

# **Student Affairs**

## **Department Diversity Successes and Challenges**

### **2007 - 2008**

#### **Birkam Health Center & Counseling and Psychological Services (CAPS)**

##### **Diversity Successes**

- 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 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.

##### **Diversity Challenges**

- We will continue to review our 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 always work to improve our messages. We may benefit from some focus groups 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

### Diversity Successes

- During the International Student Orientation program on August 21, 2007, the Dean of Student Life and the Director of Student Conduct spoke about the Office of Student Conduct and the Code of Student Community Standards to new international students. Shared what the Dean of Student Life's role is on campus.
- On August 23, 2007, the Dean of Student Life showed his support for multicultural students by attending the Multicultural Student Orientation in IRC 120.
- During Welcome Week 2007 the Dean of Student Life managed the diversity bingo and diversity bracelet project at Rockin' in the Rankin program. Gave away diversity t-shirts, and created diversity jars with quotes by diverse famous people as prizes.
- The Dean of Student Life showed support of the Chief Diversity Officer during his participation in Bulldog Values Day on August 24, 2007 and during his presentation on Diversity on August 29, 2007 in IRC 120. The Dean of Student Life gave out a gift certificate, diversity t-shirts, and presented a jar of diversity M&M's to David Pilgrim.
- September 6, 2007, the Dean of Student Life participated in the Minority Student Get Acquainted Day.
- September 12 – 14, 2007, traveled to Washington DC with David Pilgrim and Todd Stanislov to receive a diversity award presented to Ferris State University from Minority Access Inc.
- The Dean of Student Life attended the Justice for Jena Community Discussion on September 20, 2007.
- The Dean of Student Life served as a member of the Division of Student Affairs' Diversity Committee.
- The Dean of Student Life met with the Department of Public Safety, Faculty members, Media Relations, Residence Life, Student Conduct, and others regarding, Campus-wide Alerts and suspect descriptions on October 11, 2007.
- Attended "Love of My Life" play put on by Alpha and Omega spiritual RSO on November 9, 2007.
- Students Taking Action and Nurturing Diversity (S.T.A.N.D.) – Assisted with the development of their second annual Diversity Conference Spring 2008 and the Day of Segregation Program.

- Participated as a judge in the D-SAGA's annual fundraiser/Mock Beauty Pageant on February 19, 2008.
- The Dean of Student Life serves as a member of the Diversity Committee for the 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 and the Director of Student Conduct 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.
- During the Orientation Leader training program the Dean of Student Life invited David Pilgrim, the Chief Diversity Officer to explore the topic of diversity and stereotypes with our student leaders. Student Orientation leaders participated in the Jim Crow Museum experience.
- The Dean of Student Life Chaired the Director of Multicultural Student Services search process 2007/2008.
- Facilitated a discussion with Dining Services, Division of Student Affairs, Student Employment, and International Student Advising to address perceptions, concerns, and strategies to resolve international student opportunities to work on campus particularly in Dining Centers.

### **Diversity Challenges**

- International Student support during orientation processes. How can we better support the International Student Office in picking up new students from the Airport or providing additional staff to assist? What are some feasible ways to take international students shopping to purchase personal items for their rooms or just to figure out how to navigate themselves around town?

## Enrollment Services

### Diversity Successes

- 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. In excess to 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.
- Collaboratively authored the Chicago Area Scholarship. A scholarship written to encourage enrollment; thereby, enabling a diverse student population from the out-of-state Illinois counties of Cook, DuPage and Lake Counties.
- Actively recruit nonresident undergraduate students from out-of-state regions via university Admission staff and Alumni volunteer efforts.
- 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.
- e-Diversity Recruitment. Online recruitment during the course of the last seven ~~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. An examples of this accessibility includes:
  - Admissions web page: <http://www.ferris.edu/admissions/>

- 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 Multicultural Student Services
  - International recruitment brochure
  - 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. This event is projected to become an annual awareness offering to secondary counselors.
  
- 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.
  
