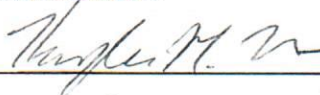


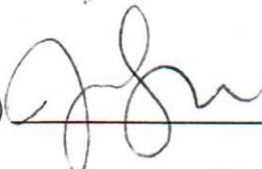
Faculty Staff Diversity Mini-Grant Application. Electronic submission is required. A signature page signed by each team member is required; please include a scanned/digitized copy with your submission or send the signature page separately to the Diversity and Inclusion Office.

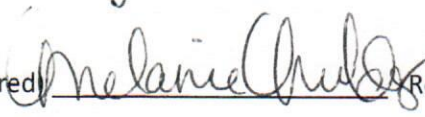
Project Title (up to 25 words)

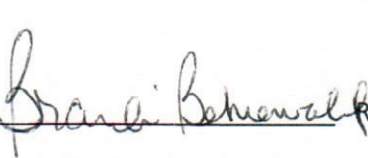
Center for Latin@ Studies Bulldog Asada

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

1 (required)  Role on team: Team Co-Lead

2 (required)  Role on team: Team Co-Lead

3 (required)  Role on team: Bulldog Friends and Family Committee

4 (optional)  Role on team: Alumni Relations

Contact Information for Team Leader:

Kaylee Moreno, CLS Executive Director
KayleeMoreno@ferris.edu
231-591-2470

Project Summary/Abstract If the application is approved the project summary will be posted on the Diversity and Inclusion Office website.

The Center for Latin@ Studies' (CLS) Bulldog Asada is a newly proposed annual campus event for Ferris students, family, faculty, and alumni. The goal is to provide a special program that will not only bring about an increase in respect for the growing diversity and individual differences found throughout the University, but build upon the creation of an atmosphere of inclusion and acceptance for students that have traditionally been underrepresented at predominantly white institutions.

The Bulldog Asada will begin with an introduction and overview of the Center for Latin@ Studies. It will continue with a concurrent gathering and exhibition, with the latter providing an explanation of the cultural relevance and significance of asadas for the Latino community, and how they can translate into a University setting. Lastly, the event will provide time for all attendees, with an emphasis on current students, faculty, and alumni to network and take part in an event that encourages a mindset of inclusion and appreciation for diversity throughout the University.

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

Discuss the need for this project

As the Office of Diversity and Inclusion has pointed out, there has been a significant racial and ethnic diversification of the Ferris student body in the past 10 years. This is especially evident when observing current student body enrollment, based on self-identified race or ethnic origin, between 2008 and 2018. It should be noted that the University has seen a consistent increase in student enrollment, from those self-identifying as either Hispanic or Latino; increasing from 2% to 5.6% of the total student body. This data keeps in line with national numbers that also report a 126% increase in Hispanic enrollment, from 1.4 million to 3.0 million students, between 2000 and 2015. Similarities between local and national numbers are further reinforced when the data further points out that Hispanics are the second largest group nationwide as well as the only racial/ethnic group that has seen stable growth during this timeframe.

As an institution of higher education focused on the recruitment, retention, and development of a diverse and successful student body, it behooves us to continue building on the groundwork that has been laid before us. One set by not only the Office of Diversity and Inclusion, but the University's core values of collaboration, diversity, ethical community, excellence, learning, and opportunity as well. By funding the Bulldog Asada we work towards continuing to provide the necessary framework and resources to nurture a diverse and inclusive campus, thereby leading to the success of our student body and ultimately the institution as a whole.

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

In conjunction with the Bulldog Friends and Family committee, CLS will collaborate with students, parents, and their respective support systems to implement the Bulldog Asada. CLS will also work with the Ferris Alumni office in coordinating outreach to Alum from the past decade, to reopen or establish communication with this group. The event will begin with a welcoming and informative introduction by CLS, followed by the distribution of a meal that will take place in congruence with the presentation of the Latino Literary Walk Exhibition. The event will finish up with an opportunity for Ferris Faculty, Students, and Alumni to network. This final portion will also provide time for student families to build a strong sense of cultural congruency necessary for them to not only fully appreciate, but procure a sense of Ferris Pride.

Welcome

- An introduction to family and friends that may be visiting FSU for the first time.
- A positive conveyance of the spirit that is Family and Friends Weekend.
- And introduction to CLS as part of the FSU support framework.

Meal and Exhibition

- Bulldog Asada Meal, provided by Campus Catering.
- Latino Literary Walk Exhibition: When a Meal is more than food!

Gathering and Networking

- Space will be made available for all attendees to either sit down or gather together for the meal, thus providing opportunities for networking.
- CLS will work to continue strengthening its support systems with students and their family, friends, or allies.
- Students will be able to strengthen their support systems with faculty, alumni, and each other.

Provide the timeline for the project. Be sure to specify at what point the grant will be considered complete. Final Report is due within 3 months after completion.

- Planning: August 15th
- Marketing: September to October
 - September 4th: Internal Marketing to Program Participants and Underserved populations
 - September 20th Faculty/Student Body/Alumni Marketing
 - October 1st: Social Media Marketing and Flier Posting
 - October 8th: Email University Wide Notifications
 - October 15th: Social Media/Email Reminders
- Preparing: September 17th- October 20th
- Event Implementation: October 20th
- Survey Distribution: October 20th
- Survey Distribution 2nd Round: October 22nd
- Survey received: October 25th
- Internal Debriefing: October 26th
- Data Collection/Analyzation: October 29th- November 30th
- Grant Completion: Friday, November 30th
- Final Report turned in to D&I Office: December 6th

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 includes the undergraduate population at FSU that self identifies as Latino or Hispanic, as well as their respective support system that consists of family, friends, or community allies. The secondary audience includes the student body as a whole, Ferris Faculty, and Alumni. Overall we expect 380 participants. As stated in the timeline, CLS will publicize and promote the event using a Three Wave approach which will be discussed in more detail here.

