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The Division of Student Affairs Diversity Progress Report July 1, 2006-June 30, 2007

Major Diversity Activities

The Student Affairs Division has made significant progress toward our goal of strengthening our commitment to diversity. Here are some examples that illustrate our progress:

- The Student Affairs Diversity Committee was charged by Vice President Dan Burcham to serve as the continuing catalyst for maintaining our division's commitment to diversity. Members of the Student Affairs Diversity Committee are:
 - Ashley Atteberry
 - Leroy Wright
 - Luzia Tartari
 - Matthew Chaney
 - Matthew Eickhoff
 - Mike Cairns (Chair)
 - Troy Tissue

- We held a highly successful Student Affairs Divisional Retreat (Summer 2007), which centered on diversity issues. The post-retreat survey results revealed that the vast majority of the participants thought the retreat was informative and helpful.

- Many Student Affairs employees were involved in the planning and implementation of the 2007 Summer University Diversity Day.

- Dr. Kristen Salomonson and the Office of Institutional Research & Testing assisted Dr. David Pilgrim in the planning and implementation of the Diversity Campus Climate Survey.

- Matt Chaney, Interim Director of the Office of Multicultural Student Services, and his staff, planned and implemented a highly successful Minority Student Recruitment Tour during the summer of 2007.

- We put a diversity statement into the Orientation Welcome Presentation which was viewed by all of the Summer Orientation (2007) participants.

- The Vice President of Student Affairs (Dan Burcham) sent a letter supporting diversity to each of the Student Affairs Directors to share with every employee in the division.
- Mike Cairns, Leroy Wright and Matt Chaney (all members of the Student Affairs Diversity Committee) have visited each of the Student Affairs Directors to discuss diversity issues, including the Student Affairs Diversity Survey.
- We have asked all of the Student Affairs Directors to put a diversity statement into their departmental mission statements.
- We have asked all of the Student Affairs Directors to infuse diversity issues into their upcoming professional development events.
- The Student Affairs Diversity Committee will be working on a “Welcome-to-the-Division” check-list of items to review with new Student Affairs employees. This check-list will include a section on diversity-related issues.
- Representatives from the Student Affairs Diversity Committee participated in the N.I.C.E. (S.T.A.N.D.) Diversity conference on Saturday, March 31, 2007.
- The Hispanic Student Organization, Office of Multicultural Student Services and Student Leadership & Activities held a series of successful events and programs that brought themes of discrimination, immigration and awareness of Hispanic culture to our campus.
- The Admissions Office provided support of the university wide Student Diversity Survey of 2007. The Unit deployed an electronic phone communication program which enabled each Ferris State University student (with a current phone number) to receive voice messaging that encouraged their completion of the Diversity Survey. This calling broadcast resulted in 11,282 placed calls with a 79.2% success rate (live answered or answering machine).

Diversity Successes

Birkam Health Center & Counseling and Psychological Services (CAPS)

- Both departments have been very successful in welcoming and retaining diverse groups and individuals for services. Our practitioners and office staffs have strived to make all students and visitors comfortable during their meeting, entry, and treatment processes. Clinicians understand most of the special clinical issues associated with treating diverse students.

- Both offices routinely staff work-study positions with minority students nearly every semester.
- While the Health Center does not maintain statistics on race or international students, the Counseling Center has historically seen higher proportions of students from diverse backgrounds compared with the university's enrollments. Statistics from 2006-2007 were not available.

Dean of Student Life

- The Dean of Student Life served as an advisor to the Finance Division of Student Government. Assisted in the recruiting of student members to help diversify the panel. The Finance Division has met resistance in the past because some individuals and/or groups felt discriminated against. Since these changes, the group has not received any discrimination complaints.
- At the beginning of August 2006, the Dean of Student Life showed his support for multicultural students by attending the Multicultural Student Orientation in Merrill/Travis Residence Halls.
- September 2006, the Dean of Student Life participated in the Minority Student Get Acquainted Day.
- The Dean of Student Life served as a member and assisted the Division of Student Affairs' Diversity Committee in creating a Diversity Survey with support from Mike Cairns, Matt Chaney, Matt Eickhoff, Ashley Atteberry, Luzia Tartari, Troy Tissue, and Kristen Salomonson.
- During the Orientation Leader training program the Dean of Student Life and the Assistant Director of Orientation developed a cross departmental training program for orientation leaders to work in all areas within the Division of Student Affairs with opportunities for them to enhance their leadership skills as student leaders and future professionals. David Pilgrim, the Chief Diversity Officer explored the topic of diversity and stereotypes with our student leaders.
- During the International Student Orientation program, the Dean of Student Life spoke about the Office of Student Conduct and the Student Code of Community Standards to new international students. Shared what the Dean of Student Life's role is on campus.
- Students Taking Action and Nurturing Diversity (S.T.A.N.D.) - Shared comments during an informational night about diversity to a group of students interested in learning how they can get involved in promoting diversity on campus.
- Assisted S.T.A.N.D. in developing a Diversity Conference in spring of 2007.