- University Admission Counselors/Recruiters visited urban high schools in Grand Rapids and Detroit in a specific effort to interact with college bound Latino (Grand Rapids Central H.S.) and African American (Detroit Martian Luther King H.S.) students. The event was coordinated between high school guidance counselors and administration staff of the Office of Admissions. Secondary students were questioned by University staff; and freely answered (focus group like) questions relating to their college selection processes, perceived road blocks to higher education, and enabling events or factors which (they feel) has made possible their prospective college enrollment. Future University recruitment programming efforts will build upon this interaction.
  
- During this past year, a part time staff member position was staffed in support of military veteran benefit certification and NCAA athletic eligibility programming. Current and projected enrollment gains within the military veteran student population groups have enabled the division to augment this position into a full time administrative position.
  
- Enrollment Services continues to support the Military Veteran’s Scholarship Program, enacted by the University’s Board of Trustees, 2005.
  
- In a collaborative with the Office of Multicultural Student Services, Enrollment Services staffs an Admissions Counselor with the “Imagine More” Student Life Bus Tour; thereby, visiting and interacting with high school students at each ‘Tour’ location.

## **Diversity Challenges**

- 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.

## **International Recruitment and Admissions**

### **Diversity Successes**

- Luzia Tartari coordinated The ALSAME (Advocates for Latino Student Advancement in Michigan Education) Conference, held at the Rankin Center on March 28, 2008, with the participation of around 90 Hispanic high school students, counselors and other universities that are ALSAME members and the support of the Diversity Office and OMSS. Presentations were given on topics related to preparedness to college, college life and financial aid.
- The International Festival, on April 13, provided the campus and the community in general with opportunity to meet international students and staff, learn about their traditions and culture. This year there were about 2000 people present and the Festival had the support of the Coordinator of International Recruitment, Office of the International Advisor as well as of the OMSS, Student Leadership and Activities and other areas from Student Affairs and Academic Affairs.
- The International Center was created in a joint effort from Academic and Student Affairs, bringing together International Recruitment and Admissions, International Advising and Study Away. The center, located on FLITE suite 408, has the goal of better serving international students on campus, providing them with a lounge area and the combined services they need. Students interested in Study Away and all interested students have an opportunity to meet with international students, staff and faculty for a multicultural experience.
- Our international recruitment efforts were increased this past year, with trips to recruitment fairs and high school visits in the following countries: Colombia, Ecuador, Costa Rica, UAE, Bahrain, Kuwait, Japan, China and South Korea.
- Luzia and Janel, the International Advisor met with the Dean of Student Life and Sherry Hayes regarding needs for the international student orientation. The process was changed with the creation of the International Center and follow up meetings will be held to check on any improvements necessary.
- New international recruitment materials were created and are being used this year in conjunction with the materials for domestic students.
- Student Affairs hired Sally Nicolai as a consultant for international recruitment. Through her work, former and new recruiting agents were contacted and we established

- Luzia had meetings in 6 foreign embassies in Washington DC to discuss how to best meet the needs of the students sponsored by these governments.
- Luzia is working with HSO and OMSS in preparation for HHM events

### **Diversity Challenges**

- Recruit international students from a more diverse background – from more countries. We are hoping to change this for next year through the recruitment agreements with agents.
- Lack of scholarships to attract more international/diverse students. Creation of a new scholarship or a WNF program for international students is being studied by VPAA's and the scholarship office. WNF requirements are not appropriate for international students.

## Institutional Research and Testing (IR&T)

### Diversity Successes

- We have expanded our reporting to the State of Michigan with regard to success rates for minority students in vocational programs. Our reporting for the Perkins Vocational Act includes a comprehensive set of data including student enrollment by race/ethnicity, retention, graduation, and employment information.
- 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. In our search for an Enrollment Research Specialist, our pool included two Foreign-Born applicants, an Arab-American applicant, as well as a more representative gender pool with a number of male applicants.
- We have begun to transition to the new IPEDS reporting requirements with which we must comply by fall 2009. We have established a work group comprised of representatives from across campus to ensure compliance with these new regulations. We have developed procedures to survey both the current student and faculty/staff populations. In addition, we modified our applications for both students and employees to reflect the new categories. We based the questions 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*. The second question must ask the respondent to select one or more races from the following five racial groups: *American Indian or Alaska Native, Asian, Black or African American, Native Hawaiian or Other Pacific Islander, and White*.

