

University Relations

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

Goal	Strategy	Objective	Measures	Progress/Updates
To ensure the University Relations division's hiring practices include a strong pool of diverse candidates.	To have at least one inclusion advocate from each area/unit of the division	Attend trainings conducted by Inclusion and Equity	Five division staff members are trained advocates for 2010-2011	WGVU maintains and regularly updates a Recruitment and Referral Source information list which has more than 250 entities that receive information about all full-time WGVU vacancies that arise. NIS division's advocates have served on search committees IM - has a number of inclusion advocates
	Continue working with HRO to ensure all advertising for open positions includes diverse publications/outlets	Update media listings to ensure most current media outlets are included	More people will see advertisements	WGVU General Mgr, Michael Walenta participated in the WCMU Lecture Series giving students an idea of what the broadcast industry is like. 4/22/2010 IM - Searches are advertised through the HRO minority publication list. We also run generic job ads in minority publications throughout the year.
	Organize student events to encourage people from diverse backgrounds to learn more about careers in division areas	Work with student organizations (like PRSSA) to host receptions.	Each unit plan one event per year	WGVU - Phil Lane attended GVSU School of Communications Networking Recpt where GVSU students attend to mix with industry guests on 10/5/2009. Diana Comstock & Amanda Reeder (AWGVU) Hosted and sponsored the West Michigan Collegiate Career Services Consortium career fair. on 10/14/2009 and the Michigan Association of Broadcasters Foundation Career Fair on 10/20/2009 where they promoted the event with spots on WGVU's AM and FM stations for 30 seconds, and managed a booth to discuss job opportunities and internship opportunities at WGVU. Also the GVSU CareerFest on 2/9/2010 and the Great Lakes Broadcasting Conference Career Fair on 3/3/2010 WGVU conducted a television mock production for middle school vocational classes from Mason Country Central Middle School, conducted by Phil Lane and Brad Gordon, to appeal to student interest and the many aspects of radio and television. 5/11/2010 IM - participates in events put on by Student Life to attract a range of students to work in our office. Five staff members are participating in Laker Network, which strives to connect freshmen who are at risk of leaving GVSU to people and services who can help them be retained.

Action Area 1: Access and Equality - Policy/Administrative Initiatives

Goal	Strategy	Objective	Measures	Progress/Updates
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To visually represent and incorporate diversity in all marketing materials.	Include diverse populations in the marketing focus groups and other research to increase knowledge about needs and wants at the university	Accurate balance in marketing/news products so that levels of diversity within content is not over- or under-represented	Complete communications audit of publications by 4/2010	wgvu.org/about.eeo.cfm website LZ Michigan event - information was provided in English, Spanish and Vietnamese. My Source materials are continually provided in English, Spanish and Vietnamese. NIS -Audit for Forum/Grand Valley Magazine completed. Results shared with division and vice president for I & E. IM - writes stories for recruitment and donor publications, as well as advertising that incorporate diverse people
	Develop plan for media coverage by outlets outside West Michigan to help attract a geographically diverse community	Send more hometown, targeted news releases on student successes	More people and potential students know about Grand Valley	NIS - Continual basis: examples of hometown news release include scholarship recipients, dean's list honorees.
Action Area 2: Campus Climate				
Goal	Strategy	Objective	Measures	Progress/Updates
To ensure divisional representation on Campus Climate Study.	To have at least one member of UR division serve on the Campus Climate Study Steering Committee	Ask for volunteers	Names submitted by 3/12	WGVU -Broadcast Black History Month programming Broadcast Hispanic History Month programming NIS - One division staff member serves on Campus Climate Study committee. IM - Rhonda Lubberts is on the Climate Study Steering Committee and the Marketing Subcommittee.
Action Area 3: Diversity in Curriculum/Co-curriculum				
Goal	Strategy	Objective	Measures	Progress/Updates
To ensure divisional representation on MLK Planning Committee.	To have at least one member of UR division on MLK Planning Committee	Ask for volunteers	Names submitted by 3/12	WGVU -Steve Chappell is on a sub-MLK committee Technical support provided for overflow venue Black History Month Love and Forgiveness outreach program targets minorities NIS - One division staff member serves on MLK committee. IM - Nfancy Crittenden was asked to participate on the MLK planning committee just before the event, but no one on IM has been contacted this year.
Action Area 4: Organizational Learning - Internal				
Goal	Strategy	Objective	Measures	Progress/Updates
To promote and integrate diversity in all aspects of university life.	NIS will continue working with Padnos International Center to attract international students through videos	Update current international video as needed	Ongoing	WGVU - Regularly post workshops and encourage staff attendance. General Manager attends to encourage more staff participation. IM - will continue to work with Padnos International Center and Admissions to produce marketing brochures and websites to attract international students, as well as encourage students to study abroad.

