UHDS Diversity Initiative Update

Presented By
Eric J. Hansen, Associate Director
University Housing & Dining Services
February 12, 2008
<table>
<thead>
<tr>
<th>Date</th>
<th>Events</th>
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<tbody>
<tr>
<td>Sep 2004</td>
<td>Charge – Dr. Ray University Day Speech</td>
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<td>Sep 2004</td>
<td>Call for Diversity Action Plans</td>
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<td>Nov 2004</td>
<td>Development of UHDS Diversity Initiative</td>
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<tr>
<td>Jan 2005 – Present</td>
<td><strong>Research</strong></td>
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<td><strong>Trend Analysis</strong></td>
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<td></td>
<td>▪ Demographics – national, regional, and local</td>
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<td>▪ Focus Populations</td>
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<td><strong>Focus Groups</strong></td>
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<td></td>
<td>▪ Students of Color</td>
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<td>▪ Colleagues working with students of color</td>
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<td><strong>Surveys</strong></td>
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<td>▪ RHAPS</td>
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<td>▪ UHDS Diversity Audit</td>
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<td><strong>Professional Development</strong></td>
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<td>▪ Training</td>
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<td>▪ Books</td>
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<td>▪ Articles</td>
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### Timeline Continued

<table>
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<tr>
<th>Date</th>
<th>Events</th>
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<tbody>
<tr>
<td>Mar 2005 - Present</td>
<td><strong>Actions</strong>&lt;br&gt;- Development of Spanish language website for parents and families&lt;br&gt;- Halal foods in dining centers&lt;br&gt;- Participation in targeted CONNECT activities&lt;br&gt;- Culturally representative artwork in UHDS Central Office&lt;br&gt;- Staff Training&lt;br&gt;- Support of targeted recruitment/orientation events&lt;br&gt;- Hiring of bilingual staff members&lt;br&gt;- Assignments  &lt;ul&gt;&lt;li&gt;Clusters&lt;/li&gt;&lt;li&gt;Apartment-like&lt;/li&gt;&lt;/ul&gt;- Commission UHDS Voices Project</td>
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<tr>
<td>Nov 2006 – Mar 2007</td>
<td>Sharing of draft diversity action plan with colleagues and students</td>
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<td>Apr 2007</td>
<td>Completion of Diversity Action Plan 1.0</td>
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<tr>
<td>Aug 2007</td>
<td>Establishment of Interim Multicultural Resource Coordinator</td>
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<td>Oct 2007</td>
<td>Identification of 83 Implementation Priorities</td>
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<tr>
<td>Nov 2007</td>
<td>Narrow to six (6) Initiative Action Items</td>
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<tr>
<td>Dec 2007</td>
<td>• Proposed Budgets and Next Steps&lt;br&gt;• Budget for FY08 approved by DLT</td>
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OSU Strategic Goal

Greater diversity is a strategic goal for OSU due to:

- Equity issues
- Accessibility issues
- Retention issues
- Educational development and environment issues
- Enlightened Self-Interest
- The ITRTDD Factor
Greatest Leverage

Question:
Given limited resources, what groups of students should we focus on first through this effort:

Answer:
• Latino/a Students
• African American Students
• International Students
Givens/Assumptions

1. UHDS houses approximately 75% of the first year freshmen attending OSU.
2. The first year is the most vulnerable year for students transitioning to college.
3. Students of color have additional transitional obstacles when attending a predominantly white institution.
The Vision

Question:
– What potential impact could UHDS make if we could focus our existing efforts to make UHDS environments increasingly safe and nurturing for students of color?

Aspirational Answer:
– UHDS could positively impact the recruitment and retention of students of color not only for the department, but also for the entire university.
Possible Outcomes

• A greater number of students of color are retained in the halls and co-ops
• A greater number of students of color are retained at OSU
• A greater number of students of color choose to attend OSU
Focus

• It is important for us to emphasize systemic issues that can improve recruitment and retention of the targeted students. Programs alone have been too dependent on individual effort and have not addressed system wide issues like hiring, recruitment, retention, etc. (i.e. institutional racism).
• Collaboration with other OSU departments is crucial to long-term success with a focus on policies and practices, while addressing scholarship in internships and other affordability issues, as well as developing specific programs.
Meeting with Campus Partners

- UHDS Leadership
- Enrollment Services Leadership
- MEO Coordinators
- Terryl Ross, Community and Diversity
- C2D Meetings
- Admissions Staff
- Academic Head Advisors
- Larry Griggs, EOP
- Cultural Center Coordinators
- C2D Retention SubGroup
- UHDS Staff Groups
- Focus Group with Students
Initiative Process

- Invitation to participate in ad hoc group
  - Four core members
  - Ten additional members
- Assessment/Research
  - Develop:
    - UHDS Diversity Audit
    - Self Assessment
    - Reports to Track Occupancy, GPA, Satisfaction, Retention by Ethnicity
    - Focus Groups/Interviews with students/staff of Color
    - Survey UHDS Staff
- Self Education Opportunities (Individual and Groups)
  - Reading
  - Critical Moments Activity
- Planning
  - Initiate UHDS Diversity Planning (with emphasis on systems issues for improved recruitment and retention)
  - Collaborate with other OSU Departments
  - Review policies and practice
  - Develop scholarships/Internships
  - Develop specific programs
  - Develop formative and summative diversity assessment
  - Report activity and outcomes
Research

UHDS
- Student Occupancy
- Student GPAs
- Student Survey Responses
- Student Focus Groups
- UHDS Faculty/Staff Employment Stats

OSU
- OSU Faculty/Staff Interviews
- OSU Enrollment

Oregon
- Oregon HS graduation rates

National
- US Population
- Demographic changes and trends
- Marketing to multicultural population
Diversity Action Plan 1.0
Implementation Priorities

