

## Faculty and Staff Diversity Mini-Grant Final Report

**Project title** *Without Fear: Dolores Huerta talks about neighbors uniting* **Date Project Started: Fall 2009**

**Grant Recipients** Dr. Stephanie J. Thomson Kaytlyn Sheldon, Student and President of Lambda Pi Eta (Communication Honorary); Dr. Wendy Samuels, Social Work; Dr. Rick Griffin, Political Science; Ms. Jeanette Fleury, AAUW

**Amount of Money Funded by the Mini-Grant:** *Diversity grant: \$1390.00*

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

**Goal #1** To encourage youth and women to become more engaged in addressing community challenges.

**Attendance: 738 (ticket count)**

**The attendance count indicates that attendance came from a variety of communities, increasing opportunities to reach this goal.**

**Survey data:**

**Demographic data – (\*Note: people were asked to identify all of the categories that applies; some identified one, while others identified multiple members in these communities; these numbers also only reflect people who completed the survey)**

**Gender**

- Male 46
- Female 117

**Age**

- 17-23 = 133
- 24-30 = 10
- 31-37 = 4
- 38-110 = 19

**Community membership:**

- Big Rapids Community member 21
- Other community 2 (Coopersville, Traverse City)
- Faculty 10
- Administrators 7
- Retired 2
- Staff 1
- Students 135
- Girl Scouts 6

### **Ethnicity**

- **Caucasian 135**
- **African American 11**
- **Caucasian African American 2**
- **Asian 5**
- **Latino/a + Hispanic 3**
- **Remaining indicated: All, American, Indian English, Caucasian Ojibwe, doesn't matter, Dutch American, Asian Indian, Hungarian, Mixed, Pacific Islander**

**The attendance demographic data indicates that attendees came from a variety of communities, increasing opportunities to reach this goal.**

### **Attitudinal data --**

- **I am more aware of my potential role in addressing community issues after this event.**  
**Responses:** 32 Strongly Agree 85 Agree 47 Neutral 6 Disagree 3 Strongly disagree
- **I will become involved in resolving community issues after this event.**  
**Responses:** 21 Strongly Agree 65 Agree 68 Neutral 24 Disagree 4 Strongly disagree
- **I attend other programs featuring Hispanic and Latino/a issues.**  
**Responses:** 34 Strongly Agree 94 Agree 24 Neutral 6 Disagree 7 Strongly disagree

**This survey data suggests that people in attendance and completing the survey attitudinally were positively responsive to this program goal, and that this goal for the event was met for some people.**

### **Other:**

- **Press release by FSU Advancement sought to reach varied audiences (See Attachment I).**
- **A dinner at *The Rock* was held with Huerta and various Ferris community members could speak with Huerta and her colleague from the Huerta foundation. This dinner time allowed for informal conversations regarding community issues. Joining Huerta for dinner were Ferris Hispanic Student members, Ferris Communication Association members, Social Work Association members, Multicultural Student Services staff, Intercultural Student staff, and other Ferris faculty and staff. Informal feedback from the dinner suggested that students and staff were positively impacted by this activity.**
- **A video copy of the Huerta speaking event was created by FSU Media Services and is now available at the FSU library to continue to reach community members.**
- **The reception hosted by the AAUW after the event provided another opportunity to reach this goal and approximately 35 people attended.**

**Goal #2** To build on existing programming that features Hispanics and women as role models.

**Attendance: 738 (ticket count)**

**Survey data:**

**Attitudinal data --**

- **I attend other programs featuring Hispanic and Latino/a issues.**

**Responses:** 13 Strongly Agree 38 Agree 60 Neutral 47 Disagree 13 Strongly disagree

- **I attend other programs featuring women's issues.**

**Responses:** 21 Strongly Agree 72 Agree 50 Neutral 21 Disagree 9 Strongly disagree

- **I consider Dolores Huerta a potential role model.**

**Responses:** 48 Strongly Agree 76 Agree 35 Neutral 9 Disagree 6 Strongly disagree

- **Suggestions or other speakers or events that you would like to see**

**Speakers:** Michael Moore, Gerald Matthews, Rush Limbaugh, Pastor John Clark, Shawn Hannity, Kanye, Someone to push social norms, LGBT, Laren Cameron, Hypnotist-Sailahash, Hillary Clinton, Andrew Sullivan, Tipper Gore (mental health issues), Native Americans/Chinese, George Lopez, Mandela, Tim Wise, Romaine Patterson, magicians, Someone a bit more moderate, political soap box there is

