



University of Florida President's Council on Diversity

Overview

Re-established by UF President Bernie Machen in 2009, the President's Council on Diversity (COD) is charged with identifying ways to increase the diversity of faculty, staff and students. The Council assists with department's diversity activities, analyzes efforts of peer institutions and proposes policies and other relevant information on how to best help UF reflect the population of the state of Florida as a whole. From 2009, the primary objectives of the Council: (a) the development and official approval of the Diversity Action Plan, (b) to advocate for a Chief Diversity Officer, and (c) diligently worked to assess and understand the primary concerns of faculty and staff which is the impetus for the Campus Climate Survey.

Campus Climate Survey

Members of the Council have consistently heard concerns from UF faculty and staff about the lack of diversity in campus units, departments and programs. For example, Council members have heard how difficult it is for departments to recruit and retain persons of color (and of diverse backgrounds). They have alluded to UF's lack of investment in diversifying its faculty make-up, lack of retention strategies and the difficult transitions for racial and ethnic minorities to adapt to living in a city the size and lack of diversity within the city of Gainesville, FL. Moreover, it has been expressed to Council members that racial and ethnic minorities within departments experience isolation and are often overloaded with service given they are one of the few faculty representing a minority group. Staff members have expressed similar concerns.

In order to have a more clear idea of how diversity and inclusion is being experienced by the faculty and staff, the Council has developed a survey that will be administered to all UF employees.

This will be the first time that the Climate on Diversity at UF will be assessed and the data should provide a baseline to measure the effectiveness of the implementation of the diversity action plan.

The purpose of this strategy is to:

1. Create high-level public awareness across multiple audiences (faculty and staff) of the Council's campus-wide survey to gauge thoughts and observations related to diversity, and its benefits
2. Communicate the appropriate rationale into various publications, and campus events and activities
3. Educate faculty and staff about the President's Council on Diversity functions and responsibilities

Diversity Survey on Campus Climate

Communication/Public Relations Strategic Plan

Description:

1. Anonymous Online survey through Qualtrics (*To protect your privacy, all participants' IP addresses will be masked by Qualtrics and will be unavailable to, and unidentifiable by, investigators or others. Qualtrics' privacy policy can be obtained at <http://www.qualtrics.com/privacy-statement>*)
2. Two survey formats, one for faculty and one for team employee
3. 48 items with the last two items are write-in requesting qualitative data
4. Four sections:
 - a. General Background: Questions 1-7
 - b. Demographic Questions: Questions 8-21
 - c. Campus Climate Experience: Questions 22-46
 - d. Specific recommendations to improve campus climate: three prompts

Objective: To attain a 30% survey response rate by March 6th (tentative)

Messages

The University of Florida is committed to assessing the strengths and challenges in fostering a diverse and inclusive climate for research, teaching and learning.

Target audiences

For the purposes of high-level public awareness, there are five primary target audiences.

1. UF Faculty
2. Deans/Directors/Department Heads
3. UF Staff – TEAMS designated
4. Departmental Administrators
5. Direct Support Organizations (UF)
 - a. UF Foundation
 - b. UF Athletic Association
 - c. UF Alumni Association
 - d. UF Reitz Union
 - e. UF Housing

Diversity Survey on Campus Climate

Communication/Public Relations Strategic Plan

Action Plan:

The action plan details communication projects to be implemented preceding and subsequent of the surveys deployment date. The objective of the action plan is to begin the communications plan by the start of the spring 2015 semester.

December 2014/January 2015:

- Compose Communications/Public Relations campaign plan
- Contact each UF unit for assistance and input
- Facilitate design for posters (printed and electronic)

February 2015:

- Finalize designs for posters, table tents, and hang signs,
- Develop copy for all UF unit e-newsletters and colleges/division's listservs
- Use all forms of communication tools across campus such as listservs, InfoGator, Faculty newsletter, Departmental newsletters, listservs, Marquee, Administrator memo just to name a few.

March 2015:

Tentative close out survey March 6, 2015

April 2015:

COD's Data Collection & Reporting subcommittee will start to aggregate and analyze data

Summer 2015:

- Announce results at a main campus-wide event
- Disseminate a preliminary executive summary to all relevant campus stakeholders
- Publish aggregated data on COD webpage