• Knowledge and Skill Development
  – UHDS Fulltime Faculty and Staff
  – UHDS Student Staff
  – UHDS Residents

• Retention
  – UHDS Fulltime Faculty and Staff
  – UHDS Student Staff
  – UHDS Residents

• Recruitment
  – UHDS Fulltime Faculty and Staff
  – UHDS Student Staff
  – UHDS Residents

• Program Assessment
## DAP 1.0 – Implementation Priorities

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Knowledge and Skill Development</th>
<th>Retention</th>
<th>Recruitment</th>
<th>Program Assess.</th>
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<tr>
<td></td>
<td>FS</td>
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<tr>
<td>Train staff for management of difficult cultural conversations</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Train staff with best practices of hiring and retaining qualified professionals</td>
<td>X</td>
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<tr>
<td>Develop cultural dining calendar (e.g. events, menu)</td>
<td>X</td>
<td>X</td>
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<td>Enhance relationships with colleagues supporting traditionally under represented groups</td>
<td>X</td>
<td>X</td>
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<td>Develop pathways for traditionally under-represented students</td>
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<td>X</td>
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<tr>
<td>Train staff on international student issues</td>
<td>X</td>
<td>X</td>
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</table>
DAP 1.0 – Implementation Priorities

1. Train staff for management of difficult cultural conversations
   - Task Force: Erik Elordi*, Roni Sue, Viki Taylor, Angela Haney, Rich Turnbull, Eric Hansen, Dave Craig, Laurie Solum, Scott Etherton

2. Train staff with best practices of hiring and retaining qualified professionals
   - Task Force: Roni Sue*, Katherine Betts, Jennifer Viña, Ryan Dixon, Eric Hansen, Viki Taylor, Emily Boling, David Craig, Jo Dee Bernal

3. Develop cultural dining calendar (e.g. events, menu)
   - Task Force: Rich Turnbull*, Jennifer Viña, Angela Haney, Viki Taylor, Megan Full

4. Enhance relationships with colleagues supporting traditionally under represented groups
   - Task Force: Katherine Betts*, Brian Stroup, Viki Taylor, Audrey Clare

5. Develop pathways for traditionally under-represented students
   - Task Force: Jennifer Viña*, Megan Full, Katherine Betts, Kaila LaMarche, Erik Elordi, Cait O'Brien

6. Train staff on international student issues
   - Task Force: Megan Full*, Brian Stroup, Doug Wilcox
Actual Outcomes…

…To Be Determined
26th Street Update

Presented By
Rich Turnbull, Associate Director
University Housing & Dining Services
February 12, 2008
26th Street Update

- Restaurant: 4000-6000 sq.ft.
- Undeveloped Shell Space (Potential Visitor’s Center): 5000-7000 sq.ft.
- Market and Starbucks: 8943 sq.ft.
Design
• Contract is signed with architect
• Internal design for the natural food store with deli, sushi, gelato is progressing

RFPs
• RFP for the full-service restaurant closes next week
• RFP for the coffee shop is at PaCS
UHDS
Operations and Facilities Unit Update

Presented By
Dan J. Larson, Associate Director
University Housing & Dining Services
February 12, 2008
Operations and Facilities

We will participate in…
and be held accountable for:

Customer Service:
Create the “Experience of a Lifetime”

Stewardship:
Take personal accountability for facilities and Resources

Integrity:
Do the right thing for the right reasons

Professional Development:
Strength based workplace – build strengths and learn new skills
We will participate in…
and be held accountable for: (Cont.)

**Respect:**
_Honor of every role, every person_

**Performance:**
_Set the standard – we will produce and be proud of it_

**Partnerships:**
_Build collaborative relationships – one team, one university_

**Culture of Engagement:**
_Improving our work environment, assertively address poor behavior_
1. The Problem: Millions of dollars in deferred maintenance.


3. Goal: Increased revenue through increasing occupancy to our maximum capacity.
Objective:
- Increase occupancy to maximum capacity of 3800, resulting in an increase of the average opening occupancy of approximately 300.
- Secure approximately $1,000,000 in outside funding sources (grants/rent/incentives).

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<thead>
<tr>
<th>Year</th>
<th>New</th>
<th>Returning</th>
<th>Total</th>
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<tbody>
<tr>
<td>Start:</td>
<td>2007</td>
<td>3405</td>
<td></td>
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<tr>
<td>2008</td>
<td>75</td>
<td>25</td>
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<td>2009</td>
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### New Student Efforts:
- Marketing security efforts
- Duel Enrolment
- Early Contract incentive
- Interior designs
- Unique housing option
- Early contract period
- Pick your room for new assignment
- Unfurnished rooms option
- Co-op on floors
- University “Statement” on value of first year students
- Live on requirement
- Co-op “program”
- Academic year contract
- Earlier assignments
- Priority dates
- Parents
  - Parent oriented website
  - Who are parents? (assessment)
  - Partnering w/ DOS on orientation, parent newsletter
  - List of HS addresses
  - Parent START programs
- Maintenance fact sheet
- Student driven marketing campaign
- Expand RMN
- Assessment of students

### Returning Student Efforts:
- Halsell to apartment style
- Group assignments
- Priority dates
- Early assignments
- Gender inclusive/apt.
- Dining options
- Student commercial – RHA
- Digital cable option
- Financial incentives
- Extra $ on dining plan
- Programming
- Department partnerships
- Returning student include parking

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**Fall 2007**
Six Focus Areas

1. Revamp assignments process (Josh)
2. Personalization of Space (Dan)
3. Apartment style in Halsell (Dave)
4. Package offerings (Lisa)
5. Emphasis on parents (Emily)
6. Dining program (Jeff)
### In Summary

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Questions??