Special Committee on Diversity
Goals for 2005-2006

Goals and Work Plan

The mission of the Special Committee on Diversity of the Board of Visitors is the encouragement and support of an atmosphere at the University that ensures that diverse members of the University of Virginia and Charlottesville community are treated equally and fairly. The accomplishment of this mission is essential to creating an educational experience for our students to prepare them for productive and responsible citizenship in the world beyond this community.

The Special Committee defines diversity to include race and ethnicity, age, gender, disability status, sexual orientation, religious and national origin, socio-economic status, and other aspects of individual experience and identity. (adopted, October 2, 2003).

The strategic goals for the Special Committee on Diversity for fiscal year 2005-2006 are intended to support the mission statement of the Committee. The Committee will focus on monitoring four areas next year.

1. **Support the Chief Officer for Diversity and Equity’s approach and plan for implementing the recommendations of the President's Commission on Diversity and Equity.**

Continue to support the search for a top candidate for the position of Chief Officer for Diversity. Until the Chief Officer for Diversity is in place, the Committee will receive progress reports on implementation of the diversity initiatives identified in the President’s Commission for Diversity. Upon hiring, provide the Chief Officer for Diversity a mechanism to report through the Special Committee on Diversity, identifying specific initiatives to highlight in the quarterly meetings. Review the resources, funding and support to allow the Chief Officer for Diversity to be successful.

2. **Continue to diversify faculty through recruitment and retention efforts.**

The Educational Policy Committee has established this effort in its strategic plans for 2005-2006. Along with the Educational Policy Committee, the Special Committee will support their efforts through specific discussion of the strategies that are being employed to recruit, retain and promote faculty and staff. Review reports of the current profile of existing faculty and staff. Discuss areas for improvement in coordination with the Educational Policy Committee, the Provost and the Vice President for Finance.

3. **Expand business opportunities with SWAM firms to target 30% of discretionary spending with small businesses, 4% with women-owned businesses, and 2% with minority-owned businesses.**

A retooling of the SWAM business development process has been underway for the last five months, during which time the University has made significant strides in understanding what will be required to improve its SWAM spending. While the University’s overall goal is to create a world-class supplier development initiative, and its targets for next year are realistic given current levels it would be difficult to project out three years at this point in our process
development. Our efforts to date resulted in fourth quarter performance that reflects 1.2 percent of spend with minority firms, 4.6 percent with women-owned firms, and 19.7 percent with small firms.

Based on current activity, the University has identified the following three key areas on which to focus this year that will improve its probability for success:

- Construction firms
- MBE firms with capacity and the infrastructure to bid or propose in the $50,000 and up segment; and
- The minority business community in the Charlottesville-Albemarle Region that would offer goods and services in our less than $5,000 segment.

In addition, in an effort to improve the pool of vendors from which to choose and in order to benefit from the best practices of the most celebrated supplier diversity programs in the nation, the University has become a national member of the National Minority Supplier Development Council (NMSDC). The membership gives the institution access to over 15,000 certified MBE firms. It should be noted that the University of Virginia is only the third institution of higher education to join the Council.

**July – December 2005**

- Form a supplier diversity committee
- Implement new outreach program to minority business enterprise (MBE) community in Charlottesville and Albemarle County
- Achieve significant progress in identifying minority construction firms to participate in the University’s capital program
- Begin a benchmarking process based on the NMSDC methodology
- Research and identify the technology necessary to track SWAM activity
- Significantly increase the pool of potential SWAM vendors

**January – June 2006**

- Realize a positive impact on the local MBE community through more regular interactions as a result of the outreach program
- Complete the benchmarking process so that appropriate measures are in place going forward
- Implement the technology needed to track SWAM activity
- Develop a process for incorporating the identification of SWAM vendors by forecasting future purchases through the budget development process
- Improve overall spending with SWAM firms
4. Promote the University’s commitment to diversity through internal and external publications and media and through outreach to the local community.

With the goal of making the University known as one of the most welcoming and diverse institutions of higher education in the country, the University will implement some of the same methods used to shift perceptions of the institution from a "drinking" school to one that now leads the nation in alcohol and substance abuse prevention and education. A communications plan will be created and presented that targets both internal and external audiences with the message that diversity is critically important to the University.

The plan will include: on-going conversations with reporters and editors and regular pitching of stories that tell the diversity story at U.Va.; positioning of key University faculty and administrators - highlighting the President and members of the BOV - as committed leaders in this diversity initiative; continuing to write stories that examine and celebrate the changing culture in the University’s admission, staff, faculty and alumni print and Web publications; continuing to market AccessUVa and other signature University programs that promote diversity; making sure that University diversity messages are consistent and clear - and prominently displayed so that everyone knows what we stand for; working with communicators across Grounds to make sure that every University school is weaving these diversity messages into their communications.

A variety of tools will be used to determine impact of strategies. These methods include, tracking news coverage, as well as holding focus groups and creating Web surveys for prospective students, current students and alumni groups. The results of these methods will be presented to the Special Committee.

August 2005

- Launch 2005 AccessUVa marketing and communications that includes, but is not limited to: public service television and radio spots; new U.Va. calendar to guidance counselors across the state and to targeted out-of-state schools; interviews with AccessUVa students who will tell their stories; expand AccessUVa Web site; advertise U.S. News Best Colleges issue. (Can supply full list of initiatives.)

September 2005

- Draft Diversity Communications Plan
  - Create measurement tools
- Publish story on University’s faculty recruitment and retention initiatives / interview with Gertrude Fraser

October 2005 - June 2006

- Implement the Diversity Communications Plan