

Action Area 1: Access and Equity – Recruitment and Retention (faculty, staff, students)

Goal	Strategy	Objectives	Measures	Accountable Unit(s) P=Primary
Create and Enhance scholarship / financial aid administration in a post Proposal 2 arena	Reconstitute collaboration between University Development and office appropriate units to facilitate scholarship attainment for diverse, non-traditional women, LGBT, veterans, and economically disadvantaged students.	Continue to work with donors whose scholarships or prospective scholarships were impacted by Proposal 2 to retain or refocus those scholarships	Number of affected donors contacted Number of scholarships obtained / retained	Office of Financial Aid (P) University Development University Counsel
		Explore the feasibility of GVUF holding and awarding scholarships that might be impacted by Proposition 2	With University Counsel, Business Office, Financial Aid and GVUF Leadership, identify feasibility, interest and potential need for GVUF to hold scholarship \$	University Development (P) University Counsel Office of Financial Aid Business Office
		Continue to work with new and existing donors to the First Generation Urban Schools Scholarship	Number of new donors giving to the fund. Number of renewing donors contributing to the fund. Number of asks. Yearly gift \$	University Development (P)

Action Area 2: Campus Climate

Goal	Strategy	Objectives	Measures	Accountable Unit(s) P=Primary
Enhance networking with alumni of color	Explore / Support the establishment of additional alumni ethnic and affinity groups	Alumni Relations will participate on the University Campus Climate Study committee	Participation on committee	Alumni Relations (P)
		Alumni relations will redesign the “how to” manuals and materials for the creation of alumni affinity chapters, focusing on ethnic diversity.	Materials and manuals created Number of new alumni chapters under development	Alumni Relations (P)
		Work with student groups and associations while they are on campus to help feed into ethnic and affinity groups post graduation	Attendance and hosting of new and returning student events.	Alumni Relations (P)
		Assure that alumni events and publications reflect a culturally sensitive content	Content assessment and evaluation	Alumni Relations (P) University Development Communications
	Reinstitute “grow your own project” to recruit, train and employ a graduate student in development, from an under-represented population.	Help diversify university development and the development field.	Funding and recruitment in place for a graduate student placement by 2011.	University Development (P)

Action Area 4: Organizational Learning - Internal

Goal	Strategy	Objectives	Measures	Accountable Unit(s) P=Primary
Support an appropriate inclusion focus for the 50 th Anniversary celebration	Work with planning committee to highlight success stories of grads	Gather stories from minority alumni for inclusion in Alumni and Development publications.	Number of stories gathered for file and content of publications.	Alumni Relations (P) University Development Communications
Solicit / Encourage alumni participation in promoting inclusion and equity	Utilize existing clubs and individuals to support fundraising in support of minority recruitment / retention.	At hosted receptions focusing on alumni, include discussion on inclusion at GVSU into appropriate presentations.	Number of presentations	Alumni Relations (P)
	Facilitate the formation of additional clubs / chapters targeted at under-represented populations.	Use affinity data and on-line community to target messaging to alumni	Number of stories/ communications delivered	Alumni Relations (P)
	Develop / enhance alumni sponsored lectures / community conversations on diversity topics	Invite and involve alumni of color in on-campus and chapter sponsored events and presentations	Attendance and participation	Alumni Relations (P)

