Interoffice Communication

DATE: March 28, 2008

TO: Elizabeth Hoffman
   Executive Vice President and Provost

FROM: Warren R. Madden
      Vice President for Business and Finance

SUBJECT: VPBF FY08 DIVERSITY REPORT

Attached please find the annual diversity report for the Vice President for Business and Finance areas.

If you need anything further please let us know.

Attachment
cc: Business/Finance Directors
WRM:00122008
I. Diversity Mission/Vision Statement

The Vice President for Business and Finance’s diversity initiatives relate to Iowa State University strategic plan goals of education and university life. For business and finance, diversity is the inclusion of ideas and viewpoints from people who have different life experiences, based on, but not limited to ethnicity, culture, religion, generation, or gender. Each employee offers unique gifts and talents that are respected. Encouraging full participation promotes education, the cornerstone of a holistic environment for the university community. The mission and values statement for business and finance reads:

“employees working in partnership with the university community to improve the quality of life by enhancing safety, personal security, and campus access services for students, faculty, staff and visitors.”

Also included are:

- respect and safeguard the dignity and rights of all individuals
- maintain high standards of integrity, fairness, and quality services to the university community
- actively work with individuals and groups in seeking solutions to campus problems
- instill public confidence through our work and actions
- actively participate in the life of the university community

Staff is held accountable through a qualitative and quantitative annual review process. Progress is assessed at the departmental level and reflected in the annual Vice President for Business and Finance diversity report.

Our plan for FY09 is to increase awareness of diversity and cultural differences, insure there is a mechanism in place to capture recruitment, selection, and retention data, create strategies to increase diversity of the applicant pools, and evaluate progress. Some of the strategies include:

- targeted recruitment and outreach activities
- reduce turnover of diverse staff
- continue to host and/or sponsor events that introduce diverse populations to Iowa State University
II. Response to Diversity Statistics

Recruitment for Business and Finance

<table>
<thead>
<tr>
<th>Overall people hired</th>
<th>Number of women</th>
<th>Number of minorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>17</td>
<td>2</td>
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</tbody>
</table>

Attrition Rates for Business and Finance

<table>
<thead>
<tr>
<th>Overall number</th>
<th>Number of women</th>
<th>Number of minorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>17</td>
<td>1</td>
</tr>
</tbody>
</table>

Childcare statistics

<table>
<thead>
<tr>
<th>Number of low income families</th>
<th>Number of low income minority families utilizing services</th>
</tr>
</thead>
<tbody>
<tr>
<td>62</td>
<td>19*</td>
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</table>

We recognize the challenges in attracting diverse staff. We have programmatic initiatives to increase the applicant pool. Our staff participates in thought and dialogue provoking events. We support the university’s efforts with representation from Business and Finance serving on search committees, participating on community committees and in community activities such as the NAACP dinner, ASSET, Breaking Down the Barriers, FACES, and Character Counts.

While diversity statistics often only measure ethnicity and gender we have included in our discussions and action plans efforts to hire and retain individuals who are physically challenged, learning disabled, or from alternative lifestyles. New construction and renovations are being designed and built to accommodate the physically challenged.
III. Diversity Efforts

All business and finance units submit permanent and ongoing programs and innovative initiatives and strategies. Those highlighted in this report are identified by having the greatest impact to our diversity mission.

IMPLEMENTATION GOAL 1 - Institutional commitment: Achieve a just environment on campus where everyone feels welcomed, respected, and safe.

Training
- Iowa State Center staff is trained to be responsive to the needs and concerns of everyone who attends a function within the center venues.
- All of the Department of Public Safety (DPS) full-time personnel received diversity training in July 2007 entitled “Effective Policing Through Cultural Proficiency” provided by Kirk Perucca Associates, Inc. of Kansas City, MO. All DPS sworn personnel also attended diversity training held in conjunction with the City of Ames Police Department in February 2008. Former Des Moines mayor, Preston Daniels was the presenter.
- Facilities Planning and Management (FP&M) conducts a New Employee Orientation, which allows new employees to meet many staff, take a tour, and learn policy and procedures and general behavioral expectations of our workplace.
- All FP&M staff, regardless of position, is provided the opportunity to participate on departmental teams and committees. This allows for diverse input toward advancement of organizational initiatives. In addition, staff get to work with co-workers they might not normally work with; or, even have the chance to meet.
- FP&M conducts quarterly open forums, where all staff has the opportunity to speak freely on issues, concerns, or ask questions on topics important to them or their department. These will be ongoing efforts and activities.
- Human Resource Services (HRS)/Equal Opportunity and Diversity (EOD) participated in the National Association of College & University Attorneys (NACUA) virtual seminar on conducting campus investigations regarding discrimination complaints.
- All HRS employees are participating in SAFE ZONE training.
- The Treasurer’s Office and the Receivable’s Office closed so that all staff could attend ISCORE 2008.

