

G. Institutional Response to the Minority Presence Plan Revisions

Diversity is fully integrated into UNCW's strategic planning. Diversity is one of the university's six core values, and Goal III (with its seven objectives) of the UNCW Strategic Plan expresses our institutional commitment to diversity. UNC Wilmington has developed a comprehensive Diversity Initiative Plan that lays out specific implementation steps to achieve our diversity objectives. The full Diversity Initiative Plan was endorsed by the UNCW Board of Trustees in September 2004, and is accessible on the Web at <http://www.uncw.edu/diversity/documents/finaldiversityreport.pdf>. Following is the executive summary from that Plan, now well underway.

Diversity Initiative Plan Executive Summary

The University of North Carolina at Wilmington's (UNCW) Diversity Initiative Plan is a bold attempt to bring about something akin to a culture change. The Plan resulted from a process involving over 200 faculty, staff and community members. It began as one of the initiatives of Chancellor Rosemary DePaolo in October 2003. A Diversity Initiative Planning Committee was charged by Chancellor DePaolo to develop a plan to improve diversity on the campus, taking into consideration the recommendations of the Chancellor's Task Force on Diversity (April 2003), the Chancellor's Blue Ribbon Committee (August 2002) and recent concepts of diversity in higher education.

The hallmark of the plan is its focus on building relationships and inclusion. This is expressed in seven emergent themes, each with its set of priorities and other *action ideas*. These were further distilled to the "Top Ten" priorities that the university will place emphasis on in 2004-2005 while simultaneously pursuing other initiatives expressed in the plan as resources allow.

Diversity Initiative Plan's Priorities 2004-2005

- Priority 1. An **Admissions Diversity Recruitment Plan** will be produced and implemented as an integral part of the Admissions Marketing Plan. A key focus will be on high schools in North Carolina that have high minority populations.
- Priority 2. A **bilingual admissions** position, with fluency in Spanish, will be created as a member of the Admissions Diversity Recruitment team.
- Priority 3. A **Diversity Advisory Council** comprised of select members of the community, students, faculty and staff will be established.
- Priority 4. **Departmental Diversity Plans** will be developed by every administrative unit (or cluster of units) to complement the University's Diversity Initiative Plan and to include specific strategies or programs that address the recruitment and retention of diverse faculty, students and staff with respect to each administrative unit's purpose. Included in this priority will be a study within the Division for Academic Affairs of the potential for further development of the existing African American Studies minor, other cultural studies programs and related research entities.
- Priority 5. **Diversity awareness & sensitivity enhancement activities** (dialogues, lectures, forums, training and workshops) will be held. These will include:

- a “kick-off” lecture in fall 2004 by a nationally recognized speaker on diversity; forums with students, faculty, staff and community to discuss the implementation of the Diversity Initiative Plan; “Undoing Racism Through Education” workshop/forums open to the public and co-sponsored by New Hanover County Schools and the YWCA; MLK, Black History and Women’s History lecture series, Project B-GLAD, and similar events coordinated by Office for Campus Diversity, and involving the Upperman African American Cultural Center, the Learning Community, the Women’s Center, PRIDE, Campus Activities & Involvement Center and others; a “Best Practices in Diversity” event for departments to showcase successes and share learning opportunities in the spring; diversity training for administrative units that have high contact with students such as Admissions, Financial Aid, Registrar’s Office, Student Accounts/Cashier’s Office, General College, Housing & Residence Life, Career Services and University Police.
- Priority 6. A **campus climate survey** will be conducted in 2004-05 and every two years thereafter to benchmark and assist in assessing progress of the campus relative to the diversity initiative. This will be the responsibility of the Office of Institutional Research in collaboration with the Human Relations Advisory Committee.
- Priority 7. The University’s **College Opportunity Program** will be expanded to increase the number of historically underrepresented youth from the region that have a personal live experience of UNCW and are informed of the academic and other preparation that is necessary for college.
- Priority 8. Cultural and other programs, including the Heritage School, will be expanded and enhanced by the **Upperman African American Cultural Center**.
- Priority 9. The University’s **Basic Studies curriculum** will incorporate exposure of students to diversity, including its international aspect, and accordingly the work of the Basic Studies and Internationalization task forces is encouraged in support of this.
- Priority 10. **Diversity scholarship opportunities** will be explored by a specially appointed task force to examine the feasibility of providing 25 scholarships that would be awarded competitively to entering freshmen that exhibit the potential to be honors scholars and to enhance diversity on the campus consistent with the university’s mission. All 25 scholarships would be renewable annually for a maximum of four years. It is planned that this would be repeated for four years, after which a total of 100 scholarships would be in existence. At the discretion of the Provost, a proportion of these scholarships may be made available for new transfer students for an appropriate number of years.

Diversity Initiative Plan’s Key Features

- A. The UNCW Diversity Initiative Plan has several key features that distinguish it from others. It employs an approach or methodology that is different from the usual plan to address diversity in that its processes are:
- (1) relational versus linear;

- (2) “grassroots” versus top-down;
 - (3) integrative of current activities and new initiatives versus an all-new program template.
- B. It focuses on **seven emergent themes** that support the purpose of the plan and the mission of the university:
- (1) Emergent Theme I: Build a Pool of Prospective Students From Underrepresented Populations and Recruit Them to UNCW to Develop a Rich and Vibrant Learning Environment
 - (2) Emergent Theme II: Foster Strong Relationships With and Among All Current Students
 - (3) Emergent Theme III: Enhance Idea Exchange, Engagement and the Range of Learning Experiences Through Outreach Relationships With Other Educational Entities
 - (4) Emergent Theme IV: Access and Utilize the Intellectual, Cultural and Financial Resources of the Region Through Outreach Relationships With Community and Other Entities
 - (5) Emergent Theme V: Recruit and Retain a Critical Mass of Diverse Faculty
 - (6) Emergent Theme VI: Recruit, Develop and Retain a Critical Mass of Diverse Staff and Administrators
 - (7) Emergent Theme VII: Provide a Curriculum That Is Educationally Compelling In Its Use of Diverse Ideas, Beliefs and Backgrounds
- C. It integrates diversity planning with institutional planning and budgeting:
- (1) The implementation and impact is phased over multiple years consistent with university planning and budget cycles.
 - (2) The requirement of administrative departmental diversity plans is integrated in existing departmental planning processes where these currently exist.

Resource Requirements

The resource requirements of the Diversity Initiative Plan range from additional bilingual personnel in Admissions to more effective re-allocation of existing resources to take advantage of synergistic relationships across departmental lines. The total cost of the plan ranges from \$117,100 in year 2004-2005 to approximately \$210,953 by 2008-2009 depending on the feasibility of awarding scholarships.

Expected Impact

The impact of the Diversity Initiative Plan is expected to be felt as quickly as eight weeks after implementation and up to six years to attain full maturity. Certain community programs will immediately impact the campus climate within two months of implementation. Other programs, such as the College Opportunity Program in the middle schools, will take as much as six years to achieve full impact on the enrollment of a more diverse student population at UNCW. The committee expects that the plan will have a broad socio-cultural impact on the climate of the campus, fostering an improved academic atmosphere of learning, inquiry, inclusion and the appreciation of differences.