

Diversity Council Meeting Minutes
October 24, 2013, 9:00-11:00 AM
Newcomb Hall, Kaleidoscope Room

Present: Rebecca Leonard, Ashley Fleming, Adrien Harraway, Michael Blakey, Les Haughton, Tabitha Enoch, Steven Warner, Sheila Crane, Scott Rheinheimer, Axel Starke, Judy Pointer, Rachel Spraker, Margaret Dame, Gary Nimax, Julie Roa, Valerie Gregory, Les Haughton, Cheryl Apprey, Connie Lee, Claire Kaplan, Maria Chee, Vicki Gist, Bob Diamond, Adettra Thomas, Brian Gittens, Rayshon Tibbs, Eric McDaniel

Guest: Martin Davidson, Darden School of Business

ODE Staff: Marcus Martin, Meghan Faulkner, Gail Prince-Davis

1. Introduction and approval of the September 19, Diversity Council minutes.
2. **Claire Kaplan – Women’s Center Announcement.** The University of Virginia’s [Women’s Center](#) has received a \$3 million gift to support its programs from 1951 alumna Maxine Platzer Lynn – the largest donation in the center’s 25-year history.
3. **Valerie Gregory – Undergraduate Admission Report.** The full report including the 2013 Recruitment Plan Goals and Objectives is attached.
 - a. Total number of applications increased this year by 3.34 %.
 - b. Number of applications for African Americans decreased from 1,671 in 2012 to 1,612 in 2013 while the number of applicants received from Native American and Hispanic/Latino (including Multi-racial) increased.
 - i. African American – 3.46% decrease
 - ii. Hispanic/Latino (including Multi-racial) – 9.2% increase
 - iii. Native American – 14.63% increase
 - iv. Not Specified – 9.46% increase
 - c. Applications and offers from those who chose not to disclose their race continued to reflect an increase.
 - i. Not Specified applications from 2,156 in 2012 to 2,360 in 2013 – a 9.46% increase
 - ii. Not Specified offers from 624 in 2012 to 715 in 2013 – a 14.58% increase
 - d. Overall yield on students of color increased this year. Including Asians, yield of students of color was an increase of 3.96%. Excluding Asians, the yield of students of color was an increase of 4.47%. Asians increased by 3.4% - up from 2012.
 - e. Requests were made for additional admission data. Data is attached.
 - f. Other discussion:
 - i. Common app had some technical problems. Currently being updated to become more user friendly and live chat available.
 - ii. Asian Student Union became very involved in admission process and events this year.
 - iii. Marcus Martin announced the new Access Communications Task Force led by Greg Roberts to ensure that a University education is available to all qualified students, regardless of their financial circumstances.
 - iv. Why did the American Indian/native American number increase/what efforts were made by the admissions office? No effort by the admissions office. Do not know why those numbers increased. Students self- identify. Students check Native American but they do not always indicate what tribe they belong to.
 - v. Marcus Martin mentioned that the 2014 Virginia Indian Nations Summit on Higher Education is being planned to be held at UVA.

- vi. Admissions Office actively involved in 11 tribes in Virginia Pow Wows for (recruitment efforts).
- vii. Is there recruitment or outreach for LGBT? If admissions receives an essay, a staff will reach out to the students.
- viii. Is the LGBTQ Center involved in the Days on the Lawn? Scott Rheinheimer will look into further.
- ix. Valerie Gregory invited DC members to attend the November 8 and 9, Fall Bling, Fall Blast. Invitation was sent separate cover to Council members.

4. Julie Roa, Multicultural Student Services

Multicultural Student Services provides support to students once they come to UVA. Works with three identified minority groups Hispanic Latino, American Indian, and the Middle Eastern students. Aims to create an environment for students to have a sense of belonging by providing:

- a. Support to students once they come to UVA
 - i. Connections
 - 1. Faculty and staff - welcoming receptions
 - 2. Mentoring programs - 80 mentors this year.
 - 3. Newsletters
 - ii. Empowerment: interns maintain the website, newsletters, activities
 - 1. Projects
 - 2. Leadership and Organizational Development Conference
 - 3. Native American study program – working on getting the minor approved
 - iii. Listening and guiding
 - 1. One on one meetings
 - 2. Training and workshops
 - 3. Identify their strengths early – become a part of community (university guide, student council, etc)
- b. Support to structures in place
 - i. Prospective students
 - 1. Admission (panels, open houses)
 - 2. Monroe Society
 - 3. U-guides
 - 4. One on one meetings
 - ii. Alumni
 - 1. Tracking data
 - iii. Parents
 - 1. Handbook
 - 2. Parent weekend/graduation receptions
- c. Julie provided the following links about the different services.

Latino, Hispanic and Latin American Student Services

<http://www.virginia.edu/deanofstudents/lhla>

Middle Eastern Student Services

http://www.virginia.edu/deanofstudents/middle_east/

American Indian Student Union

<http://aisuatuva.wordpress.com/current-projects/>

Cultural Program Board

<http://www.virginia.edu/deanofstudents/cpb/>

- d. Announcement from Marcus Martin that during the November 15 BOV meeting diverse student groups will speak about their missions.

5. Martin Davidson, Diversity strategies

- a. Possible reasons why diversity efforts are not sustainable

- i. Key leaders leave, programs dissipate
 - ii. People burn out/become exhausted
- b. Strategies for success
 - i. Provide a road map
 - ii. Connect to the mission of the institution
 - iii. Prioritize
 - iv. Integrate diversity into the whole
- c. Analyze
 - i. What are your resources?
 - ii. How are we trying to accomplish the mission?
 - iii. How does diversity enhance the university
 - iv. Who are your constituents (primary, secondary, tertiary)?
- d. Studies show that sustainable diversity programs have:
 - i. Offices of Diversity
 - ii. Systems of Accountability
 - iii. Employee resource groups
- e. Studies reveals what doesn't work for increasing the headcount:
 - i. Workshops
 - ii. Mentoring
 - iii. Diversity training and education sessions

Meeting adjourned at 11:00.