2011-2012 Advancement Unit Change Team Members – Advancement, Athletics & KUMD

All returning plus and additions from Athletics & Carrie Sutherland as new co-chair

Maija Jenson – Chair, KUMD
Christine Dean, KUMD
Stacey Gavitt, Advancement
Carrie Sutherland, Development
Cheryl Reitan, External Affairs

Advancement UCT Meeting Schedule 2011-2012

We first gathered on Feb 21, 2012 and successfully met 5 times:
Feb 21, March 6, March 20, April 10, May 1
We also gathered a 6th time on March 13 for a planned UCT event.

Priorities:
Because of our late start, our priorities laid primarily in actions we thought we could accomplish within this academic calendar year. We focused primarily on projects related to the retention of UMD’s minority students. This included events designed to create direct connection with students, improving policies that could reduce hate and increasing community support and involvement in improving campus climate.

Priorities from our 2011-12 planned action steps:
1. Garner expanded participation in our UCT to include Athletics.
2. Work within our departments to expand how UMD to connects with minorities.
3. Improve policy & enforcement of student spectator conduct to reduce hate incidents at UMD Athletic events, to better retain minority and native students.
4. Develop partnerships with the surrounding community around diversity and social justice issues.

Summary of Activities Achieved:
1. Spring Break Outing for International Students, March 13, 2-7pm
We hosted a “Historic Duluth Tour” and Potluck Dinner for International Students to connect with the city’s heritage and with a home cooked meal over Spring Break. Cheryl Reitan rented a UMD van, we toured Glensheen and Lake Superior Brewing Co. 10-13 people attended. We then gathered at Maija’s home for a wonderful evening potluck of traditional Indian and Minnesotan foods.

2. “Community Conversations” Radio Program, February -
KUMD created a new radio program, “Community Conversations.”
Feb 20, 2012 - The first installation about the African American community in Duluth, aired in conjunction with Black History.
KUMD successfully garnered grant funding to produce 3 more by December 2012 on topics surrounding: Native American Education, Disabilities & LGBT and is currently pursuing additional funds to make this a monthly series for the fiscal year.

3. **UMD Development website improvements focused on supporting diversity, March**

Updates include improved access to donate directly to support diversity at UMD.

http://www.d.umn.edu/development/diversity.html

And a compilation of campus-wide funds that support diversity on the UMD.

http://www.d.umn.edu/development/diversity_funds.html

Now all campus-wide funds supporting diversity are listed. An entire page is dedicated to giving specifically to diversity on the UMD campus & a secure online giving portal is dedicated to multicultural funds. Advancement is still working on integrating multicultural funds that are specific to collegiate units into the website.

4. **Improve policy and information dissemination to eliminate hate on campus.** We worked with Athletics, First Year Experience, VCSL, Office of Student Conduct and HR to improve student athletic spectator code to eliminate hate speech at UMD Men’s Hockey Games and other UMD sporting events, to allow for better enforcement and to publicize and raise awareness and understanding of UMD Student Conduct Code. New code has inclusive language and consequences including revocation of season tickets and will be signed by each student season ticket buyer. VCSL & First Year Experience shared recommendations for better campus-wide dissemination. We want to include promotion of “How to report Hate incidents’” in any student information campaigns. We also recommend digital dissemination of the UMD “Eliminate Hate Incidents” pamphlet once an improved reporting system is in place.

**Summary of Activities Not Yet Achieved & Next steps for 2012-13**

1. Expanding the Advancement UCT to include members from Athletics – We made great progress in working with Athletics on a project basis but do not have anyone yet on our team. Next fall we will have 2-4 new team members from Athletics on our Change Team.
2. **International/Multi Cultural Film Festival** – too large a scope, funding needs, & time limitations.

Funding solicited for a UMD/Community film festival in Winter 2013.

3. **Expand Recruiting Native American and other minority students through Community partnerships**

We are refocusing of our efforts to expand and clarify how we can best contribute to other departments rather than plan for other departments, so next fall we plan to:

A. Work with Admissions to advocate for a minority freshman event at UMD to encourage college prep for all students by offering assistance from media and development.

B. Expanding our commitment to recommend changes and develop resources & toolkits for other departments to use to support diversity at UMD such as: Sharing climate changing initiatives Improving and diversifying the UMD media “Experts List.”

Expanding access & opportunities for women and minorities at UMD.