

Diversity Council Meeting Minutes November 19, 2009

Present: Sharon Davie, Ashley Fleming, Kelli Palmer, Martha Ballenger, Jasmine Jefferson, Marie Chee, Wraegen Williams, Brett Schnell, Bob Covert, Adettra Thomas, Blaine Norum, Jennifer Harmon, Druen Anderson, Carolyn Vallas, Eric Coleman, Ricky Patterson, Melvin Mallory, Vincent Jones, Ryan Hargraves, Taylor Reveley, Marcus Martin, Angela Rasmussen, Gail Prince-Davis

Guest: Mr. Thomas Jennings, Assistant VP for School Programs and Institutional Priorities, Office of Development and Public Affairs

- I. Diversity Council members introduced themselves.
- II. Review of October 15, 2009 DC meeting minutes: Dr. Martin asked for corrections on minutes and asked for motion to approve. Motion was made; Minutes were approved
- III. Dr. Martin reviewed the actions items listed in the "Executive Summary of Diversity Council 2009 proceedings on strategic planning. During the November 2009 Board of Visitors meeting Dr. Martin apprised the Board of the Diversity Council prioritized action items (diversity resources, diversity data, definition of diversity).

Dr. Martin mentioned that he met with Provost Garson and Mr. Bob Sweeney, Senior VP of Development regarding moving forward with fund raising initiatives. The next step for the Diversity Council is to determine what programs/initiatives should be recommended for support before seeking funds.

- IV. Resources/development. Dr. Martin introduced Mr. Tom Jennings, Assistant VP for School Programs & Institutional Priorities. Mr. Jennings' background includes 8 years at the University of Virginia, he has raised money for Arts and Sciences and he is currently involved in 6 different fund raising activities.

Mr. Jennings mentioned that prospective donors may be available to support diversity initiatives but following are things that the DC should consider:

- Fundraising is complicated
- Primary initiatives must be determined then attach a dollar figure to them
- Ideally there would be someone trying to find funding on a full-time basis for DC initiatives
- Gather resources and data on donor giving in the past related to diversity

Mr. Jennings mentioned that finding a donor is like dating; don't scare them off with an immediate marriage proposal; must establish trust and the donor needs to have confidence in you/your organization that the money can be managed well. Donors give for 3 different reasons: 1) gratitude 2) confidence & 3) hope. Tap into the donor's value system; the more specific the need makes it easier for donors to give. He also mentioned that the process could be from 1 to 5 years (takes 6-24 months to get donor's trust; some maybe wouldn't take as long/already eager)

Suggestions/discussion from Diversity Council members:

- Start a wide range “menu” with prices to show donor so they can choose from but also set priorities in case they ask “what are most important to DC”
- Have strategy on cultural professorships?
- Review giving pattern of alumni (Mr. Jennings will talk with the DPA Research to see if this info is available)
- Find donor interests through Development Office
- Generate a potential list and prioritize needs

Mr. Jennings indicated he would meet with regional development officers and apprise them of the Diversity Council interest in resource development.

Dr. Martin asked Professor Bob Covert to enlighten the Diversity Council on specific resource needs related to the classes he teaches. Professor Covert mentioned the need for TA’s for his diversity class (in Spring he has 3 sections of 90 students each for 4th years, and more sections ... and 200 people on waiting list); Has had minimal funding from the Provost ; TA funding dropped from \$47,000 to \$27,000.

A Diversity Resource Development Subcommittee was created: Marcus Martin, Sharon Davie, Eric Coleman and Bob Covert.

Definition of Diversity at UVa

An action item suggested by the BOV during strategic planning was to formulate a definition of diversity. Dr. Martin approached UVa General Counsel for advice prior to this Diversity Council meeting. The Office for Diversity staff also performed a search of other institutions web sites looking for diversity definitions and/or statements already developed. Dr. Martin also discussed the Commonwealth of VA Office of the Governor Executive Order 1 (2006) on Equal Opportunity and UVa’s Equal Opportunity and Affirmative Action Statement (April 8, 2008))

A draft definition of diversity written by Dr. Martin and discussed with General Counsel prior to the Diversity Council meeting was used as an impetus to get discussion started..

Suggestions/concerns from DC members:

- Definition or statement on diversity must be inclusive, no value judgment;
- Relative
- Helpful that diverse groups are listed in alphabetical order
- Concerns about reference to “educational background” and “work experience” because this is an institution of higher learning and there are certain expectations...
- A human difference listed as “Language” might be misconstrued
- Oregon’s & Akron’s definitions were good examples for developing a value statement

- The shorter the statement the better; instead of listing a long list of differences (we might forget one) we should use compassionate wording, have open arms, don't want to sound too legal;
- Use value statement not definition
- Use flesh and blood examples of diverse issues around grounds

What needs to be determined is whether we want to develop a definition for the whole University or for just the Diversity Council. This would help us determine the type of language to use, whether it be "squishy" or more legal sounding.

Subcommittee formed to come up with diversity definition/statement to present during a subsequent DC meeting: Maria Chee, Martha Ballenger, Vincent Jones, Taylor Reveley & Sharon Davie (Kelli Palmer will consult)

Next Diversity Council meeting is scheduled Dec 10th