Inclusion
- The Department of Public Safety conducts a Citizen Police Academy open to all members of the Iowa State University community to learn more about the role and duties of campus law enforcement personnel.
- Within the Purchasing Department, goals are set and reports are produced that identify the business conducted with state-certified companies owned by women, persons with disabilities, and/or socially disadvantaged ethnic groups. Each purchasing agent’s performance review includes this component and it is measured annually.
• Payroll assisted over 600 international students with completion of paperwork necessary to claim tax treaty benefits. Special signage exists in the building in order to direct these students to the right place.
• All university online financial systems are Americans with Disabilities Act (ADA) compliant.
• Environmental Health & Safety (EH&S) Learning Center accommodates participants in wheel chairs.
• EH&S provides alternative, healthy training refreshments for diabetics and vegetarians.
• The EH&S Diversity Committee plans activities to promote diversity and maintains a diversity web page to post activities and information.
• University Museums provides welcoming exhibitions in clean galleries, with museum educators that initiate conversation about the exhibitions and encourage individual investigation of topics in a manner that is non-confrontational. Using visual literacy and learning techniques to assist viewers to explore and understand exhibition themes empowers the viewer.
• FP&M schedules classrooms to accommodate requirements of up to 500 students with accessibility needs.

Outreach
• EH&S employs, interacts with and learns from staff and students of the following diverse backgrounds: Japanese, African-American, Latino, and Caucasian.
• EH&S provides safety oversight for Homecoming and VEISHEA activities, collaborating with cultural groups.
• The Office of Risk Management (ORM) works in conjunction with many university departments, units, and student organizations to help successfully bring events and visitors of all backgrounds and interests to campus. In working with all segments of the ISU campus, ORM strives to understand, value, and exhibit respect for the unique backgrounds, characteristics, and goals of the diverse populations and activities of our community. Through its daily work to cooperatively minimize risk, ORM provides risk management consultation and resources with a commitment to integrate proactive risk management solutions into the university environment. This collaboration with faculty, staff, and students is designed to help them meet their goals and protect the university while maintaining a safe environment for all individuals.
• The staff of Central Stores continues to work in concert with Space & Scheduling to quickly move wheelchair-accessible student work stations. All Central Stores facilities are accessible to those with physical disability and are designated as safe zones. Well-trained Central Stores staff assists other departments with Americans with Disabilities Act (ADA) issues.
IMPLEMENTATION GOAL 3 - Research & Scholarship. Creating an academic environment that appreciates and values cultural/social differences through supporting and valuing research/scholarship that focuses on social justice/multicultural issues.

- The Iowa State Center through its programming initiatives strives to reach a broad cross section of the university and general population within the state of Iowa. Within the Performing Arts Series at Stephens and the Martha-Ellen Tye Performing Arts Institute an array of performances in the genres of classical music, opera, theater, musicals, world music and dance, contemporary dance, family, and popular music (pop, jazz, bluegrass) are presented annually. These genres have represented the cultures of Spain, Philippines, Russia, China, Mexico, Africa, Ireland, England, Czechoslovakia, Bulgaria, and Poland as well as the roots of American music to name a few.

- Topics and issues addressed in the Martha-Ellen Tye Performing Arts Institute include: folk tales, history, geography, diversity, civil rights, literature, relationships, poverty, acceptance, immigration, sharing, math, stereotypes, and multi-cultural awareness.

- The Iowa State Center also makes these programs available to underserved populations and individuals with impairments, while establishing and maintaining excellent relationships with touring personnel and artists from a wide range of backgrounds.

- WOI Radio provides a variety of news, information, music and cultural programs that focus on a number of areas important to multiple ethnicities and both genders. Much of the material is not available from other broadcast sources.

