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FERRIS STATE UNIVERSITY

MICHIGAN COLLEGE OF OPTOMETRY

March 31, 2009

Dr. David Pilgrim, Chief Diversity Officer
Ferris State University Diversity Office
1201 S. State St., CSS 312
Big Rapids, MI 49307

RE: Ferris State University Faculty and Staff Diversity Mini-Grant

Dear Dr. Pilgrim and Granting Committee,

Thank you for the opportunity to apply for a *Ferris State University Faculty and Staff Diversity Mini-Grant*. The enclosed application, authored by the Michigan College of Optometry Diversity Committee, outlines a plan and budgetary needs for the "Encouraging Youth Empowerment – Diversity in Optometry Collaborative" (EYE-DOC). This diversity pilot program consists of a 2-day summer youth conference which seeks to expose 9th- 11th grade high school students, from traditionally underrepresented racial and ethnic minority groups within the Grand Rapids public school system, to Ferris State University and the profession of optometry. This collaborative conference represents one of many MCO initiatives which ultimately seek to reduce the barriers to professional education for underrepresented ethnic and racial minorities and enrich the College's learning environment by increasing the ethnic and racial diversity of its student body in order to produce a greater number of graduates who are prepared to serve ethnic and racial minority populations in clinical practice and community service. The EYE-DOC program complements FSU's long-term commitment to diversity and other strategic goals as documented in the application.

We have successfully obtained a \$1305.00 extramural grant from the Association of Schools and Colleges of Optometry but are requesting funding from the FSU Diversity Office in the amount of \$4,000 which will cover the budgetary shortfall outlined in the attached proposal. We have attached the tentative program agenda, application and criterion with the enclosed grant application. Please do not hesitate to contact me should you have any questions regarding our program.

Sincerely,

Renée Mika, OD, FAAO
Chair, MCO Diversity Committee
231.591.2182
mika@ferris.edu

406 Pennock Hall
1310 Cramer Circle
Big Rapids, MI 49307

Phone: (231) 591-3700
Fax: (231) 591-2394
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**Ferris State University
Faculty and Staff Diversity Mini-Grant Application**

I. Identification

Name of Primary Applicant: James A. Nash, O.D., Ph.D.

Members of Team: Renée Mika, O.D., FAAO
Vandana Rajaram, O.D., Ph.D.

Department or Unit: Michigan College of Optometry

Campus Address: 1310 Cramer Circle: Pennock Hall

Telephone: (231) 591-2194

E-mail address: jamesnash@ferris.edu

II. Event Title (25 words or less)**EYE - DOC**

Encouraging Youth Empowerment - Diversity in Optometry Collaborative

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)

Core values: Collaboration, diversity, excellence, learning and opportunity

FSU strategic goals initiatives: 1.2, 1.5, 2.1, 3.1, 3.2, 5.2, 5.5, 6.2

FSU Diversity Plan: 1.A. Create a Univ. that is welcoming to diverse populations.

2.A. Recruit, retain, and graduate a diverse student population.

4.E. Create environments for student learning that are inclusive of 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 Office's website.

Encouraging Youth Empowerment – Diversity in Optometry Collaborative (EYE-DOC) is a 2-day summer diversity pilot program, which seeks to expose 9th- 11th grade high school students, from traditionally underrepresented racial and ethnic minority groups within the Grand Rapids public school system, to the profession of optometry. EYE-DOC is a collaborative effort between MCO and alumni, Americorp, Grand Rapids Public Schools, and the FSU Diversity Office among others. Programming will include college and career goal setting skills, health professions education, campus tours, college admissions and financial aid information, hands-on laboratory activities, and physical activity. Specifically, participants will interact with MCO faculty, students and staff as they engage in workshop and classroom activities highlighting ocular anatomy, optics, undergraduate and graduate application procedures and academic culture. Program outcomes will be evaluated and reported. EYE-DOC is one of many MCO initiatives which ultimately seeks to reduce the barriers to professional education for underrepresented ethnic and racial minorities and enrich the College's learning environment by increasing the ethnic and racial diversity of its student body in order to produce a greater number of graduates who are prepared to serve ethnic and racial minority populations in clinical practice and community service.