	Staff members of division continue to serve on Team Against Bias and Inclusion and Equity Advisory Board	Actively participate in creating inclusive campus culture	Two division staff members serve on TAB; one staff member serves on Advisory Board	IM - A representative will continue to serve on Team Against Bias to strategize about brand identity strategy, communication and produce collateral materials.
	Ensure that all division staff members participate in diversity training	Notify units when Institutes for Healing Racism, other opportunities arise	More staff members gain cultural competence	NIS - All members have attended diversity training except for the newest member who just started. IM - All but three newest member of our staff have attended some form of diversity training.
To visually represent and incorporate diversity in photographs and videos produced by NIS and WGVU.	Involve people of color in programming for WGVU and NIS videos	To achieve an accurate representation of people of color	Expand communications audit to include video productions; aim for completed audit by 12/2010	WGVU - Black History Month programming Hispanic Heritage Month programming LZ Michigan programming Love & Forgiveness programming Pledge drives NIS -Not completed. set new dealine of 6/2011. IM - assures ADA compatibility throughout the parts of the website we control, including the home page and content management system (CMS). We also educate those throughout the university who use the CMS to keep their content ADA compatible.
To promote diversity through internal/external publications, news releases and TV/radio programs.	Continue to publicize and report events that draw a diverse cross section of the university community	Meet regularly with leaders from OMA, LGBT Center, other departments	Publicized first Islamic Awareness Week, and many other cultural events	WGVU - LGBT article in SHOWPLACE Underwriting actively solicits sponsorships for a wide variety of diverse programming which requires a variety of print materials produced and distributed highlighting diverse programming. Community Connections Television program The Morning Show radio program NIS - Promotion through releases and stories everyday ie, LGBT candlelight vigil, and upcoming magazine story on bullying. IM - continues to assist with marketing of Inclusion and Equity programs.
	Use NIS publications and Success Stories to showcase a broad range of opinions and diverse backgrounds; showcase stories how faculty incorporate diversity awareness in classes, faculty mentoring.	Forum, Grand Valley Magazine, online Success Stories avenues to reach diverse audiences	Study communications audit and find ways to improve; ongoing	NIS - Ongoing: recent magazine story subjects include student veterans, and collaborative literacy program for Godfrey-Lee students. All videos are closed captioned.

	Continue enhancing the Diversity Directory online	Make it easier to find campus resources	Ongoing	
	Gain input from the VP for Inclusion and Equity on admissions pieces and others as appropriate	Schedule regular meetings with Inclusion Division, Admissions	Messages will be refreshed, diverse as appropriate	
Action Area 4: Organizational Learning - Community Outreach				
Goal	Strategy	Objective	Measures	Progress/Updates
To build partnerships and collaborations between the university and external entities that contribute to the enrichment of society in the region, the state and beyond.	Be active in higher educational organizations with state or national memberships	Join e-mail list serves of colleagues at other institutions for communication regarding diversity issues, ideas, and best practices	Ongoing	WGVU - Love & Forgiveness program and outreach LZ Michigan event and outreach Vietnamese American Association of Michigan WGVU Engage Committee Wide variety of diverse organizations involved with Radio & Television programming CPB PTFP Inclusion requirements Bethany Christian Services IM - Staff members participate in community efforts, such as the Partnership for a Racism-Free Community each year, sit on community boards, and donate many hours of volunteer time.
	Create or cultivate the partnership with GRCC for the Holland degree completion program	Highlight diverse students (nontraditional) for Success Stories, news releases and hometown releases for Lakeshore area	Lakeshore community aware of GV presence	NIS - activities at Meijer Campus regularly highlighted via news releases, magazine stories. IM - contribute marketing and advertising materials for the Holland degree completion program.
To build community partnerships.	Expand partnerships along with WGVU's signal expansion: schools, museums, community groups	LZ Michigan event in July at Fifth Third, work with veterans groups	Veterans on- and off-campus aware of GV presence	WGVU - Love & Forgiveness program and outreach LZ Michigan event and outreach Vietnamese American Association of Michigan WGVU Engage Committee Wide variety of diverse organizations involved with Radio & Television programming CPB PTFP Inclusion requirements Bethany Christian Services Freedom Riders - program and outreach project NIS - Collaborated with Mary Free Bed hospital on Wounded Warriors project. Widely covered by news media. IM - Staff members participate in Schools of Hope to encourage inner city children to read and learn.

	Continue to seek opportunities to represent GVSU on community boards, committees	Staff members feel sense of accomplishment, community involvement	Recognize those who serve on committees, boards annually	WGVU - Michael Walenta participated in the following: Michigan Association of Broadcasters Foundation EEO Webcast regarding the navigation of rules and regulations for a PB station.
Reach out to alumni.	Develop stories, successes featuring faculty/alumni	Find success stories in different markets (Detroit, Chicago); perhaps related around 50th anniversary	More alumni will feel connected to university	WGVU - Phone banks for pledge drive, allowing visibility throughout 28 county coverage area. Hot Air balloon paratnership with Alumni Association Hire Alumni NIS - Produced video to highlight Multicultural Cohort Programs for alumni reunion sponsored by OMA. IM - work with the recruitment, development and image advertising by developing stories featuring alumni.