

**UCSD EDI Advisory Council  
Spring Quarter 2017**

**Wednesday, April 26, 2017  
Huerta – Vera Cruz Room  
9:00 am – 11:00 am**

**Meeting Minutes**

Attended: Farrell Ackerman, Patricia Aguilar, Keiara Auzenne, Manuelita Brown, Cynthia Dávalos, Glynda, Davis, Ricardo Dominguez, Ashley Gambhir, William McGinnis, Becky Petitt, Chandler Puritty, Emily Roxworthy, Frank Silva, Katie Simpson, Ebonee Williams, Melissa Williams

Meeting called to order by Vice Chancellor Petitt at 9:10am.

1. Welcome and Introductions

A. Welcome by Vice Chancellor Petitt and Dean McGinnis

- VC Petitt explained that Council meetings are just the beginning of the process for what will become the Strategic Plan for Diversity.
- The key piece of the plan involves accountability, which is to be achieved through regular accountability meetings between the Council and each unit head. Metrics might include time to degree, time to tenure, etc.
- VC Petitt welcomed Diversity Council members and asked them to introduce themselves.
- Frank Silva introduced the new Assistant Vice Chancellor for Equity, Diversity, and Inclusion, Diane Forbes Berthoud.

2. Community Engagement with the Diversity Strategic Plan

A. Academic Senate and Faculty Engagement with the Core Tenets- Bill McGinnis

- VC Petitt stated that today's meeting would focus on community engagement for the Strategic Plan.
- William McGinnis suggested that mass emails and IdeaWave are not effective ways to engage faculty.
- One of the best ways to engage faculty is through the meetings between the Deans and the EVC. Therefore, we must ensure that the EVC is on board with process and recommendations.
- FEAs, Associate Deans and the Academic Senate are also good resources.
- Farrell Ackerman noted that involving the Council of Chairs could also be useful.

B. Diversity Strategic Plan and IdeaWave Update

- Frank Silva gave an update on the approach to the IdeaWave campaign.
- Meetings have been held with staff from the Office for Strategic Initiatives regarding a public relations campaign targeting faculty, staff and students, focusing on influencers (eg- resource center directors, student leaders, etc).

- The campaign will explain how and when people can get involved. It is built on the idea of collective genius.
  - Later this quarter, Communications will do a teaser article on the plan.
  - One of Forbes Berthoud's functions will be moving the plan toward completion.
  - The PR campaign will begin in fall 2017 and will include a video to explain the main takeaways. Advocates will have materials to circulate for promotion.
  - The incentive plan will be described to increase transparency of accountability.
  - There will be three phases of the IdeaWave campaign, each of which is intended to garner and incorporate feedback from the campus community.
  - In-person events will generate ideas in addition to IdeaWave.
  - A "concept team" will further develop and steward the best and most dynamic ideas from IdeaWave as they emerge.
  - Development of the Strategic Plan will take 12-16 months, beginning with the launch in fall 2017, completion during the 2017-2018 academic year, culminating in the plan going live in fall 2018.
  - VC Petitt reminded the Council that we have a commitment for the plan to be incentivized for units that meet their goals.
  - She also noted that we are making efforts to better engage grad students.
3. Committee Work- Refinement of Mapping to Core Tenets and Prioritization of Results
- Council members broke into their respective committees to continue the work from last meeting.
  - Ashley Gambhir facilitated the group work portion of the meeting.
4. Wrap-up and Announcements
- The summer EDI Advisory Council meeting date is TBA. Ashley will take the proceeds from this meeting and prepare them for the next session.

Meeting adjourned at 11:00am.