V. Event Narrative

- a. The conceptual framework that explains how the EYE-DOC program will augment Ferris's long-term commitment to diversity and other strategic goals follows, organized by the specific goal(s) served.

FSU Strategic Planning Goal 1 (SG 1)

Ferris State University (FSU) seeks to become a "...center of excellence in educational quality" in a variety of ways, including "enhance(ment of) the availability of scholarships, including graduate and need-based, and respond(ing) effectively to donors," (SG 1.2) and also by increasing "...the emphasis on preparing students for a global society and leadership roles." (SG 1.5)

Support of SG 1.2: In an effort to build and maintain relationships with potential donors, including alumni of color, Yolanda Barnes (Major Gift Officer, ASC) kindly offered to communicate with our alumni donors who have expressed interest in our program. Alumni are invited to contribute as financial donors, consultants, and participants in the conference. In addition, we intend to create an 'EYE-DOC advisory board' with interested alumni.

Support of SG 1.5: EYE-DOC seeks to educate and recruit underrepresented ethnic and racial minority youth with regard to undergraduate and graduate programs at Ferris State University. An increasingly diverse college campus will provide significant learning opportunities for all members of the university and surrounding community. Students may interact more effectively and positively with diverse populations as they gain a broader understanding of and respect for cultural differences. These opportunities are essential for both global and domestic productivity, particularly as they relate to health care delivery for increasingly diverse patient populations and other personal and professional contributions within the communities our students seek to serve.

FSU Strategic Planning Goal 2

The Ferris State University Diversity Plan (2008-2010) seeks to educate all persons as a "...diverse community that reflects the public it serves." This goal is firmly supported by the American Schools and Colleges of Optometry (ASCO), which is committed to increasing the enrollment of historically underrepresented ethnic and racial minority populations within optometric doctoral degree programs in an effort to provide an increasingly diverse optometric health care work force that more closely matches the populations we serve. A growing body of health care research reveals the significant impact of racial/ethnic discordance, between patient and provider, on a number of negative health care outcomes. The EYE-DOC program encourages high school students of ethnic and racial minority groups to pursue an undergraduate education followed by a graduate professional doctoral degree program.

Specifically, the Diversity Plan Strategic Goals and Initiatives 1.G and 2.A (DPSGI 1.G. & 2.A.) call for the creation of a diversity action plan in every division of the university

including aggressive recruitment efforts. In response to these institutional goals, the Michigan College of Optometry (MCO) has created a diversity committee charged with both internal and external diversity initiatives. Internal initiatives include (but are not limited to) self-assessment, diversity education, training, and support for faculty, staff and students. The committee's primary external initiative is the EYE-DOC program which meets DPSGI 2.A by providing a unique urban community outreach program which seeks to educate and recruit young prospective minority students, specifically high school students enrolled within the Grand Rapids Public School system.

The EYE-DOC program seeks to increase high school minority student interest in pursuing higher education at FSU, and ultimately, graduate education. Anecdotal evidence provided by other optometry schools and colleges across the country, have demonstrated that these types of diversity programs indeed increase student diversity over time. In fact, two of our faculty colleagues at other colleges participated in such programs as high school students. If this long term goal is realized, it will contribute to a more culturally sensitive and inclusive learning environment, in compliance with DPSG 4.E. Minimally, this program will expose young high school students to college and career opportunities that they may not have otherwise considered. That alone is sufficient reason to support this program.

FSU Strategic Planning Goal 3

The EYE-DOC program has already successfully contributed to goal 3 which seeks to "Enhance the financial position of the institution." Alumni of color have expressed considerable interest in the EYE-DOC program. With the help of Yolanda Barnes, who has encouraged participation in the planning, delivery, and financial support of EYE-DOC, a number of alumni have are considering an increased level of support to the university. It is hoped that these relationships may translate into the establishment of scholarships for ethnic and racial minorities at the graduate school level.

In addition, the EYE-DOC program seeks to enhance the visibility of FSU and its commitment to diversity among various stakeholders. Media coverage can help send a positive statement about FSU to the Grand Rapids and surrounding communities, enhancing our image, and ultimately encouraging financial support of future programs.