- Attended D-SAGA meetings to show support and provided advice related to programming and education on LGBTQ topics. Participated as a judge in the organization's annual fundraiser/pageant in the spring of 2007.
- The Dean of Student Life serves as a member of the Diversity Committee for the international Association for Student Judicial Affairs (ASJA).
- The Dean of Student Life was an active participant in the development of Martin Luther King Jr. celebration events and activities, specifically related to the annual "Tunnel of Oppression," which was created as a featured program.
- The Dean of Student Life serves as a member of the Strategic Diversity Planning Committee.
- The Dean of Student Life participates in the Office of Multicultural Student Services and Residence Life's discussions about diversity in dining activities.
- The Dean of Student Life supports the Diversity Action Team's activities as it relates to tracking and assisting students in addressing diversity related incidents on campus and in the surrounding communities.
- The Dean of Student Life assisted the Office of Residence Life in the recruitment and selection of a diverse pool of hall director candidates at the Oshkosh Placement Exchange in Wisconsin. The Dean of Student Life represented Ferris and the Office of Residence Life as a mentor in the Minority Friends Network Center at the Exchange.
- Presented a workshop on professional portfolios to Ferris' Coalition of African Americans Leaders in Education in the summer of 2007.

Enrollment Services

- With the added feature of the Communication Center in the Financial Aid Office, we were able to hire a diverse selection of students from a very diverse pool. These students are handling a variety of phone calls from students and parents regarding their financial aid situations.
- Realizing that many students and families from the Detroit and Flint areas are unable to visit campus, we have been taking the Financial Aid workshop on the road as a part of the New Student Receptions. This has allowed us to reach out to families with help filing their FAFSA's so that their student will have the best financial aid packages available to them.
- High school (public, private and charter) visitation and Admission Presentation by assigned Admission recruitment staff. 119 schools were visited in Wayne, Monroe and Oakland Counties.

- College Day/Night Recruitment Fairs are attended throughout the recruitment cycle. These recruitment events include Latino and Hispanic fairs as well as International fairs.
- Recruitment for nonresident undergraduate students includes recruiting in the Chicago land area.
- The Admissions Office promotes campus visitation as a recruitment tool. The campus visit is utilized within the recruitment component to immerse the recruit into the college life atmosphere. All prospective, applied, and admitted students are marketed to attend one or more of the visitation programs.
- Biweekly meetings with HOY (Honoring our Youth) program in GR, at the Hispanic Center of Western Michigan
- e-Diversity Recruitment. Online recruitment during the course of the last six plus years at Ferris State University has evolved into a dynamic recruitment plan of communication with prospective, applied, and admitted students.
- Multi linguistic accessibility. The university's Admissions & Records Office has recruitment/marketing products which are provided in English and Spanish. Two examples of this accessibility include:
 - Admissions web page: <http://www.ferris.edu/admissions/>
 - Career Guide (printed version)
- Printed Recruitment Materials. Examples of printed recruitment materials which 'address and inform' regarding diversity and/or upon the Ferris State University include:
 - Diversity brochure, Office of Minority Affairs
 - International recruitment brochure
 - Career Guide
 - FAFSA – English and Spanish
- The Admissions Office sponsored a campus visit of 33 secondary school counselors from the Detroit Public School (DPS) system. The visit enabled the University to showcase current efforts of student life and diversity programming, tour professional and undergraduate academic programs, receive an Admission briefing, tour the Jim Crow museum, and interact with on-campus students which were graduates of DPS. The purpose this event was to reestablish a cohort of DPS counselors that would become enablers of student matriculation from the secondary schools of southeast Michigan to the University.
- The Admission Office reassigned an Admissions Recruiter to the southeast region of Michigan. The recruiter now resides within the assigned recruitment community

(Macomb, Oakland, Monroe and Wayne) for the purposes of recruitment to underrepresented student populations groups and liaison with academic and community leaders.

