

UCSD EDI Advisory Council

Friday, September 30, 2016

Huerta / Vera Cruz Room

9:00 am – 11:00 am

Meeting Minutes

Attended: Martin Boston, Joanna Boval, Manuelita Brown, Josh Cole, Ricardo Dominguez, Cynthia Davalos, Glynda Davis, Annie Flager, Sophia Hirakis, Kafele Khalfani, William McGinnis, Becky Petitt, Robyn Ridely, Emily Roxworthy, Kaustuv Roy, Frank Silva, Wendy Taylor May, Andre Thompson, Minh-Hieu Vu, Ebonee Williams, Melissa Williams, Kristina Wong Davis

Meeting called to order by Vice Chancellor Petitt at 9:01am.

1. Welcome and Introductions
 - A. Welcome by Vice Chancellor Petitt and Dean McGinnis
 - VC Petitt welcomed Diversity Council members and asked them to introduce themselves.
 - B. Community Concerns
 - VC Petitt mentioned the shooting of Alfred Olango by law enforcement in El Cajon earlier in the week and allowed time for members to share their thoughts and concerns.

2. Admissions Update
 - VC Petitt introduced Kristina Wong Davis, Director of Undergraduate Admissions.
 - Wong Davis presented data on admissions that she noted as preliminary, but stressed that the final numbers were unlikely to change much
 - Student yield rates have increased accordingly:
 - African Americans: 73%
 - Mexican Americans: 69%
 - Latinos: 42%
 - URM overall: 63%
 - Amongst transfer students, a population which has already, historically, been more diverse:
 - African Americans: 45%
 - Native Americans: 21% (she noted that this has been the hardest demographic to improve for all UCs)
 - Latinos: 12%
 - A persistent problem with recruiting transfers is that many cannot be admitted due to lack of coursework. Admissions is working with community colleges to ensure information on transfer requirements is communicated to and understood by potential transfer students.

- Wong Davis noted that these numbers are for domestic students; international students are counted separately.
- Wong Davis attributed the improvement in yield to a number of factors, including a larger, more diverse applicant pool, a growth in CA resident applications, an increase in offers to meet growth goals, expanded yield efforts, and a dedicated admissions team.
- Last year's collaborative efforts toward increasing yield included LA STEM high school visits, a community resource guide, Umoja Day, VIP tours, calling campaigns, CA small yield events, overnight programming, community welcome events, Triton Day and Transfer Triton Day.
- This year's yield efforts include Dare to Dream, Umoja Day, holistic review, LA STEM school visits, calling campaigns, yield receptions, overnight programming, Triton Day and Transfer Triton Day.
- Manuelita Brown asked if increases had continued year over year. Wong Davis answered that she did not have that data as part of this presentation but that last year's numbers were definitely higher than the year prior.
- Andre Thompson pointed out that many of the yield efforts were led by unpaid students and that their efforts should be recognized, and that UC San Diego remains invisible to many potential URM applicants. Wong Davis noted that a marketing firm had been engaged to make the university more visible to these applicants.
- Wong Davis warned that, due to population changes, there will be a slight decline in CA high school population in subsequent years which could present challenges for maintaining healthy admissions numbers, but the population will be back up in 2020.
- VC Petitt asked anyone interested in data regarding specific programs or populations to let her know in advance of the January meeting.

3. Engaging Principles of Community

- VC Petitt introduced a new initiative by her office: Engaging Our Principles of Community.
- She stressed that while the Principles are often referenced on campus, there needs to be more engagement with them, they must be surfaced in conversations and grounded in action.
- She introduced a new page on the EDI website devoted to this initiative, including a series of seminars by diversity experts and two categories of grants dedicated to projects that engage the Principles of Community. The webpage and grant information can be found at: <http://diversity.ucsd.edu/engaging-principles/index.html>
- A. Thompson noted that many of the attendees will be those who are already literate in diversity-related issues. He then proposed a team of compensated students to engage others directly on campus diversity issues. VC Petitt asked for this to be tabled for more discussion at a later time.

4. Overview of Summer Meeting

A. Core Tenets

- Dean McGinnis reviewed the core tenets introduced at the summer meeting, which are:
 - i. Inclusive Excellence – a sense that diversity isn’t just a moral good, but one which improves the function of the university and permeates all we do.
 - ii. Inclusion – including commitments to the diversity infrastructure which ensure diversity can thrive.
 - iii. Community (or “Climate of Care”) – how to spread a positive climate and work toward common goals.
 - iv. Accountability – ensuring achievements are measurable.
- VC Pettitt announced that, in order to gather campus community input and generate buy-in, ideas toward the creation of a campus-wide strategic plan for diversity would be circulated via IdeaWave in partnership with the Standing Committee on Service and People Oriented Administrative Culture (SC-SPOC).
- Part of this process will involve incentives for units who can show progress toward increasing campus diversity.
- A. Thompson asked that the history of the university community’s diversity efforts be better highlighted so that everyone has context of the work going forward. For example, how and why Marshall College came to be named. His own knowledge of UC San Diego history was attained only due to other students passing on to him.
- Kaustuv Roy noted that UC San Diego is a very analytical institution, and as a relatively young campus it is not anchored as strongly to a sense of history. He suggested that its history become a part of its branding going forward.
- Annie Flager noted that UC San Diego has one of the highest rates of all UCs of graduates becoming faculty and staff, which indicates that people want to remain, but every year the relevancy and experiences are different and difficult to incorporate.

5. Committee Work – Mapping Community Expectations

- Each council member has previously been assigned to the action subcommittees, which are:
 - i. Climate and Intergroup Relations
 - ii. Access and Success
 - iii. Education and Scholarship
 - iv. Institutional Viability and Vitality
- At the next meeting, subcommittees will work on how to move forward on individual student demands and to which of the four tenets each relates. Some demands will be triaged to other units.

Meeting adjourned at 11:00am.