FSU Strategic Planning Goal 5

The EYE-DOC is a collaborative effort between the Michigan College of Optometry, the FSU Diversity Office, the Cherry Street Health Services (CSHS) Americorp staff (Grand Rapids, MI), Grand Rapids Public Schools, and other FSU departments. (SG 3.2)

The EYE-DOC program specifically addresses each part of (SG 5.5). Through the 'pre-program' education (conducted within the high school(s) by Americorp volunteers) and the on-campus summer conference, students will be informed about various aspects of professional life as an optometrist and the process of preparing for such a career through FSU. It is hoped that students will develop lasting relationships based on the sharing of common experiences, common interests and personal challenges. In addition, a web-

based post-conference group will be created to assess longer term impact and encourage communication between program participants, MCO faculty and students throughout the coming year(s).

FSU Strategic Planning Goal 6

The MCO Diversity Committee is appreciative for the support and advocacy of this program from a variety of stakeholders. Program planning has been shaped in response to valuable advice from MCO faculty, students, alumni, CSHS Americorp staff, Grand Rapids Public Schools, and the FSU Diversity Office among others. Transparency and inclusivity will serve to strengthen and increase the number of relationships with a broad range of stakeholders. **(DPSG 6.2)**

A careful and timely cost/benefit analysis of this program will be reported to the FSU Diversity Office to assist the department in meeting their goals, including responsible budgeting. The MCO Diversity Committee has successfully secured extramural funding for the EYE-DOC program and will continue to seek future funding from multiple sources for future program sustainability. **(DPSG 6.5)**

- b. The goal of the EYE-DOC program is to conduct a summer diversity pilot program in an effort to expose 9th - 11th grade high school students, from traditionally underrepresented racial and ethnic minority groups within the Grand Rapids public school system, to the profession of optometry. The expected (short-term) outcomes and means of assessment are listed below. Please note that we will also be working directly with Robert Vonderosten, Assessment Coordinator for Academic Affairs, to further refine our evaluation strategy and create an effective and instructive assessment tool(s).

<u>Objective</u>	<u>Measure</u>
1. Conduct outreach to college-bound Grand Rapids City High schools students within the 9 th -11 th grades from traditionally under-represented ethnic minority groups	1. The number of 9 th -11 th grade students that complete the Americorp education program within each school
2. Provide on-campus summer program opportunities for eligible students	2. The number of students that apply to the summer program and the number selected based upon the quality of the essay
3. Educate participants regarding educational qualifications requisite to pursuing a career in optometry	3. Pre- and post-testing
4. Familiarize participants with the characteristics of a professional career in optometry	4. Pre- and post-testing

- c. The EYE-DOC program seeks to recruit underrepresented ethnic and racial students initially into undergraduate pre-health care programs with the hope that a significant number of these students will enter a pre-optometry program in preparation for entry into the doctoral clinical program at the MCO.

d. Timeline:

March 17	Solidify agenda for summer program MCO Div.Comm. presentation to MCO faculty Refine/finish Budget Design student application & rubric to judge essays Contact housing, transportation, food service personnel
March 9-27	Americorp: design and display of education boards at City HS and Vista HS
March 27	Submit FSU Diversity Grant Application Americorp: Announce EYE-DOC essay criterion Distribute EYE-DOC summer program applications
April 20	Student Essays Due
April 20-25	Ranking of Essays: Selection of students + 5 alternates
April 30	Distribute: pre-optometry brochures, letter, permission forms (Bussing, Housing, ER medical, URec, Photo permission...)
May 1	Announce winners Coordination of: MCO student ambassadors, chaperones, volunteers
May 8	Summer Program Packets (Permission forms) Due
May 15	Gifts and awards collected and stored
June 17	Pre-program Meeting
June 18-19	On-campus EYE-DOC Summer Program
June 19-29	Debriefing Meeting
July 1	Follow-up reports to ASCO and FSU Diversity Office

- e. Historically underrepresented ethnically and racially diverse 9-11th grade students from Grand Rapids Public High school(s) will be selected based upon completion of an application and essay criterion (see attached). A maximum of 30 students and two Americorp staff will be invited to participate in the summer youth conference.
- f. The EYE-DOC pilot program will impact Ferris in several ways. First, it will add to the growing number of diversity enhancement initiatives and strengthen the academic community through interdepartmental collaboration. Second, it will complement the existing corporate knowledge and experiential base through the sharing of successful strategies and specific techniques to promote diversity. Third, it will promote and enhance the visibility of FSU within the local community while emphasizing unique diversity initiatives via print, internet, and televised media coverage. Lastly, this program seeks to develop collaborative relationships between various stake holders including FSU, Americorp volunteers (within Cherry Street Health Services), select Grand Rapids high schools, and not least, MCO's alumni of color.
- g. The impact of EYE-DOC will be measured by its effectiveness in generating student understanding and interest in the optometric profession. Specific objectives will be assessed using the measures described above in paragraph V.b.

