

# University Advancement Diversity Plan

## Mission

The University of Louisville's Office of University Advancement plays a critical role in developing and administering institutional advancement programs involving constituencies important to the university, both within the university community and off-campus. The Advancement Services, Alumni Relations, Communications and Marketing, Development and Governmental Relations offices work to advance the mission and priorities of U of L and are influential in advancing the work of diversity. These units:

- Foster relationships for U of L with key constituent groups;
- Communicate information in many forms about the university's people, programs, and values to a wide array of audiences;
- Raise private funds to advance the university's priorities.

The University Advancement offices have already made important contributions to diversity efforts, when you consider:

- The increase in scholarship for students of all groups
- The "alumni alliances" that bring alumni from all groups in closer contact with U of L
- Ethnically diverse programming efforts by both the Development and Alumni offices, and
- Extensive coverage of alumni who are women and minorities in *UofL Magazine*

## Goal I. Administrative Structure

The Office of University Advancement provides an administrative structure that assumes a leadership role in promoting, coordinating, and monitoring diversity efforts in all of our units.

**Initiative A:** The Office of University Advancement will:

- Promote diversity education opportunities and encourage staff to participate in diversity training offered by the institution.
- Mandate that staff actively participate in planned diversity-training workshops.

**Initiative B:** The Vice President for University Advancement will incorporate diversity training into quarterly staff meetings with at least one annual training session.

## Implementation:

- Work with the Office of the Vice Provost for Diversity to identify appropriate trainers to conduct unit-based training sessions
- Address equity and multicultural issues
- Allocate funds and encourage activities to improve unit's responses to diversity issues

**Initiative C:** The Alumni Association, through its diverse membership, will continue to work toward meeting program needs of its constituent base.

**Objective:** Through recruitment efforts, target new membership for the Alumni Association in areas otherwise unexplored that will help us toward our goal of representation of all cultures, religions and lifestyles.

## Assessment:

Increased amount of Woodford R. Porter Scholarships awarded:

- FY01-02: \$2,461,607
- FY02-03: \$3,001,941      22% increase
- FY03-04: \$3,259,791      32% increase
- FY04-05: \$3,548,912      44% increase
- FY05-06: \$3,895,462      58% increase
- FY06-07: \$4,074,989      65% increase
- FY07-08: \$4,308,541      72% increase
- FY08-09: \$4,462,623      81% increase
- FY09-10: \$4,323,381\*      75% increase

\*YTD includes pending Spring 2010 awards, but not Summer 2010 figures

**2008-2009 academic year**

- Porter Scholarship Program: \$4,462,623.15
  - 496:
    - 496 African-American
    - 362 female
- Hallmark Scholarship Program: \$3,776,563.00
  - 355 students:
    - 2 American Indian
    - 10 Asian
    - 1 Hawaiian/Pacific Islander
    - 3 Hispanic students
    - 168 female.

**2009-2010 academic year\***

- Porter Scholarship Program: \$4,323,381\*
  - 477 students:
    - 477 African-American
    - 343 female
- Hallmark Scholarship Program: \$3,362,980.60
  - 315 students:
    - 2 American Indian
    - 8 Asian
    - 1 Hawaiian/Pacific Islander
    - 3 Hispanic students
    - 150 female.

\*YTD data. Doesn't included pending disbursements for the Spring 2010 and Summer 2010 semesters

Increased number of scholarships for students of all groups:

- Awarded 59 scholarships totaling almost \$102,000
- Beth Fields Scholarships
- Rodney Williams Legacy Scholarships
- Regional Alumni Clubs Scholarships
- Robert Greenwell Diversity Scholarships for minority law students

Coverage of minority and/or female alumni in the *UofL Magazine*

## Continuing Initiatives:

*Sankofa*, our award-winning four-page four-color glossy newsletter with a target audience of African American alumni. Approximately 5,500 of each issue are mailed annually with overwhelmingly positive feedback from both internal and external constituencies. **Won the 2009 Printing Industry Association of the South's (PIAS) "Best of Category" Award for graphics and design.** :

The African American Alumni Council conducts fundraisers throughout the year that raise funds to award minority scholarship of \$500. In fall '09, four awards were made: 2 to undergraduate students, and 2 to graduate students. Selection committee determines the recipients, based on financial need. Award recipients are announced at the annual AAAC May meeting and awards are made at the AAAC Homecoming Social each year.

Welcome Weekend for new freshman and parents at start of fall semester.

Presidential Outreach efforts with target audience of alumni, future students, parents, high school principals, high school guidance counselors, legislators and friends of the university:

- 8 events in Kentucky in FY0809
- 10 events planned in Kentucky in FY0910
- Two national Weekend College events:
  - January 2009 Naples, Florida
  - July 2009 Dallas, TX
- One national Weekend College planned:
  - January 2010 Naples, Florida

## Goal II. Staff Recruitment, Employment and Retention

It is a priority of the Office of University Advancement to recruit, employ and retain a diverse workforce that includes all underrepresented groups but is not limited to those classes protected by federal and state law.

**Initiative A:** University Advancement's workforce will equitably represent persons of color, persons with disabilities and women in administrative and staff positions.

## Objective:

- Work with affirmative action to ensure fair and equitable employment opportunities.
- Employ highly qualified and motivated staff that reflects gender and ethnic diversity.
- Given the availability of funds, explore the possibility of instituting a student internship program to increase diversity in the development profession.
- Seek out non-traditional methods of identifying and recruiting diverse candidate pools for professional position vacancies.
- Create a friendly work environment that embraces cultural differences.
- Ensure that search committees are knowledgeable of the university's affirmative action policies.

## Assessment:

University Advancement staff: 131 members  
Minorities: 14 females; 7 males  
Caucasian: 75 females; 35 males

## Continuing Initiatives:

- Ongoing recruitment of minorities through ad placements in *Journal of Blacks in Higher Education*, as well as *CASE*, *Chronicle of Philanthropy*, and *CASE-KY*
- [Recruitment of minority intern](#)
- Identified and continued philanthropic effort for ongoing campus-wide diversity initiatives, programs and plans. Developing integrated plan focused on diversity issues:
  - Our Highest Potential Campaign
  - Louisville Urban Community Trust
  - Arts and Sciences: African American Experience
  - College of Education: Minority Teacher Recruitment Program
  - Chair in Urban Education