UNCW Diversity Council Minutes
October 30, 2012
Alderman Hall 215

Attendance

Present: Mr. Max Allen (ex-officio), Dr. John Bennett, Dr. Kathleen Berkeley, Ms. Jenni Harris (guest) Dr. Jose Hernandez (ex-officio), Mr. Rob Hoon, Dr. Michele Parker, Ms. Caro Pelhan, Ms. Daniella Polich, Dr. Ann Potts, Ms. Lori Preiss, Dr. Stephanie Smith, Mr. Isaiah Surles, Ms. Cheryl Sutton, Dr. Margaret Turner and Dr. Brian Victor

Excused: Dr. Denise Battles (ex-officio), Dr. Kathy Browder, Dr. Terry Curran, Ms. Jennifer Fernandez-Villa, Dr. Andy Jackson and Ms. JoAnn McDowell

Call to Order

The meeting was called to order at 2:05 p.m. by Dr. Ann Potts.

Welcome

Dr. Potts welcomed the members and guest to the meeting and asked that everyone introduce themselves.

Charge

Dr. Potts presented the Council’s charge to foster a campus climate of inclusion, support initiatives that will advance university diversity goals, address specific concerns advanced by diversity advocates, and advocate for diversity initiatives and enhance dissemination of diversity-related initiatives. Council members are expected to provide reflection and discussion for diversity goals/objectives at the institutional, college and divisional level, review processes and outcomes related to achieving goals/objectives in all levels, and make appropriate recommendations based on these responsibilities. Members will be asked to serve on at least one of three committees focusing on academics and scholarship, student diversity, and faculty/staff diversity.

Remarks

Mr. Allen brought greetings from Chancellor Miller and Provost Battles. He discussed that the Chancellor expects the Council to set goals with measurable outcomes to be completed by the end of the spring 2013 semester.

Daniels Lecture Feedback

Ms. Harris discussed her role as assistant to the chancellor for community partnership as one that analyzes the university’s engagement, partnerships and business development practices to identify synergies and gaps in order to maximize impact. She discussed the highlights of the Wilma Daniels Distinguished Lecture (Nov. 8) which brought 522 middle grade students to campus for programming, tours, dinner and attend the Magic Johnson lecture which was attended by more than 4200 community members. The goal of the day was to provide a high impact event as a means to introducing middle school students and community members from the region to the UNCW campus.

The students who were selected are participants in the STAE (Striving to Achieve Excellence) program. Students in this program have a 2.0 – 3.5 GPA, demonstrate college potential and are underrepresented (first generation college student and/or socioeconomically disadvantaged). More than 89% of the New Hanover County students in the STAE program attended. And, it was their first visit to UNCW.
Ms. Harris was interested in soliciting ideas from the Council on identifying additional programs/initiatives to continue the engagement of young children, their parents and the community at large. The Council will provide feedback as it develops its goals and objectives for the year.

Discussion

Council members discussed possible goals and objectives that could be addressed this academic year. They included …

- Community outreach
- Pre-college programs
- Retention and matriculation
- General education
- Campus environment
- Financial aid/scholarships
- Marketing and messaging

The Council agreed to call a work session before the close of the fall semester to review ideas and select one or more goals with measurable objectives to address.

Update from Office of Institutional Diversity and Inclusion (OIDI)

Dr. Hernandez presented the following updates …

- Student Diversity: Undergraduate student diversity grew to 16.5% in 2012 from 11.6% in 2008. The Hispanic student population experienced the most significant change growing to 793 students in 2012 from 456 students in 2008.
- Academic Achievement: Minority students’ term and cumulative GPAs have consistently increased over the past three consecutive semesters.
- Office Usage: More than 5,000 students visited the Upperman African American Cultural Center, Centro Hispano, Women’s Studies and Resource Center and LGBTQIA Resource Office during the 2011-12 academic year. The LGBTQIA Resource Office occupied its new space, 1037 Fisher Student Union (Port City Room) in August. This Office increased from 100 sq. feet to 500 sq. feet and is currently averaging more than 400 student visits per month.
- Six Year Graduation Rates: UNCW, listed by the Education Trust, ranked in the top 25 gainers in African American graduation rates from public institutions between 2004-10. UNCW was fifth in graduation rates, increasing from 40% in 2004 to 61.4% in 2010. UNCW was second in graduation rate gap closers among public institutions 2004-10, decreasing the graduation gap from 22.5% to 5.2%.
- Faculty Diversity: UNCW currently has 925 faculty who self-report as 75% white, 13.6% faculty of color and 11.4% unknown. Of the 71 faculty hires in 2012, 12 (17%) were faculty of color.
- Inclusive Excellence Awards: OIDI will present six $1,000 awards in spring 2013.
- Funding:
  - CITI funds were awarded to fund the Upperman African American Cultural Center’s Excellence Project – hire temporary, part-time program advisor and fund operations – and Centro Hispano’s MI CASA program – move temporary part-time program advisory to permanent, full-time program coordinator and fund operations.
  - OIDI received operating funds to continue faculty recruitment advertisements, present the 2013 Diversity Conference and secure computing resources.
  - OIDI hosted two fundraisers to generate operating dollars to support Centro Hispano and the LGBTQIA Resource Office during the month of October.
- Website: OIDI refreshed the website to include more campus initiatives and promote conferences/meetings which focus on diversity and inclusion issues. Google Analytics indicated
76,214 page views during the 2011-12 fiscal year. Of those 48,600 were unique page views averaging more than one minute.

Old Business

There was no old business discussion.

New Business

Council members raised concern regarding the use of the word *tolerance* in a recent university event. The concern was centered on the negative connotation the word holds regarding how individuals/groups in power must tolerate those not in power. Discussion followed on how language is a powerful tool and we must be mindful of how it is used.

Announcements

A list of major diversity and inclusion events was provided.

OIDI discussed the Thanksgiving Celebration of Cultures student luncheon. A formal invitation will be forthcoming.

Adjourn

Dr. Potts adjourned the meeting at 3:45 p.m.