**Suggestions:** she was awesome; seemed to have communist point of view; this was horrible; new seating; good speaker; she is negative towards whites

**Attitudes suggest that we possibly achieved this goal, although some suggestions reflect a mixed audience response. Suggested speakers reflect a variety of gender and ethnicity.**

**Other:**

- **A preliminary event bringing together faculty, staff and administrators, focused on Tres Vidas and highlighted the women who would be portrayed in an upcoming *Live at Williams* event. Thomson served as moderator and drew connections to the upcoming Huerta event and seek to meet this goal.**
- **Another preliminary event bringing together faculty, staff and administrators provided a forum for speakers and audience to interact and discuss *Women in the Workforce*. Huerta's upcoming visit was integrated into the discussion to meet this goal.**
- **Ferris students created a packet of materials (background flyer, crossword, word search) and distributed them to encourage Girl Scout participation.**
- **A dinner at *The Rock* was held with Huerta and various Ferris community members could speak with Huerta and her colleague from the Huerta foundation. This dinner time allowed for informal conversations Huerta's role in making history. Joining Huerta for dinner were Ferris Hispanic Student members, Ferris Communication Association members, Social Work Association members, Multicultural Student Services staff, Intercultural Student staff, and other Ferris faculty and staff. Informal feedback from the dinner suggested that students and staff were positively impacted by this activity.**

- **The reception hosted by the AAUW after the event provided another opportunity to reach this goal and approximately 35 people attended.**
- **A video copy of the Huerta speaking event was created by FSU Media Services and is now available at the FSU library.**
- **An article was written and included in the summer diversity newsletter (see Attachment II)**

**Goal #3** To provide a resource to courses being offered by FSU.

- **PEP courses, women’s history and a variety of other courses required this event to supplement their discussions in class. Informal discussion with a variety of faculty and students suggest that there were mixed reactions and both positive & negative discussions of Huerta’s message.**
- **Other courses offered extra credit for attendance and reflection on the event (See Attachment III as a sample student extra credit submission).**
- **A video copy of the Huerta speaking event was created by FSU Media Services and is now available at the FSU library.**

**Goal #4** To increase awareness of Dolores Huerta and her achievements as a woman and Hispanic.

**Attendance: 738 (ticket count)**

**Survey data:**

**Demographic data – (\*Note: people were asked to identify all of the categories that applies; some identified one, while others identified multiple members in these communities; these numbers also only reflect people who completed the survey)**

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**The attendance demographic data indicates that attendance came from a variety of communities, increasing opportunities to reach this goal.**

### **Attitudinal data --**

- **I consider Dolores Huerta a potential role model.**  
**Responses:** 48 Strongly agree 76 Agree 35 Neutral 9 Disagree 6 Strongly disagree
- **I knew about Dolores Huerta before attending this event.**  
**Responses:** 16 Strongly agree 35 Agree 27 Neutral 57 Disagree 37 Strongly disagree  
**While the second scale item has significant flaws, the first scale item suggests that this goal was reached for most survey respondents.**

### **Other:**

- **A dinner at *The Rock* was held with Huerta and various Ferris community members could speak with Huerta and her colleague from the Huerta foundation. This dinner time allowed for informal conversations regarding community issues. Joining Huerta for dinner were Ferris Hispanic Student members, Ferris Communication Association members, Social Work Association members, Multicultural Student Services staff, Intercultural Student staff, and other Ferris faculty and staff. An informal survey of attendees suggests that this goal was met with the dinner.**
  - **The reception hosted by the AAUW after the event provided another opportunity to reach this goal and approximately 35 people attended.**
  - **A video copy of the Huerta speaking event was created by FSU Media Services and is now available at the FSU library providing another an additional resource related to women and Hispanics.**
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- While there was no formal “focus group” that met, qualitative information was gathered regarding the collaborative process – e.g. what factors affected the collaborative process and what challenges faced the collaborative process for this type of project which requires the collaboration of many groups and multiple communities?

