Florida State University
Diversity and Inclusion Initiative
2012-2013 Operating Plan

December 3, 2012
Welcome and Introductions

Assistant Vice President, Chief Human Resources & Diversity Officer

Joyce A. Ingram
Dr. Eric J. Barron
President
Equal Opportunity Compliance, Affirmative Action, Diversity & Inclusion: What’s the difference?

Renisha Gibbs
Director,
Human Resources
Equal Employment Opportunity - Compliance

- Legally mandated
- Eliminates discrimination in employment policies and practices
- Provides equal access and opportunity – no one excluded from participation
- Maintain EEO compliant policies, procedures, and practices

Equal Employment Opportunity (EEO) means freedom from discrimination on the basis of sex, color, religion, national origin, disability and age. EEO rights are guaranteed by federal and state fair employment laws and are enforced by the Equal Employment Opportunity Commission (EEOC) and its state counterparts.
Affirmative Action

- Legally mandated
- Targets outreach to underutilized groups
- Helps prevent discrimination
- Measures good faith efforts in making affirmative action progress for minorities, women, protected veterans, and individuals with disabilities

Affirmative action plans (AAPs) define an employer’s standard for proactively recruiting, hiring and promoting women, minorities, disabled individuals and veterans. Affirmative action is deemed a moral and social obligation to amend historical wrongs and eliminate the present effects of past discrimination.
Diversity initiatives are goals devised to measure acceptance of minorities by embracing cultural differences within the workplace. Diversity initiatives are twofold: valuing diversity and managing diversity. The value of diversity is achieved through awareness, education and positive recognition of cultural differences within the workplace. The management of diversity expounds upon the experience and establishes the business case for diversity that is closely aligned with an employer’s organizational goals.
EEO/Compliance, AA, Diversity & Inclusion

→ What we are:
   An Engaged Organization.

→ What we will do:
   Our Strategic Plan.

→ What we must do.
   It’s the law.

The combination of EEO compliance, AAPs, and diversity initiatives create opportunities for cultural inclusion, respect for differences, acceptance and respect for all workers.
Vice President Mary Coburn

Champion for Leadership, Faculty, Staff and Student Involvement
Champion for Leadership, Faculty, Staff and Student Involvement

- Mary Coburn, Vice President for Student Affairs

Subcommittee Members

- Seth Beckman
- **Janeia Daniels Ingram**
- Joyce Ingram
- Jhadrian Lawrence
- Nancy Marcus
- Susannah Miller
- Larry Scharmann
- Tom Shewan
- Eric Stewart
- Bill Strickland
- Sandi Smith Anderson
Objective

• To expand the pipeline of diverse and talented leaders by identifying and inviting potential faculty, staff, and students to participate in activities that will increase their cultural competence and leadership skills, resulting in increased diversity of University leadership.
Expected Outcome

• Improved succession planning and expanded pipeline of diverse and talented leaders who will continue to move the University toward its vision of achieving a University climate of inquiry, engagement, collegiality, diversity, and achievement.
Support Needed from Other Subcommittees

• Participate in program development and implementation
• Influence culture at FSU regarding Diversity & Inclusion
  – Positives
  – Opportunities for Improvement

Support Provided to Other Subcommittees

• Feedback
Next Steps

• Ongoing development and implementation of the Diversity and Inclusion Operating Plan through the Seven Key Focus Areas and Subcommittees.
Vice President Gary Ostrander
Champion for Education, Training and Development
Champion/Co-Champion for Education, Training and Development

- Gary Ostrander, Vice President for Research
- Carolyn Egan, General Counsel

Subcommittee Members

- Demetra Andrews
- Melissa Conner
- Alice-Ann Darrow
- Joyce Ingram
- Helen Livingston
- Susannah Miller
- Laura Osteen
- Sandi Smith Anderson
Objective

• To develop a comprehensive diversity and inclusion education, training and development process for faculty, staff, and students.
Expected Outcome

- Strategic alignment to Diversity and Inclusion Initiative. Increased knowledge, skills, abilities and development in the areas of diversity and inclusion.
Support Needed from Other Subcommittees

- Participate in program development and implementation
- Influence culture at FSU regarding Diversity & Inclusion
  - Positives
  - Opportunities for Improvement

