicated this event allowed them to see their child as a leader and adult
	Most families in attendance agreed they would attend this event again-verbally
	Enjoyed getting parent Ferris swag

Although less than 1/3 of the attendees completed the event survey, over 20 children under the age of ten were in attendance and a number of families filled out the survey for their family unit instead of individually. Furthermore, because of the family interactions with Telamon Corporation, five students signed up to apply to additional scholarship support available through this statewide resource. The Center for Latin@ Studies is also working with the organization to have an on campus presentation and application session to allow more students to apply and learn about the supports available. Furthermore, [attached is a link to photos taken](#) by campus photography about the event that help to capture the joy, sense of community, and

diversity of attendees. All raw data and summarized data has been shared with the Ferris Parent Engagement Committee and Alumni Office.

Grant recipients are required to provide a short narrative that details the specific efforts each of the collaborators made to the implementation of the grant.

Melanie Mulder assisted greatly in incorporating the Bulldog Familia Asada into Ferris Family and Friends Weekend publication, assisted in creating the registration site, assisting in gathering registration information, and providing financial aid materials to provide to families in attendance; such as FASFA reminders and FASFA login information sheets.

Brandi Behrewald assisted in providing Alumni contact information and helping with publicizing the event to Alumni through the Alumni Newsletter “Bulldog Bites”


Jessica and Kaylee worked with the TIP Office to provide information about TIP Scholars, TIP funding requirements (receiving funding and renewing funding), collaborated with the Hospitality Management Program to provide a pre-internship experience for a 1st year Hospitality Management Major to assist in the planning and execution of the event. Both also coordinated efforts with the Spanish Club, Hispanic Student Organization, Sigma Lambda Beta Fraternity Inc., and Promesa Scholars to highlight various Latinx support communities on campus, Furthermore, both co-leads executed the planning of the event activities, giveaways, meal, and coordinated with Telemon Corporation to have an information table with their educational services available to students and families. What is your overall assessment of the project’s impact on the Ferris community? How did this impact compare to what you expected?

2. Present a final budget including all funds received and spent related to the project, with special focus on the funds received via the Diversity Mini-grant.

Item	Actual	Notes
Venue	\$0.00	Reserved on 9/19/18 Cancelled on 10/18, Tent cancelled due to weather (snow prediction)
Invitations	\$340.00	\$175 in printing, \$190 in mailing
Entertainment		Sound system from TAC delivered the morning of the event Playlist development by Promesa Scholars Syria and Jr.
EL Granjero	\$ 1,400.00	
Postage	\$195	Supplies and postage, \$5 for labels
Giveaways	\$ 60.00	\$10 gift bags and tissue paper, \$50 for gifts (In-kind CLS)

Easels	\$ 20.00	Rented from UC
Projector and Screen	0	TAC bring the morning the of the event
Photography	\$ -	Campus Photography
Stickers	\$90.00	\$90 Sticker Mule
Buttons	\$90.00	Sticker Mule
Decorations:	\$91.00	\$20 Loteria sets, linins \$51, \$20 pumpkins,
Large Posters	\$205.00	Large posters and yard signs
Total Cost	\$2491	CLS \$50 contribution for student employment and giveaways not included in total cost

Primary Grant Recipient's Signature _____

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Date 11/05/2018