

**Administrative Council Meeting
Wednesday, Sept. 11, 2019
9 a.m. Founders Chapel**

Present: Jackie Gooch, Katherine Quinnell, Derrek Smith, Jackie Smith, Richard Collie, Crystal Creekmore, Bethany Campbell, Ronnie Merritt, Courtney Boaz, Mike McCoy, Keith Ferguson, Rosemary Hodges, Stephen Spencer, Kim LaFevor, Belinda Krigel, Jeffrey Guenther, Jonathan Craft, Chris Latham, Carol Rachal, Dr. Philip Way, Laura Lynn Kerner (For Debra Vaughn).

Not Present: Joe Delap, Debra Vaughn

The meeting commenced at 9 a.m., with Dr. Way presiding.

Agenda:

1. Diversity and Inclusion

- a. Diversity statistics (Jeff Guenther)
 - students (recruitment, persistence etc.)
 - faculty and staff employment
- b. Current strategies (All)
 - Recruitment of students (Enrollment Management)
 - Student retention, success and inclusion (Derrek Smith)
 - Faculty recruitment and inclusion (Jackie Smith, Deans)
 - Staff recruitment and inclusion (Mike McCoy, Suzanne Sims)
- c. Next steps (All)

- 2. Strategic Planning Approach**
- 3. Anchor University Follow-Up (Belinda Krigel)**
- 4. Communication Plans**
- 5. Announcements (All)**

Dr. Way:

Dr. Way announced that the format of the meetings would be a more strategic approach, with each meeting having a specific focus. This month's meeting is about diversity and inclusion

- Stressed the importance of diversity: creating an environment for student to prepare them for life and the work force.

- He stressed the importance of inclusion being the next step. Diversity brings them in; inclusion keeps them here; it's about making people feel welcome.
- He suggested we look at where we are, the data, and examine strategies in place. Diversity faculty and staff as much as is possible.
- How do our goals compare to our previous predictions.

A handout was distributed on enrollment based on diversity. The numbers show a majority white campus, which puts us behind in keeping up with the local area population. For example, the Hispanic population is growing in Morgan County. LaFevor mentioned that it has grown by 100% in the last decade. Schools are scrambling to keep up in terms of lacking the proper resources to work with ELL students, especially on the high school level.

Spencer

- Noted that there are very few people in underrepresented groups going into Ph.D. programs. He said he specifically marketed faculty positions to minority groups; unfortunately, it produced very few responses.

Creekmore

- Updated the group on her office's efforts to attend more recruiting events, increasing our presence in diverse counties, such as Jefferson County.
- Over 500 different events were attended in more than 200 schools.

Derrek Smith

- Discussed changes made in SGA to promote inclusion, which includes the creation of the Interclub Council and expanding student representation by having a senator for each college and a senator for online students.
- Student club reorganizations have taken place. Students want to identify more collectively rather than individually
- SGA working with clubs to become more visible, building an atmosphere of inclusion ... a more inclusive college experience.
- They've created a logo with Hebrew the Bear, the ASU mascot.

Collie

- Richard Collie is new to the university. He is the Coordinator for Student Inclusion Initiatives. He introduced himself and discussed his initiatives for diversity and inclusion, which include:
 - Community college outreach based on info he received from college deans.
 - Working with ELL teacher to bring students to Athens State.
 - Creating a presence on the ASU website for diversity and inclusion.
- Talked about the Black Student Alliance, which is an organization that helps students transition from community college and also provides mentoring programs for minority students.
- Announced Oct. 5 as National Diversity Day; distributed a handout from last year's event

Hodges

- Discussed a grant to promote black male teachers: ACHE awarded \$150,000 for recruitment – white females dominate the teaching field.
- Working with high schools to identify students who want to become teacher.
- In regard to the discussion of an Anchor institution, the College of Ed puts out more teachers than any other institution in the state of Alabama.
- Noted that majority of COE students come from Madison County.
- Suggested combining college orientations to draw a larger number of students on campus at one time.

Spencer

- Actively sought out organizations to identify minority candidates and encourage them to apply.
- Suggested visiting minority scholar program, which would encompass a yearlong contract, with the possibility of creating a position if the person wanted to stay.
- Discussed the negative perception people have of Alabama and how to turn that around by bringing people to campus and forming relationships.
- Support diversity by putting resources behind it.

LaFevor

- Regroup and work to increase membership in Phi Theta Kappa, which is a diverse group –largest and most prestigious honor society for two-year college students.
- Faculty is not representative of our student body, which resulted in the development of the “Future Pathways Program” – see handout.*

Jackie Smith

- Distributed a handout and presented a PPT on the Faculty Hiring Process.
- Include Diversity checkpoints.

McCoy

- Distributed handout on hiring data with numbers of applicants based on gender and race.
- Noted that we are doing a good job from the gender perspective; need to vamp up our efforts from the minority perspective.

Dr. Way interjected with a suggestion about “Job Elephant,” a company that assists with suggestions for advertising based on qualification desired.

Ferguson

- Suggested target marketing to reach specific groups.

Quinnell

- Discussed the issue of perception regarding Athens State.
- We need to celebrate our history, warts and all.

Krigel

- Discussed a software program, Collaboratory, that captures stories about community engagement.
- She invited the council members to a webinar on Sept. 19, at 11 a.m., in the Faculty Commons conference room.

The meeting adjourned at 10:30 a.m., with the intention of addressing agenda items not covered at the next meeting.

Dr. Way encouraged the council members to send their thoughts addressing diversity and inclusion to him via email