**2. Describe the audience that was impacted by the grant's implementation. Provide quantitative data, if available.**

- Over 700 FSU students, faculty, administrators and community members (Attendance: 738 ticket count).
- Of those attending over 170 responded to the ½ page event evaluation that was distributed at the event. Based on the event responses that were completed, there were roughly twice as many women as men at the event, the majority of the people attending were students with a ratio or roughly 4 to 1. See “Huerta assessment” Excel file for additional survey data that could be mined for further information.

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**The attendance demographic data indicates that attendance came from a variety of communities, increasing opportunities to reach this goal.**

3. What is your overall assessment of the project's impact on the Ferris community? How did this impact compare to what you expected?

Overall, positive impact based on the following --

- It would appear that some of the goals were achieved for some of the people in attendance. There was a positive response by many people attending the event.
- Some students chose not to pay attention or to leave before the speaker finished. One administrator commented that these actions reflect every person's right to respond negatively in a nonverbal, nonviolent manner. Several other Ferris community members suggested concern about the lack of respect or etiquette at the event.
- This event definitely stirred up much discussion between community members. Communication and discussion of difference is important to reaching the goals set by the project. Talk at the dorms was reported as well as talk among faculty, administrators and staff. One administrator's comment was, "she [Huerta] really pushed the students."
- Some people were disappointed that the focus of the discussion was not on history of the UFW; another open forum prior to the event covering the history may have helped, but press releases and advertising did try to stress her topic.
- Many students were impacted positively by the event. Hispanic students comment that this was the first "real" Hispanic speaker on campus. Several female students, faculty and staff commented that they were glad to have the opportunity to interact with Huerta because of her legacy. One faculty member commented that she needed to find something to believe in so that she could live to be 80 and be that vibrant.
- Likely, a result of correlation not causation, PEP has decided to focus a majority of its activities this year on the theme of immigration. This suggests that at least some of the topics broached at this event are being carried forward at Ferris.

4. 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.

A. Diversity & Inclusion Office

\*\*Several changes occurred from start of this project to finish. We submitted the original request not knowing if we could partner with someone else and both plane tickets (her and her assistant) were included in the original request. We did secure a cost for the speaker based on splitting her personal services fee with Grand Valley State University (GVSU); this helped to secure her personal services fee from student government. Additionally, GVSU also agreed to pay for one of the airfares. Late the day before the event, Huerta's scheduler indicated that she would need to go and meet with President Obama instead of speaking at GVSU.

Airfare	\$836.50
Assessment Instruments copied	\$ 32.00

B. OMSS

Auditorium Rental	\$551.40
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C. Senate Arts & Lectures Committee

Lodging	\$ 76.50
FSU Catering	\$ 46.08

Printing of color flyers	\$ 35.00
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Bookstore – gift	\$ 24.95
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Meals (2 meals at The Rock)	\$ 16.00
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D. PEP

Yardsigns & Posters	\$349.00
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Transportation to Grand Rapids + meal	\$122.00
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E. Student Government Finance Division

Personal Service Fee	\$5,000.00
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Torch ads	\$ 385.00
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Primary Grant Recipient's Signature \_\_\_\_\_

Date September 3, 2010



## Attachment I

For Immediate Release  
March 26, 2010

Leah Nixon  
Ferris State University  
Assistant Director of News Services  
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### Huerta to Speak on Social Justice

BIG RAPIDS – Prominent Chicago labor leader Dolores Huerta will bring Women’s History Month to an inspiring close when she visits Big Rapids and the Ferris State University campus next week to talk about the importance of how people can be positive change agents in their community.

Huerta, a champion of community-level social justice, will present “Without Fear: Neighbors Unite” at 7 p.m. March 30 in Ferris’ G. Mennen Williams Auditorium. The event is free and open to the public. As part of this WHM presentation, a five-star campus event, Huerta plans to discuss her life work related to social justice at the community level in addition to how communities can work collaboratively to solve issues.

“Dolores Huerta has long been of interest to me after meeting a student who shared part of Dolores’ story,” said Stephanie Thomson, assistant professor of Communications at Ferris, a member of a large team that has worked collaboratively to bring Huerta to campus. “As a communication scholar, I am fascinated by her unique approach to community organizing and the rhetorical strategies she uses to navigate a great many persuasive settings, such as labor negotiations for farm workers, large and small public presentations to encourage community members to join together, marches, and rallies to motivate and publicize needs of communities.”

