

MOREHEAD STATE UNIVERSITY
Diversity, Equity, and Inclusion Strategy Revision Request

(Morehead State University) is requesting to move forward with the following proposed strategies:

Current strategies as of the 19-20 reporting year below:

Opportunity:

1. Develop and implement an array of marketing and recruitment actions that will result in an increase in the enrollment of diverse student populations.
2. Implement an international student recruitment plan.

Success:

3. Utilize high impact practices and other evidence-based strategies to support student success and retention for African American, Hispanic, LI and URM students.
4. Utilize the Dedicated to Retention, Education and Academic Success program to support the attainment of educational goals and academic success of participating students through mentorship and encouraging retention efforts through intentional programming and campus involvement.

Impact:

5. Continue the use of strategic recruitment and retention strategies to increase representation of diverse faculty, professional staff and administrators through strategic recruitment and retention efforts.
6. Explore contracting with an agency specializing in multicultural work to conduct a training of trainers which will result in a team of faculty, staff, and students who are prepared to facilitate discussions related to cultural competence and inclusive excellence throughout MSUs campus.
7. Utilize the 2018 National Survey of Student Engagement data related to campus environment as well as the student comments section to establish a baseline of campus perceptions of inclusion, equity, diversity and cultural competence at MSU and use this information to guide the creation of a campus climate survey.

Please list the strategies that you would like to revise and provide a detailed explanation for each proposed strategy revision.

Opportunity		
Current Strategy (old strategy, combined strategies, etc.)	Proposed Strategy #1 (the new proposed strategy will go in this section)	Justification (the reasoning behind changing the strategy)
<ol style="list-style-type: none"> 1. Develop and implement an array of marketing and recruitment actions that will result in an increase in the enrollment of diverse student populations. 2. Implement an international student recruitment plan. 	<p>Expand the involvement of, set accountability standards for, and reward excellence by faculty and staff in the student in the student recruitment process.</p>	<p>The diversity plan, in its current form, was developed under former University administration and former employees. While that plan does include some strategies that relate tangentially to our Strategic Plan, it is our belief that the diversity plan would be more effective if in complete alignment. Additionally, the reporting process for the diversity plan will be incorporated into the reporting process currently used for the Strategic Plan through our Office of Planning, Performance and Effectiveness. We plan to implement quarterly reporting instead of annual reporting, which will give us the ability to quickly identify and address areas of concern/need. Finally, we have created a new position, the Assistant Chief Diversity Officer for Student Activities, who will assist in leading the implementation of these action steps.</p> <p>It is our belief that recruitment is the responsibility of the entire campus community and the new action steps chosen for this strategy reflect that. Our goal for this area is to ‘Support the overall success and retention of a diverse student body.’</p> <ul style="list-style-type: none"> • Expand the number of Eagle Outreach Teams (EOT), currently 28 teams, to increase our reach in the region and beyond. Faculty and staff are teamed up with a recruiter from Enrollment Services and assigned specific schools to target. • Each EOT will conduct a school visit in the fall and the spring. Additionally, the EOT will facilitate a campus/site visit for their assigned schools. These scheduled visits will be documented by the teams. • EOT’s will document student contacts via interest cards which will be tracked by Enrollment Services and the Office of Diversity.

		Criteria for success will include measuring the number of visits and the change from 2019-2020—pre-COVID) measuring application rates, matriculation rates, and enrollment changes by high school disaggregated by gender, race/ethnicity, and low income.
Success		
Current Strategy	Proposed Strategy #3	Justification for Revision
<ol style="list-style-type: none"> 1. Utilize high impact practices and other evidence-based strategies to support student success and retention for African American, Hispanic, LI and URM students. 2. Utilize the Dedicated to Retention, Education and Academic Success program to support the attainment of educational goals and academic success of participating students through mentorship and encouraging retention efforts through intentional programming and campus involvement. 	Provide support structures from recruitment to degree completion focused on URM and LI students.	<p>In addition to the justification detailed above, we are committed to taking an even more targeted approach (less reliant on students to choose self-participation) to student success. The following action steps support our goal of ‘Supporting the overall success and retention of a diverse student body,’ for this priority area:</p> <ul style="list-style-type: none"> • Institutionalize the Eagle Black Male Initiative by making it a program within the Eagle Diversity Center (Student Affairs) and assigning it a programming budget. • Increase participation in high impact learning practices with the goal of URM and LI student participation in at least one HIP within their academic career. • Expand peer mentoring/coaching through the Herron Scholars program and the Office of Retention. • Allocate targeted resources, both financial and personnel, through Student Affairs and the Office of Diversity, to provide co-curricular experiences outside of the classroom, including campus life, the arts, and diversity/multicultural events. <p>Criteria for success will include relocating the Black Male Initiative on the University organizational chart and providing programming funds, measuring participation in HIPS from 2019-2020—pre-COVID, measuring participation in mentoring/coaching, tracking events, participation rates, and expenses related to event implementation, and tracking retention rates of Black males.</p>

Impact		
Current Strategy	Proposed Strategy #4	Justification for Revision
<p>8. Continue the use of strategic recruitment and retention strategies to increase representation of diverse faculty, professional staff and administrators through strategic recruitment and retention efforts.</p> <p>9. Explore contracting with an agency specializing in multicultural work to conduct a training of trainers which will result in a team of faculty, staff, and students who are prepared to facilitate discussions related to cultural competence and inclusive excellence throughout MSUs campus.</p> <p>10. Utilize the 2018 National Survey of Student Engagement data related to campus environment as well as the student comments section to establish a baseline of campus perceptions of inclusion, equity, diversity and cultural competence at MSU and use this information to guide the creation of a campus climate survey.</p>	<p>Place a priority on addressing faculty shortages in academic programs and staff in support programs with an emphasis on the targeted recruitment of URM and women in underutilized categories.</p>	<p>The last two strategies in these two areas have been completed. It is our intent to focus all our resources on increasing our tenured/tenure track faculty and management occupations. Additionally, we intend to work to increase the diversity of professional staff because although there is not a metric associated with this group, we are well aware from anecdotal evidence, that this group of employees also has a strong impact on retention. The goal for this area is to 'Recruit, retain and support an outstanding and diverse faculty and staff.' The following action steps will be pursued:</p> <ul style="list-style-type: none"> • Identify and set aside funds for targeted hires (at least two tenure-track positions). • Increase tenured/tenure track faculty diversity through intentional recruiting approaches and practices. • Review and elevate the onboarding training plan for new employees. • Ensure that faculty are compensated for participation in high impact practices and provide opportunities for peer learning circles and professional development. • Hire an Assistant Chief Diversity Officer to provide ongoing support to faculty and staff who are POC, or faculty and staff in the majority who need assistance with inclusivity in their classrooms. <p>Criteria for success will include tracking the increase in the number of diverse tenured/tenure track faculty and monitor increased employee retention rates by employment status.</p>