Institutional Research and Testing (IR&T)

- We assisted the *Student Affairs Diversity Committee* by administering a **Diversity Climate Survey** for all of the Division's Directors. The survey centered on current perceptions of diversity, the environment for diverse individuals in each Department, and staff desires for additional diversity-related professional development. We compiled the data, performed the analysis, and created an executive summary of the results. This information will be used at the Divisional retreat in July, as well as to inform activities related to diversity all through the coming year.
- We updated the **Diversity Index Report** for the 15 public higher education institutions for 2000 to 2006. The index identifies institutions where students are likely to encounter classmates from different racial/ethnic groups. It is based on the total proportion of minority students and international students. The groups that form the basis for our calculations are African-Americans, Asian-Americans, Hispanics, American Indians, and non-Hispanic whites. The formula produces a diversity index that ranges from 0.0 to 1.0. The closer the number is to 1.0 the more diverse the student population is. It is basically the probability that any two random students at your institution will be a different race/ethnicity. This information can be utilized to gauge how well Ferris State University is achieving its diversity goals vis-à-vis other public higher education institutions in Michigan.
- We have provided a **Comprehensive set of data** to the Chief Diversity Officer including student enrollment by race/ethnicity for the 15 public higher education institutions from 2000 to 2006, faculty and staff by race/ethnicity for the 15 public higher education institutions from 2000 to 2006, and Ferris retention and graduation rates by race/ethnicity. These data can be accessed electronically on the Chief Diversity Officer's website as well as in the 'Electronic Data Resources' section of the Institutional Research & Testing website.

Office of Multicultural Student Services (OMSS)

- Created the "Imagine More" Student Life Bus Tour as an intensive minority student recruitment initiative, utilizing approximately 40 minority students encompassing 10 Registered Student Organizations. Each student group developed a 10 minute well rehearsed presentation or skit that shared the benefits of receiving a Ferris education. We utilized the Ferris motor coach bus and toured the Southeast corner of the State visiting high schools in the Saginaw, Flint, and Detroit areas. Tour was well received and very successful in scope.

- Held annual “Minority Student Get Acquainted Day” program for the entire campus to come out and learn about the variety of different minority student organizations and create networking opportunities for students, faculty and staff.
- Sponsored a variety of programs and activities in celebration of “Hispanic Heritage Month” to expose and educate the campus on Hispanic/Latino culture. These events run from September 15 – October 15.
- Sponsored a variety of programs and activities in celebration of “Native American History” Month to expose and educate the campus and community on issues relative to Native American culture. These events are held in the month of November.
- Sponsored our annual “MLK Freedom March” and “Tribute” program in honor of Dr. Martin Luther King, Jr. Also co-sponsored a variety of other successful events with the MLK Committee.
- Sponsored a variety of programs and events in celebration of “Black History Month” in order to expose and educate the campus and community on issues relative to Black history. These events are held in the month of February.
- Sponsored a variety of programs and events in celebration of “Women’s History Month”, in order to share with the campus and community important contributions made by women throughout history. These events are held in the month of March.
- Instituted the “Virtual Women’s Center” through our department’s web site to serve as a resource and to expose the campus, community and alumni to current articles and information relative to women’s issues and contributions to society.
- Host the annual “Ferris’ Finest Talent Showcase” which highlights Ferris talent in a very diverse atmosphere, including students, faculty and staff from a variety of different backgrounds encompassing a variety of different talents.
- Implemented and administered the Federal/State funded GEAR UP/College Day Initiative which serves to expose and educate underserved students as early as eighth grade and their parents on important college information.
- Support to a variety of student groups such as S.T.A.N.D., Black Greek Council, Hispanic Student Organization, etc., in helping them to sponsor a variety of their programs and events for the campus.
- Assisted Admissions by calling over 200 minority student admits to ensure participation in our New Student Receptions sponsored by the Admissions department.
- Assisted the Honors program by calling all minority students admitted to the Honors program to encourage attendance at the Honors Invitational Competition.

- Our department is represented on the campus-wide Diversity Committee
- Our department served as an integral part in helping to administer the S-STEM Scholarship and in the student selection process.

Office of Student Conduct (OSC)

- Every year we send out a notice to the campus community, inviting faculty, staff, and students for the opportunity to serve the university community by serving on University Committees on Discipline and Appeal Boards. We have a great population of volunteers who represent the broad range of the university's population.
- Every year in hall director training we talk about sensitivities that students might have, especially coming into the setting of a hearing. Importance is always placed on listening and trying to get to know the student as an individual. All hall directors/hearing officers are held accountable for treating every student with the same rights given by the University.
- We have had an opportunity to have several student receptionists working in our office this past year. We had a diverse group for the academic year (3 females, 2 males; 2 African American students, 3 white students) and for the summer semester (2 females; 1 African American and 1 white student).
- As a member of the Diversity Action Team and the Student Affairs Diversity Committee, there was active participation and support for diverse activities.
- The Director serves as a member of the Diversity Committee for the international Association for Student Judicial Affairs (ASJA).
- The office supports and attends campus programming addressing and providing diverse opportunities.