VI.

SUMMER DIVERSITY WORKSHOP BUDGET (est. 30 students)	Est. expenses (USD)
Materials for education boards	25.00
High School Promotional T-shirts	750.00
Transportation - 47 passenger FSU bus @ 3.43/mi x 260 (incl driver costs)	892.00
Housing @ 16.50/bed x 35	577.50
Student Participant Awards	200.00
Dormitory Meals	455.00
Workshop Meals (2 lunches delivered)	625.00
Rock Climbing/Swimming Activities at Univ.Rec.Cntr. -@ \$3.00 x 35	105.00
Staff Support (est. 50 hrs.)	1000.00
Keynote Speaker travel & lodging (one night)	160.00
Misc expenses (student workers, copies, postage, GR travel for planners)	515.50
TOTAL EST	5305.00
ASCO Grant	(1305.00)
SHORTFALL	4,000.00

a. Anticipated expenses

- Students will be bused from the Grand Rapids City High School to the MCO campus in Big Rapids. Two round trips to Grand Rapids will be required to transport the group of 35 students and chaperones to campus on the first day, and back home on the second day.
- Materials to promote interest in the program before, during and afterward include: materials to be used by Americorp to stimulate initial interest in health care careers; and materials to foster a sense of community and privilege during the on-campus program. It is expected that these later materials will sustain student interest by their continued use after the program when the students have returned home, and will serve as advertisement to other students for the next program in 2010.
- Housing and two meals are coordinated through FSU housing. Two lunches will be delivered to MCO as part of the program agenda.
- A recreational activity to release anxiety and promote development of interpersonal relationships and discussion will be coordinated with the FSU Rec center.
- Financial support for MCO staff time—outside of normal work hours—is necessary for planning and implementation of the workshop.

b. Funds anticipated from other sources

A \$1,305 mini-grant to enhance diversity in the profession has been received from the American Schools and Colleges of Optometry (ASCO). This grant may be used for paper supplies and speaker stipend, travel, and lodging.

c. Total amount requested from Faculty and Staff Diversity Mini-Grant

The shortfall amount, \$4,000, is requested to cover expenses beyond that which is allowable by the ASCO grant.

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VII. Final Report

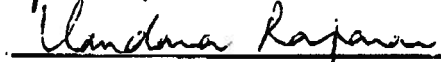
A final report is required and it will appear on the Diversity Office's website. That report is due no later than three months after the funded activity. The final report should address:

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

Applicants' Signatures:







Submission Date: March 31, 2009

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

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This space reserved for conference administrators.

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EYE-DOC

Encouraging Youth Empowerment - Diversity in Optometry Collaborative

Summer Youth Conference Application Form Michigan College of Optometry Ferris State University June 18-19, 2009

PERSONAL APPLICANT INFORMATION

Name Last First

Age Date of birth Gender MALE FEMALE

Address
Street Apt

City State Zip Code

Home phone Cell e-mail

Race/Ethnicity (Please check one)

- African American/Black (not of Hispanic origin)
- American Indian/Alaskan Native
- Asian/Pacific Islander
- Hispanic/Latino
- Other (please specify) _____

Name of High School

Grade (as of FALL 2009) 9th grade 10th grade 11th grade

FAMILY INFORMATION

Mother/Guardian name

Address (if different than above)

Home phone Cell phone

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FAMILY INFORMATION cont.

Father/Guardian name

Address (if different than above)

Home phone

Cell phone

FAMILY EDUCATION LEVEL**Mother's highest level of education**

- No HS diploma
 HS diploma
 Some college w/o degree or certificate
 Associate degree or certificate
 Bachelor's degree
 Master's degree
 Doctoral degree (Ph.D, M.D etc.)