### Diversity Challenges

- Related to the new IPEDS race/ethnicity reporting requirements, in the next year we will have to work with our programmer staff and IRT research staff to modify existing reports which contain information about student and faculty/staff race to ensure the correct data is present. There are several modifications to the Banner forms which hold the data that need to be tested.

## **Office of Multicultural Student Services (OMSS)**

### **Diversity Successes**

- Organized the second annual “Imagine More” Student Life Bus Tour. This year we canvassed the lower western portion of the state visiting, Muskegon Schools, Grand Rapids Schools, Kalamazoo Schools and Benton Harbor Schools. Please refer to the first bullet which describes the tour in detail, keeping in mind that this is a minority student recruitment initiative.
- OMSS will be planning for the first time as part of its cultural event programming series, activities or programs to address GLBT issues and/or concerns on the main campus here at FSU. We are currently exploring program possibilities for this endeavor.

### **Diversity Challenges**

- 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)**

### **Diversity Successes**

- 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.
- 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.

### **Diversity Challenges**

- 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.
- This year, the office has employed a smaller number of student workers in the past. There is little diversity in the representation of these workers.

## Student Leadership and Activities (SL&A)

### Diversity Successes

- The Office of Student Leadership & Activities was influential in planning and coordinating two campus-wide diversity “Hot Topic” sessions. Both were well attended and engaged students in discussions involving diversity related topics. Students and staff members served on panels and members of the audience were invited to participate in question/answer format.
  - The first session was titled “Why Is Your RSO Black?” and came as a result of a letter from a student published in The Torch questioning the naming and exclusivity of certain Registered Student Organizations. This event more than filled the IRC 120 auditorium. The survey results indicated that 94% of attendees would attend an event like this again.
  - The second session was titled “Must You Say Vagina?” and came as a result of letters from students published in The Torch questioning the mission and advertising of the annual benefit production of the controversial stage show The Vagina Monologues. This event was also well attended and survey results showed that 90% of students said they learned something new by attending this event.
- The Welcome Week Planning Committee made it a top priority to infuse diversity into the programming for Welcome Week 2007, themed “Putting the Pieces Together.” Added to the schedule of events was a lecture featuring FSU’s Chief Diversity Officer Dr. David Pilgrim. His presentation “Images of Separation” was well received by students. Additionally, at the annual Rockin’ in the Rankin event, members of the Student Affairs Diversity Committee volunteered to lead events including Diversity Bingo, bracelet making, and a map project where students could signify their hometown on maps of the state, country and world.
- 2007 featured the first ever Interfraternity Council (IFC) and Black Greek Council (BGC) Charity Basketball Game. The game helped to fundraise for the United Way and specifically W.I.S.E. Inc. This was a very symbolic event bringing these two Greek councils together because historically there has been segregation between the different Greek councils. The event was well attended and raised over \$600.00 for charity.
- In September, Entertainment Unlimited (EU) presented an event called “SecretShare” for the first time. Students were invited to share secrets from their personal life, whether they be serious or funny, by writing them down on postcards and mailing them in to EU. EU then held a reception in the Rankin Art Gallery featuring live music where all of the postcards were displayed. This event was a great showcase of the diversity of the FSU campus because you could see the many different problems and issues that students are dealing with. The event was so successful that the postcards were displayed in a showcase in the Rankin Center for the remainder of the academic year and many passersby were able to enjoy this moving display.