Support Provided to Other Subcommittees

- Feedback
Next Steps

• Ongoing development and implementation of the Diversity and Inclusion Operating Plan through the Seven Key Focus Areas and Subcommittees.
Provost Garnett S. Stokes
Champion of Recruitment and Retention
Champion of Recruitment and Retention

- Garnett S. Stokes, Provost and Executive Vice President for Academic Affairs

Subcommittee Members

- Frank Fincham
- Renisha Gibbs
- Lois Hawkes
- RaMonda Horton-Ikard
- Joyce Ingram
- Bruce Lamont
- Sally McRorie
- Susannah Miller
- Maxine Montgomery
- Dragana Popovic
- Winston Roberts
- Jose Rodriguez
- Sandi Smith Anderson
Objective

• By the end of Spring Semester 2013, produce a report of recommended strategies on recruitment and retention based upon a literature survey on best practices, a review of successful programs, and examination of data on current faculty, staff, and student demographics and retention rates.
Expected Outcome

• The University will implement best practices in the area of Recruitment and Retention.
Support Needed from Other Subcommittees

- Participate in program development and implementation
- Influence culture at FSU regarding Diversity & Inclusion
  - Positives
  - Opportunities for Improvement

Support Provided to Other Subcommittees

- Feedback
Next Steps

• Benchmarking – searching for best practices
• Data in early spring March 2013
Vice President Tom Jennings
Champion of Community Relations
Champion/Co-Champion of Community Relations

- Tom Jennings, Vice President for University Advancement, Champion
- Randy Spetman, Athletics Director, Co-Champion

Subcommittee Members

- Edward Acoff
- **Dominick Ard’is**
- Maria Cicciarelli
- Cindy Vickers Clenney
- Robinson Herrera

- Beth Hodges
- Joyce Ingram
- Susannah Miller
- Sandi Smith Anderson
Objective(s)

I. To survey current community relations activities around campus that emphasize the University’s commitment to Diversity and Inclusion, and to work with the Communications subcommittee to highlight this information for both internal and external stakeholders.

II. Identify areas within the University with potential to initiate community relations activities related to Diversity and Inclusion, and to work with other subcommittees to effect a change so that these areas of potential can be realized.
Expected Outcome

• Increased quality and quantity of programming for diversity and inclusion.
Support Needed from Other Subcommittees

• Participate in program development and implementation
• Influence culture at FSU regarding Diversity & Inclusion
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Support Provided to Other Subcommittees

• Feedback
Next Steps

• Ongoing development and implementation of the Diversity and Inclusion Operating Plan through the Seven Key Focus Areas and Subcommittees.
BREAK
Diversity and Inclusion Cameos

Terry Coonan
Genene Leslie
Bill Strickland
Vice President Liz Maryanski
Champion for Communication
Champion for Communication

• Liz Maryanski, Vice President for University Relations

Subcommittee Members

• Browning Brooks
• Cassandra Brown
• Jimmy Canteenwalla
• Vanessa Fuchs
• Phaedra Harris
• Joyce Ingram

• Susannah Miller
• Irene Padavic
• Jose Rodriguez
• Valerie Scoon
• Sandi Smith Anderson
Objective

• To develop a comprehensive communication plan for Diversity and Inclusion to ensure consistency and effectiveness in communicating our mission and vision of a diverse and inclusive University.
Goal

• To communicate to all constituents FSU’s commitment to create and maintain an environment in which we all can aspire to our fullest potential as individuals and as a team.
Expected Outcome

• Alignment and common understanding of the University’s philosophy on Diversity and Inclusion.
Audiences

- Students
- Alumni
- Academia
- Media

- Faculty
- Board of Trustees
- Policymakers
- Diversity media

- Staff
- Board of Governors
- Donors
- Parents
Key Messages Will Include

- Why FSU is launching this initiative.
- Who is involved (the entire campus).
- Steps the university wants to take.
- What you can do.
- How you should do it (training).
- Timeline (major launch in January but a permanent part of our culture).
Internal Strategies

- Global email to campus from President Barron announcing initiative — January.
- STATE employee newsletter article in January issue.
- Presentation to BOT at a public meeting — Done by Joyce Ingram, Oct. 30.
- Provide boilerplate language explaining initiative to campus departments.
- Presentation to Communicators Network, communicators campus wide.
- Button on fsu.edu directly linking to Diversity website.
Internal Strategies (continued)

• Diversity message reflected in president’s, provost’s, others’ public remarks.