Father's highest level of education

- No HS diploma
 HS diploma
 Some college w/o degree or certificate
 Associate degree or certificate
 Bachelor's degree
 Master's degree
 Doctoral degree (Ph.D, M.D etc.)

Number of siblings that have graduated with a College/University degree

- None One Two Three Four Five or more

ESSAY INSTRUCTIONS

On a SEPARATE sheet of paper, please write an essay that answers the following questions. Your essay should only be 1-page *OR LESS* (typed and double spaced). Include your name on the top of your essay and staple it to the back of your application. Essays will be evaluated based upon thoughtfulness and clarity of your response to the following questions:

What is it about being an eye doctor that is interesting to you?

AND

What would you enjoy learning about being an eye doctor at the EYE-DOC program?

Thank you for applying to the EYE-DOC Summer Youth Conference!

**Please submit your completed application to your High School main office c/o Americorp.
 Incomplete applications will not be considered.
 APPLICATION DEADLINE: April 13, 2009**

EYE-DOC

Encouraging Youth Empowerment - Diversity in Optometry Collaborative

Summer Youth Conference Selection Criterion

ESSENTIAL CRITERIA (EC)-

Circle 'Y' (YES) following "EC" in the upper right hand box if application meets all of the following essential criteria. If the following criteria are not met, circle 'N' (NO) and also circle the letter that corresponds to the missing criteria noted below (i.e., G, R, C, or E)

- (G) Grade 9, 10, or 11 (City High or Vista High School student)
- (R) Racial/ethnic minority
- (C) Complete Application and submitted by deadline (APRIL 13)
- (E) Essay attached; 1-page or less, typed & double-spaced

RELATIVE ESSAY CRITERIA (RC) –please place the total score 1-4 in the space provided on application

	0	1	2
What is it about being an eye doctor that is interesting to you?	Did not answer question OR Essay does not convey any significant interest in optometry AND is not clear (i.e., difficult to follow thought process; rambles or otherwise incoherent)	Not clear and difficult to follow OR perhaps clear but does not necessarily convey a genuine interest in optometry	Thoughtful response – essay conveys genuine interest in optometry AND relatively clear thought process; pretty easy to follow and understand meaning
What would you enjoy learning about being an eye doctor at the EYE-DOC program?	Did not answer question OR Essay does not convey any relevant activities AND is not clear (i.e., difficult to follow thought process; rambles or otherwise incoherent)	Not clear and difficult to follow OR perhaps clear but does not necessarily convey any relevant ideas for summer camp	Thoughtful response - relevant to a summer conference; could be useful to conference planning AND relatively clear thought process; pretty easy to follow and understand meaning

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EYE-DOC

Encouraging Youth Empowerment - Diversity in Optometry Collaborative

Summer Youth Conference Agenda

June 18-19, 2009

Day 1 (Thursday)

7:15	FSU bus transportation from City High to FSU
8:30	Dorm registration / orientation
10:00am	Intro to MCO (faculty/admin -Icebreaker)
11:00am	Focus on your Future -optometry (<u>pre-test</u>)
11:30am	Motivational Speaker -Greg Dotson
12:00pm	'Working' LUNCH -Pizza A day in the life... (student panel -MCO/FSU -OMSS?) tour of building
1:30pm	Build an EYE
3:00pm	FSU + MCO tour (2 groups)
4:00pm	URec - rock climbing... swimming -etc./ contests?
5:30pm	Dinner at Westview
7:00pm	Movie/Activities night with pre-opt students and Americorp volunteers Mentor matching? Other ideas? (Chaperones 10:1)

Day 2 (Friday)

8:30am	Breakfast at dorm
9:00am	class + lab (divide into sections) - include ocular anatomy, visual perceptual, laser/optics, slit lamp, etc (pre and post tests?)
11:00am	BREAK
11:15am	FSU -admissions/financial aid info -Angie Mischler? Provide MCO pre-optometry packs and FSU admissions info/fin aid and scholarship info /diversity initiatives in a packet for students to take home
12:15pm	Post-test and camp evaluations
12:30pm	LUNCH (box lunches at MCO)
1:30pm	Awards/Graduation Ceremony -"bests"

Other ideas for future:

- Create Facebook page with pics/video clips from camp including testimonials so students can share with parents and friends -encourage future participation -allow students to keep in touch with other students
- Future online application system?