1. First Wave: This will focus on an internal and intensive outreach to traditionally underrepresented student body members by contacting them in an individual or group setting. Keeping in line with the event's goal of providing a different approach using best practice outreach, this has been deemed an appropriate and quite necessary step.
2. Second Wave: This will focus on reaching out to the campus as a whole, and will include email marketing to the FSU administration, faculty, staff, student body, and alumni.
3. Third Wave: This will include a twofold foci on marketing to campus networks and community organizations through the use of social media, fliers, and Dat-tronics; that will serve as one last time to publicize. Community organizations include Latin Americans United for Progress (LAUP), Grandville Arts & Humanities Center, Hispanic Center of West Michigan, Hispanic Center of Oceana County, Hispanic Latino Commission of Michigan (HLCOM), Hispanic Chamber of Commerce Grand Rapids, and Hispanic Chamber of Commerce Holland.

The event will be publicized and promoted through the following mediums:

- Ferris Welcome Event Page
- Alumni Association
- University Wide Notice

- CLS Facebook Page
- Fliers around campus
- Email correspondence to underserved, underrepresented populations.
- Email correspondence to FSU Alumni.
- Faculty, staff, students, and community members alike will be invited to attend; so no participant will be excluded

Discuss specifically how the project relates to the current Ferris State University Diversity and Inclusion Plan.

Keeping in line with the mission of the University's Diversity and Inclusion Office, this event would guide efforts to conceptualize and cultivate diversity and inclusion that could in turn have great potential to be utilized as both an institutional framework and educational resource. In providing financial support for the implementation of this event, CLS will strive to work in tandem with the groundwork the University has laid down, to together make progress toward the completion of the following three goals within its plan:

1. Goal 3: Recruit, retain, and graduate a diverse student population.
The Bulldog Asada works to provide a welcoming space and opportunity for groups that have had historically low participation in the Ferris Family and Friends weekend. By providing an avenue of participation for not only this group, but their individual support systems, this event works to mutually unite and strengthen their respective family collective values with FSU's core values. Thus, ultimately working together towards the successful retention and graduation of current students.
2. Goal 5.e. Improve inclusivity by incorporating diversity and inclusion in significant ways in teaching, learning, and research.
This event will work to introduce faculty to potential undergraduate student researchers from diverse communities. Ferris faculty will also be given the opportunity to collaborate with CLS on future research opportunities through participation in the Wayne State University La Academia del Pueblo Undergraduate Student Research Conference. In turn, faculty will be able to expose a diverse community to the opportunity of participating as a Student Research Fellowship, thereby diversifying future applications and participation. Lastly, the Latino Literary Walk Exhibition will serve as a visual learning tool for all participants.
3. Goal 6.e. Build upon existing partnerships and create new partnerships that enhance the University's commitment to and work with diverse populations: Create ways to intentionally bring students, including students from underrepresented groups and international students, and local community people together.
This event will build upon existing Bulldog Beginnings to celebrate the University's currently growing and diversified partnerships as established through the CLS; thus working towards intentionally reaching out to underrepresented groups. This event will also work to create new partnerships by focusing on potential Faculty/Student mentoring and research collaborations, as well as new University/Alumni connections.

List at least 3 measurable outcomes for this project/event. For each outcome, identify how it is connected with the Ferris State University Diversity and Inclusion Plan. Include a description of how the outcome will be assessed.

This event will sets out to measure the following outcomes:

1. Attendees understanding of what CLS is, a deeper awareness of their on campus presence, and the services they provide to the student body.
2. Attendees understanding of the cultural relevance of the Asada as it pertains to the Latino community.
3. An addition to the current infrastructure at FSU that strives to support diversity and inclusion, as well as strengthen the foundation to intentionally bring in students from underrepresented populations.
4. Engagement of Latino Alumni with the campus and current study body.

Outcomes will be assessed through the use of a maximum 10 question survey administered by CLS, with the end goal of seeing a significant increase in all outcomes.

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 the Mini Grant 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: _____

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	\$0.00	\$0.00	\$0.00
HONORARIA	\$0.00	\$0.00	\$0.00
TRAVEL	\$0.00	\$0.00	\$0.00
FOOD Meals for 380 participants. At 64 (Students)+ 192 (3 Family Members/ Student) + 16 (Faculty Members/Family) 32 (Alumni/Family) at \$6 per meal. Requested funds estimated @80% attendance.	\$1,824.00	\$725.00 CLS in kind donation	\$2,096.00
RENTALS Tents, tables, and chairs for 304 participants	\$0.00	\$0.00	\$0.00
PRINTING & DUPLICATING Copier usage, maintenance, office printing supplies, and general office supplies for project period. Printing of poster for the Latino Literary Walk Exhibition at 4 posters @ \$75.00 each.	\$450.00	\$150.00 CLS in kind donation	\$600.00
PROMOTION	\$0.00	\$0.00	
SUPPLIES & POSTAGE General office supplies (pens, paper), event decorations and displays, and postage for material distribution.	\$150.00	\$150.00 Community in kind donations	\$300.00
RESOURCE MATERIALS- Distribution of University apparel, memorabilia, and other Family and Friends pertinent gifts.	\$0.00	\$250.00 CLS in kind donation	\$250.00
ASSESSMENT TOOLS- CLS will conduct an in- house survey and use their subscription to Survey monkey to conduct the assessment.	\$0.00	\$0.00	\$0.00
OTHER	\$0.00	\$0.00	\$0.00
TOTAL	\$2,424.00	\$1,275.00	\$3,699.00