• SGA president will inform student leaders through Student Senate, organizations.

• Ensure student stories on the FSU website reflect diversity and inclusion.

• Diversity language in Preview, Orientation, Visitor Center programs reviewed.

• Develop video promoting key messages to be used for training events, new hires.
External Strategies

• News release sent and pitched to media.
• News release posted on “24/7” news site and fsu.edu.
• FSU Headlines radio piece interviewing students, as well as administrators.
• B-roll footage with key interviews to provide to TV newsrooms, websites.
• Targeted national pitch to African-American, Hispanic media; Washington media; diversity trade journals; higher Ed websites, publications, TV and radio.
External Strategies (continued)

- VIRES article aimed at informing alumni in Spring 2013 issue.
- Social media to create buzz and better understanding of FSU’s goal.
- Film School video promoting key messages about diversity & inclusion.
- “Business Case” for Diversity made to Seminole Caucus, chambers of commerce, Florida Trend, other business media and organizations.
- Create quarterly Diversity e-newsletter with updates and news.
Toolbox at Diversity Website

• Factsheet/News release, kept updated on diversity developments and achievements.
• Boilerplate for anyone on campus to retrieve and use in their publications.
• Talking points for use by anyone making a speech or responding to questions.
• Training information, when, where training is available on campus.
• An email address to send questions/comments on issues related to diversity.
• A compilation of links to available Diversity & Inclusion resources for reference.
Support Needed from Other Subcommittees

• Participate in program development and implementation
• Influence culture at FSU regarding Diversity & Inclusion
  – Positives
  – Opportunities for Improvement

Support Provided to Other Subcommittees

• Feedback
Next Steps

• Ongoing development and implementation of the Diversity and Inclusion Operating Plan through the Seven Key Focus Areas and Subcommittees.
Senior Vice President John Carnaghi
Champion of Policy and Program Development
Champion of Policy and Program Development
• John Carnaghi, Senior Vice President, Finance and Administration

Subcommittee Members
• Alex Aviña
• Pam Coats
• Eileen Cormier
• Terry Coonan
• Renisha Gibbs
• Joyce Ingram
• Susannah Miller
• Donna Trumbower
• Lauren Williams
• Sandi Smith Anderson
• Bill Strickland
Objective

- To establish Guiding Principles that set expectations for current policies and programs and future policy and program development for adherence to the University’s philosophy on Diversity and Inclusion.
Expected Outcome

• University policies and programs that are in alignment with the University’s mission, vision, and Diversity and Inclusion philosophy.
Support Needed from Other Subcommittees

- Participate in program development and implementation
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Support Provided to Other Subcommittees

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Next Steps

• Ongoing development and implementation of the Diversity and Inclusion Operating Plan through the Seven Key Focus Areas and Subcommittees.
Vice President Robert B. Bradley
Champion of Measurement and Reporting
Champion of Measurement and Reporting

- Robert B. Bradley, Ph.D., Vice President for Planning and Programs

Subcommittee Members

- Bahram Arjmandi
- Arnel Bacani
- Joling Emerick
- Joyce Ingram
- Susannah Miller
- Mark Palazesi
- Juliann Woods
- Sandi Smith Anderson
Objective(s)

I. To conduct a comprehensive, university-wide Diversity and Inclusion survey to establish baseline data on current conditions, upon which future data may be compared, to assess progress.

II. To incorporate the measurement of objectives for each of the seven (7) key focus areas into the institutional effectiveness portal so that progress for each KFA is measured in relation to the SACS accreditation process.
Expected Outcome

I. Establishment of current state and baseline data for use by subcommittees in evaluation of objectives and assessment of progress.

II. Alignment of the D&I operating plan and objectives with the University’s SACS process.
Support Needed from Other Subcommittees

- Participate in program development and implementation
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- Feedback
Next Steps

- Ongoing development and implementation of the Diversity and Inclusion Operating Plan through the Seven Key Focus Areas and Subcommittees.
Next Steps/Closing Remarks

Joyce A. Ingram

Diversity Article – NACUBO’s Business Officer Magazine
October 2012 Issue
Title: “Branch Out”

http://www.nacubo.org/Business_Officer_Magazine/Magazine_Archives/October_2012/Branch_Out.html