- Entertainment Unlimited showed the somewhat controversial film “I Now Pronounce You Chuck and Larry” as an outdoor big screen movie in September. This comedy features topics involving the GLBT community including marriage equality. The Campus Quad was packed with students, employees and community members for this event.
- As part of the fall Speaker Series, Entertainment Unlimited brought Nick Verreos and Andrae Gonzalo from the hit Bravo TV show “Project Runway.” These two openly gay fashion designers discussed fashion tips for dressing professionally, but also covered many other GLBT topics like coming out.
- As part of the spring semester Speaker Series, Entertainment Unlimited had a film viewing and question & answer session showcasing the documentary “Darius Goes West.” This film showcases a young man with Duchene Muscular Dystrophy and his friends who raise money for him to take a cross-country trip and test out landmarks and facilities to test if they are handicap accessible. Attendance for this event was a bit overwhelming as students were overflowing out of the IRC Auditorium. The film brought forth much discussion about disability related topics and the students rated this event highest of all Speaker Series events in the 08-09 school year.
- Entertainment Unlimited brought a very diverse lineup of musical artists again this year for Ferris Fest. The featured artist was pop/hip-hop performer Baby Bash who is the first Hispanic mainstream artist to headline a major show at Ferris State University. Other artists throughout the day included nationally-recognized country artist Danielle Peck, Chicago-based rock band The Frantic, and local jam band Ultraviolet Hippopotamus. Despite cold temperatures, the event was well attended by a diverse audience.
- Student Leadership & Activities was able to overcome one of last year’s challenges this year by hiring a very diverse student workforce. During our employee selection process, our professional staff was intentional with our hiring, not only ensuring that we were hiring the best students possible, but that we were also hiring a diverse group of students to represent out office. We did more this year to publicize our hiring process and I believe that helped us to attract students from all backgrounds and areas of campus.

## **Diversity Challenges**

- Once again, our office had difficulty obtaining a diverse cross section of nominees for our annual Torchbearer and Rising Star awards. Despite efforts to publicize the nomination process more (even targeting certain individuals to help with the nomination process) our pool of nominees lacked diversity. Unfortunately, we had to eliminate several students from ethnically-diverse backgrounds due to the GPA requirement of 2.75 for eligibility.
- This past year we did not have a very diverse group of candidates for Homecoming King & Queen. This topic was addressed in the Homecoming wrap-up meeting and the new King & Queen selection chair will be working on this for Homecoming 2008.

- Despite the success of the IFC & BGC Charity Basketball Game there is still much segregation in the Greek community. There have been many efforts to be inclusive of all councils and fraternities & sororities in Greek events such as the annual Greek Week, but not all organizations are buying into the thought of collaborating and working together as one cohesive Greek community.
- The Ferris Fest survey was held for the second year in 2008, asking students to select artists that they would like to see on campus for this annual outdoor concert. The results from this survey are very similar to results from last year's survey and others like it in the past with Ferris students always ranking rock and country music as the most well-liked genres of music. Entertainment Unlimited has struggled with these results because they want to be mindful of the students wants and needs (especially after giving them buy-in with a survey) but at the same time they want to be intentional of bringing different genres of music to campus.

## University Recreation (UREC)

### Diversity Successes

- For staff development we introduced the Core Values of the University and then used a game called Diversity Card Sharks to have a deeper discussion about what diversity means to the FSU community. The discussion revolved around areas such as how many ethnic/gender minority faculty/staff are employed at FSU, the graduation rates of minority students, and what challenges the institution faces on recruiting and retaining a diverse student and professional population.
- We continue to recruit and hire females to serve as sports officials and intramural supervisors. Out of 8 intramural supervisors 3 are female (1 is a grad student, 1 is a senior, and one is a sophomore).
- Co-Rec team numbers highlights for Intramurals during the 2007-08 year are: 19 Flag Football teams, 10 soccer teams, and 22 softball teams. This shows that we are maintaining if not improving on female involvement with Intramural sports.
- By utilizing a new hiring process (more professional involvement in the process, more structure, and interviewing at the Orientation Job Fair) and cross training our staff has allowed us to recruit, hire, and train more Work Study students and more Freshmen than we have in the past. Currently, about 40% of our student staff members have work study and we are continually cross training our staff so that they can serve at Intramural officials and facility workers. This is helping in bringing the two sides of the house (intramurals and facility) together and decreasing tension that has been felt between these two groups in the past.

### Diversity Challenges

- UREC continues to struggle with female only participation in all sports (participating and officiating). While we do well with co-rec participation, we would like to see higher numbers of female only teams and more female officials.