Huerta, a 1993 National Women’s Hall of Fame inductee, is viewed as one of the prominent Chicano labor leaders in the United States. In 1998, President Clinton presented Huerta with the Eleanor Roosevelt Human Rights Award. The award honors Americans who fight for rights in the U.S. Huerta also worked with Cesar Chavez as co-founder of the United Farm Workers organization.

Huerta’s Michigan trip to speak at Ferris is in many ways natural. With a strong agricultural base in Michigan, Thomson believes Huerta’s experiences will positively impact those in attendance. Beyond the agricultural connection, however, organizers of “Without Fear: Neighbors Unite” see Huerta an inspirational figure.

“Her more recent work with youth and women provides an opportunity for people in the Big Rapids area to consider how to come together to address problems in their own communities,” Thomson said. “Her desire and ability to spark the voices of individuals, build community and promote ways that we can address our own community issues makes her visit unique and of interest to many.”

Beyond her role as an activist, Huerta is a family woman as a mother of 11.

## **Attachment II**

### **Summer 2010 Diversity Newsletter article**

Tuesday, March 30, 2010, saw the arrival of a warm spring day and over 700 FSU students, faculty, administrators and community members gathered in Williams auditorium to hear Dolores Huerta speak. Huerta cofounded the United Farm Workers Union with Cesar Chavez in the 1960's and has continued over the years to argue for humane treatment for all people.

Her message began by noting the recent FBI terrorist task force raids here in Michigan; she continued to discuss current events related to human rights. Huerta referred to the militia, the state of our economy and poor healthcare that add to the stress of our everyday lives. But, as we face the challenges of our world today, she emphasized the need for respect for every human being--farm worker, factory worker, man and woman, homosexual and heterosexual, persons of all colors, persons of all ethnicities, and the earth itself. "We have got to educate people to be tolerant," stated Huerta. Education is key. She shared some of her life experiences, but charged audience members to take action to address community issues including those at Ferris. Huerta asked audience members to share their ideas and beliefs, even if they is agreed.

When the speaking event concluded, Huerta was honored at a reception hosted by the Big Rapids AAUW Branch. From the varied audience responses, clearly Huerta challenged audience members to think and debate the issues that she had put forth. Many audience members surveyed did not know much about Huerta before the event, but over half of those surveyed would consider her a role model. The audience survey also indicated that over half of those surveyed were more aware of the potential role they could play in addressing community issues and they would take steps to become involved.

This event involved much collaboration with resources from the Ferris Diversity and Inclusion Office, Ferris Social Work Association, Lambda Pi Eta, Ferris Hispanic Students Organization, Ferris Communication Association, Finance Division of Student Government, Office of Multicultural Student Services, Political Engagement Project, Academic Senate Arts & Lectures Committee, and American Association of University Women.

“Respect for the rights of another; that is peace.” This was a quote from Dolores Huerta that I took to be one of the main messages of the night. That is the problem she and others faced in starting the united farm workers union, and that is the problem in so many of the other areas of life today. It is obvious that each person has their own views, but problems arise when people hate others for not sharing their personal views, and when they discriminate some as inferior. Dolores stated that all Americans were at one time immigrants, and every human on the planet is the same, *Homo sapiens*. Now I will tie this into chemistry: Miss Huerta wanted to move others to be active in her cause or in other words, to get a “reaction”. We are studying kinetics right now, which has a lot to do with reactions. Big things take large numbers to happen; every vote does count and is needed to make something happen. In chemistry the reaction is affected by the concentration and amount of reactant. Things happen successfully when people get together in large amounts. Temperature also affects reactions. When people get fired up or “heated” over something, they work faster and harder on their cause. Miss Huerta wanted to move people to care about her important topic. Finally, Miss Huerta made the point that farm workers are just as important, if not more important, than people like lawyers. In chemistry, we may become excited over a new drug or chemical discovery, but something as simple as H<sub>2</sub>O or O<sub>2</sub> that is vital to many things is often seen as not as special because it is taken for granted. Finally, in order for a reaction to occur, A&B have to meet. We may say we support something, but in order for something to happen, we must take action.