Student Leadership and Activities (SL&A)

- This past academic year, the Finance Division of Student Government expanded their advisory panel by adding Michael Wade from the Office of Multicultural Student Services and Leroy Wright, Dean of Student Life. Also, the advisors of this group have worked on recruiting student members to help diversify the panel. The Finance Division has met resistance in the past because some individuals and/or groups felt discriminated against. Since these changes, the group has not received any discrimination complaints

- Ferris Fest 2007 was a huge success! This started by inviting the entire Ferris community to participate in a survey, asking for input on what type of music and activities people would like to see at the event. The event itself had a very diverse lineup of musical artists including the genres of acoustic pop, country, rock and hip-hop. Entertainment Unlimited used the survey results to determine who to bring to campus, and ultimately decided on a hip-hop artist as the headliner (Yung Joc) because the two other major concerts during that school year featured country and rock music. The total attendance of the event is estimated to be around 4,000 with at least 2,000 people in attendance for the headlining act.
- The seven winners of the Five-Star RSO Award for the 2006-07 school year were a very diverse group, including many different classifications of RSO's (Black Greek Council, Panhellenic Council, community service-oriented, government, special interest, media). These groups were: Crafters Anonymous, Delta Sigma Theta, Sorority Inc., Entertainment Unlimited, the Ferris Idols, Phi Sigma Sigma, Student Alumni Gold Club, and Student Government.

University Recreation (UREC)

- This past academic year, University Recreation has showed great success with an increase in Co-Rec (male and female) teams. Our broomball league doubled the amount of co-rec teams to an outstanding 40 team this year. The other leagues did not have the same increase participation numbers, but still brought in great numbers, with 13 basketball, 20 flag football, 19 softball, 10 dodgeball, 32 volleyball and 8 soccer teams. The increase in co-rec teams have brought more females into the games participating intramural sports.
- Intramural Sports were able show a diverse front on a nightly basis, by the employing of 9 student supervisors (2-female, 7-male; 3-black and 6-white). Before the 2006-2007 academic year there were 2 student supervisors hired (1-white male and 1-black male). During April, 2007 there were 2 student supervisors hired for 2007-2008 (2-black males); for 2007-2008 the Intramural Sports will now have 6 student supervisors (2-female, 4-male; 3-black and 3-white). University Recreation has showed great diversity with about 50% of our sports officials coming from a minority background.
- Club Sports offers a wide variety of sports to reach a diverse cross section of students. University Recreation currently shows 21 different club sports which include Adventure Racing Club, Baseball Club, Bowling Club, FSU Dance Team Hockey Club, IHSA Equestrian Club, Lacrosse Club (Men & Women), Mixed Martial Arts, New Vibe Dance Club, Paintball Club, Rugby Football (Men & Women), Ski Team, Soccer Club, Tennis Club, Ultimate Frisbee Club, Volleyball Club (Men & Women).

Diversity Challenges

Birkam Health Center & Counseling and Psychological Services (CAPS)

- We need to review our already adequate outreach and publication pieces so that students really feel comfortable before arriving on our doorstep. While all of our messages reflect at least some degree of welcome to diverse groups, we can also work to improve our messages. Given available time, we could benefit from some focus groups or assistance from diverse students or staff.
- Our most important concern is that all groups of students feel welcome and comfortable obtaining services at the Health and Counseling Centers.

Dean of Student Life

- The biggest challenge is chairing a committee within the Division of Student Affairs that is attempting to explore spirituality of our students at Ferris. Finding a specific time to meet on a regular basis and staff members committed to participating without job conflicts would be very helpful. However, the group is a working group which will reconnect in the fall of 2007. We were able to assess some of the spiritual development opportunities on and off campus. A list of churches with telephone numbers and web addresses was generated as an orientation resource. The challenge we may have is creating a survey to assess how students are finding meaning in their life, how they are spiritually developing, and how as a public university we can better meet all of our students' spiritual needs.

Enrollment Services

- We have had a variety of part-time job opportunities this year. Unfortunately when we select the individuals to interview we do not know their ethnicity. We have however, tried to interview males as well as females for the various positions.
- An exclusive sampling of scholarships which Ferris State University administers and promotes a diverse student population: such as the S-STEM Scholarship, Military Veteran Scholarship, and the International Transfer Scholarship. The challenge is to be able to offer more scholarships to more students.

