

Ferris State University
Faculty and Staff Diversity Mini-Grant Application

I. Identification

Name of Primary Applicant 2009 FSU MLK Week Planning Committee
Members of Team Michael Wade, Bonnie Wright, Andrea Beck-Jones, Kia Hunter, Cindy Horn, Hurdilyn Woods, Luzia Tartari, Robbie Rankey, Liz Block, Tiffani Burr, Karen Greenbay, Jessica Mills
Department or Unit Multicultural Student Services & Various FSU Depts.
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II. Event Title (25 words or less)

The 2009 MLK Week Celebration at Ferris State University

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)

The 2009 MLK Week Celebration at Ferris State University will address the following:

1. **Collaboration** - Through programming initiatives faculty, staff and students will build partnerships in both the planning and implementation of campus-wide programming throughout the week, and opportunities to continue in the future
2. **Diversity** - the celebration will embrace a diversity of ideas, beliefs & cultures through interactive presentations & multimedia displays/ and exhibits
3. **Excellence** - through this endeavor, the committee plans to display both creative and innovative programming that will represent the excellence of FSU
4. **Learning** - Co-curricular programming is the underlining objective of all programs throughout the celebration creating the atmosphere of knowledge and further and possibly better understanding of cultures as it relates to MLK's work
5. **Opportunity** – There will be countless opportunities each day of the celebration for civic engagement, leadership development and advancement

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

The aim of the 2009 MLK Week Celebration at Ferris State University is to educate, celebrate, and participate in the dream and works of Dr. Martin Luther King, Jr. Through interactive programs & activities, dynamic displays and speakers, the 2009 FSU MLK Week Planning Committee's mission is to encompass the entire FSU campus community in the ideals of Dr. King and the Core Values of Ferris State University.

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.
- 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.

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.

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:



Michael J. Wade Co-Chair



Bonnie Wright Co-Chair

Submission Date: **November 7, 2008**

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

Event Narrative

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The 2009 FSU MLK Week Celebration "Let Freedom Ring"

January 2009 will mark the 4th year that Ferris State University has sponsored a week full of programming geared towards celebrating the life of Dr. Martin Luther King, Jr. This year the Celebration is planned to run from Sunday, January 18th – Thursday January 22nd. The MLK Planning Committee is convinced that this year's program will continue to raise the level of commitment that Ferris State University has towards the ideal of diversity. How? Through support of this event, FSU will display a variety of ideas, beliefs and cultures all affected by the work of Dr. King. In turn, campuses all over, and students here will see that Ferris just does not talk about the concept but lives it.

The goals of the 2009 MLK Week at Ferris State University are to enhance the level of knowledge, appreciation and understanding of Dr. King and his work as it relates to Ferris State University. Every student, faculty and staff member in their own way have experienced life differently due to the work of Dr. King and that needs to be continually revisited as a new group of individuals become a part of our FSU community. The intended outcome of the co-curricular programming, speakers, etc. of the 2009 MLK Week is for students to take with them knowledge that they can relate to, an enhanced level of identification and appreciation, and overall openness to acceptance of the ideal of diversity.

The 2009 MLK Week at Ferris State University relates to several curriculums but mostly to the discipline of U.S. History and International Relations. From exhibits such as the Tunnel of Oppression, individuals will be educated on several social groups that have been "oppressed" over a period of time in the United States and the World as we know it. Issues such as Darfur will be focused on as a piece to educate the campus about oppression and compare to that of the time of Dr. King.

The 2009 MLK Week committee started planning for the celebration in September 2008 and continues to have bi-weekly meetings throughout the semester. After Thanksgiving Break 2008, the committee will meet every week to prepare for the celebration January 18 – 22nd 2009. During the beginning meetings, ideas and suggestions are put on the table for the celebration. Throughout the later meetings from November through January, the 2009 MLK Week committee works to finalize sponsorships, advertisement and coordination for the activities of the week.

The anticipated target audience of the 2009 MLK Week celebration at Ferris State University is diverse in both its numbers and demographics. Overall hundreds of individuals who are students, faculty and staff, community members, and visitors from other universities make up the audience for various programs throughout the week. What attributes to the audience is the amount of publicity of the events and the timeliness of that action. The earlier we advertise for the events the more participation and awareness the activities can prove to be effective.

The specific impact that the 2009 MLK Week celebration will have on Ferris State University is one of necessary urgency and support. Proactively the MLK committee plans to impact the campus each year in a way that all can be proud of and that would best represent our university's mission and values. When you analyze the effect of each event planned during this celebration, you can correlate the message of that event with the message of FSU.

Our plan to assess the 2009 MLK Week celebration is through a variety of options. First, at each event there will be evaluations implemented at each event, as well as creating an opportunity to post feedback online via the Multicultural Student Services' website and Facebook. In addition, MLK Week committee members will attend as many programs as possible to provide firsthand insight into the success/failure of event(s). At the end of the celebration the committee will meet as a whole to analyze the assessment results and make suggestions for next year's celebration.

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.
- a. Anticipated expenses
 - o Food/Refreshments/Catering- MLK Freedom March, DVD Discussion, Soul Food Dinner, Legacy Dinner
 - o Publicity - MLK Week Posters/Flyers, Pluggers, FSU Torch Ads, Pioneer Ads, Programs for Student Tribute & Legacy Dinner, MLK Buttons
 - o MLK Guest Speaker - Kirk Nugent
 - o MLK DVD/Audio - Speeches & Documentaries for viewing and discussion
 - o Diversity Basketball Game – DJ for game
 - o Legacy Dinner Awards – Plaques for Legacy Awards Winners & Honorees
 - b. Funds anticipated from other sources/sponsorships
 - o Publicity - Admissions & Records & Student Government
 - o MLK Guest Speaker - FSU Entertainment Unlimited
 - o Diversity Basketball Game – Student Government
 - c. Total amount requested from Faculty and Staff Diversity Mini-Grant.

Food/Refreshments/Catering = \$2,261.00

MLK DVD/Audio = \$533.00

Legacy Dinner Awards = \$120.00

TOTAL = \$2,914.00