Institutional Research and Testing (IR&T)

- The Institutional Research & Testing Office strives to be a workplace representing diverse race/ethnicities as well as other diversity factors such as gender, economic status, and the like. Two of our student employees in 2006-07 were of African descent. However, in our search for a Part-Time Test Scanning Assistant, we received few diverse applicants.

- One of the largest challenges to the office is the new IPEDS reporting requirements with which we must comply by fall 2009. We will have to work with the appropriate groups on campus to ensure compliance with these new regulations. Institutions will be required to collect data using a two-question format and should include instructions that encourage individuals to answer both the ethnicity and the race questions.
- The first question must ask whether or not the individual is **Hispanic/Latino** (a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race). The term, "Spanish origin," can be used in addition to "Hispanic or Latino."
- The second question must ask the respondent to select one or more races from the following five racial groups:
 - **American Indian or Alaska Native:** A person having origins in any of the original peoples of North and South America (including Central America), and who maintains a tribal affiliation or community attachment.
 - **Asian:** A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
 - **Black or African American:** A person having origins in any of the black racial groups of Africa.
 - **Native Hawaiian or Other Pacific Islander:** A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
 - **White:** A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

Office of Multicultural Student Services (OMSS)

- Our department needs to find more creative ways to encourage minority students such as our Hispanic, American Indian, and Asian American students to utilize the department more and for them to understand more that the department is open as a resource to them. The office programs and extends itself as a resource to these ethnic groups but would like to see them utilize the office more.
- Our department, with the implementation of the GEAR UP program is challenged with maintaining the successful level of programming that we're use to, considering the limited amount of resources. GEAR UP can be very time consuming on all levels of our department.

- There is a challenge in our department in funding guest lecturers considering the rising cost of honorariums that they tend to charge and our operating budget not keeping pace with these rising costs.
- A challenge is for our department creating and finding scholarships for minority students especially in the wake of the Michigan Civil Rights Initiative or Proposal 2.

Office of Student Conduct (OSC)

- Student Conduct has been challenged by evaluating our web page in order to determine whether or not we are diverse or meeting the needs of the diverse population of Ferris State University.
- There is not a consistent standard for which all Greek fraternities and sororities (Interfraternity, Panhellenic, Black Greek, and Professional) address and/or process behavioral concerns.

Student Leadership and Activities (SL&A)

- The Student Leadership & Activities Office has been challenged with hiring a diverse student staff. This past year we had over 40 applicants for student staff positions and only three of those students were of an ethnic minority. Some of these students (as well as others) were automatically eliminated from the selection process because they didn't meet the minimum GPA requirement.
- The nominees and winners of the 2006-07 Torchbearer Leadership Awards were not a diversified group because of the lack of diversity amongst the nominations. There are ten Torchbearer and five Rising Star Awards (with scholarships!) given away and none of these awards went to a student of an ethnic minority. We need to get the word out to a wider audience and encourage more people to submit nominations for these awards.

University Recreation (UREC)

- The University Recreation Office has been challenged with hiring a diverse student staff and more work study students. The intramural sports have a challenging time finding qualified work study students that are willing to become an intramural official. The majority of the intramural sports staff (officials and supervisors) are non-work study staff.
- University Recreation has found it challenging to bring the female participants into the intramural sports. They have shown they want to play in Co-Rec leagues, but

have lacked in participating in pure women's leagues. Intramural 5on5 basketball only fielded 4 women's teams and volleyball brought in 8 teams.

Recommendations

- Most departments within the Division of Student Affairs have experienced challenges hiring a truly diverse staff. Our division will continue to seek ways of addressing this challenge. We will continue to advertise extensively for vacant positions. We will continue to examine hiring best practices that have proved fruitful for other universities.
- Ferris State University should consider making learning about diversity-related issues a part of a professional development requirement for all employees.
- Create a 5 Star Diversity Award open to all FSU employees (and groups). This might encourage development in the area of diversity concerns and issues.
- Create a Diversity component to HRD's Leadership Development training workshops.
- Develop a lunch time Diversity Speaker Series.
- Develop a drive-in Diversity Conference for which would focus on Diversity best practices, or other diversity related issues, such as legal matters, GLBT issues, etc.
- Develop a Student Affairs Diversity newsletter which would highlight what our division is doing relative to diversity issues. Include the many activities that the Offices of Multicultural Student Services, Student Leadership & Activities, the Dean of Student Life, and other Student Affairs departments are developing and implementing.

How will these recommendations be implemented?

- The Student Affairs Diversity Committee, and the Director of each department, will continue to serve as the catalysts for strengthening our division's commitment to diversity. We will continue to make progress on meeting the diversity challenges identified by each department, and by the division as a whole.