- WOI-FM is finishing a conversion to digital transmission, which will make available second and third channels for the addition of programming to better serve the needs of minority audiences. Prior to availability of those channels, WOI's locally-produced call-in program addresses topics such as the experiences of non-native Americans confined in internment camps after war and others in America who have escaped places such as war-ravaged Yugoslavia. Other topics of discussion include interviews with students who have studied abroad in Uganda, people involved with the Iowa Asian Heritage Festival, humanitarian activists working with the Des Moines for Darfur effort to seek a resolution to the genocide in the Sudan area of Africa, coverage of details of an immigration vigil in Des Moines, and work done by the Ames Youth and Shelter Services, among others. The goal is to provide information for and about other cultures and ethnic groups in such a way as to enhance their inclusiveness into the majority society.

- The EOD office hosted a regional diversity summit on retaining diverse faculty, staff and students. The summit had nearly 200 participants in attendance. This summit also included a job fair featuring 60 corporate and educational employers with approximately 150 to 200 students attending the job fair.

- EOD conducted a workshop on “Cultural Miscommunication and Conflict Management” at Iowa’s Diversity Mosaic on October 15, 2007.

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• EOD is assisting in the planning of Iowa’s IDEA and the 2008 Diversity Summit in Dubuque.
• HRS is assisting in the planning of the 2008 IACUBO conference in Ames.
• EOD has been selected to present “Cultural Miscommunication and Conflict Management” at NCORE 2008 in Orlando, Florida.
• EOD submitted and received two diversity grants, one to work with minority middle school students and minority women in under-represented academic fields, the other to educate academic advisors on cultural sensitivity when working with students, faculty, and staff of color.

IMPLEMENTATION GOAL 4 - Increase the representation of historically underrepresented populations among faculty, staff, and students.

• The Purchasing Department strives to post its vacancies in publications that reach targeted populations to assist in recruiting efforts. The composite of the purchasing professionals and management is: 9.1% minority; 54.5% female; and 36.4% male (Caucasian). The age diversity has improved over the past year. Purchasing professionals over the age of 50 had represented 60% of the workforce, but retirements and recruiting efforts improved the age diversity of the department to:
  o 20-29: 9.1%
  o 30-39: 27.3%
  o 40-49: 27.3%
  o 50+: 36.4%.

The age diversity of the department has made it important to provide more flexibility in the workplace due to the demands of young families. Management has been consistent in providing the necessary flexible time to address this need, while maintaining consistency of service to the university.

• The Department of Public Safety is constantly striving to increase the number of underrepresented populations in its recruitment efforts. A lot of our recruiting occurs right here at ISU. By having officers serve as liaisons with various student groups and organizations, we try to promote our department as being one who appreciates and accepts persons from diverse cultures. Through the use of the web, and memberships in various associations, we hope to increase our pool of applicants to include more candidates from underrepresented groups.

• EOD partnered with the ISU ADVANCE program to collaborate on recruitment strategy for female and minority faculty.
• HRS/EOD concentrated their efforts in 2007 to reach out and hire minority student employees.
• HRS conducted presentations to targeted groups such as pre-retirees, women, etc. on specific retirement issues.
• EOD met with search committee chairs to discuss strategies on recruitment of minorities and women.
IMPLEMENTATION GOAL 5 - Inter-group and Intra-group Relations. Create a just environment that recognizes and celebrates cultural differences and socially constructed differences (i.e. gender, race, disabilities, sexual identity, etc.) by enhancing relations within and among groups.

- EH&S held an all-staff Diversity Potluck at which staff members brought cultural dishes representing their heritage. An EH&S Recipe Culture Heritage Cookbook was compiled for the department.
- EH&S hosted Risuke Karima, MD, PhD, visiting from Environmental Science Center, University of Tokyo, Japan.
- EH&S staff are learning how staff members with diabetes, an ADA group, must cope with the disease.
- The Office of Risk Management provides assistance to community, state, and national organizations holding events at ISU, including, but not limited to, National Special Olympics, Iowa Special Olympics, and the Iowa Games.
- The Purchasing Department, within the published policies and procedures of Iowa State University and the Board of Regents, State of Iowa works to increase departmental awareness of the Vendor Diversity Initiative objectives and opportunities, educate vendors regarding how to conduct business with the university, and give every reasonable business opportunity to businesses owned by minorities, women, and persons with disabilities to participate as direct suppliers, contractors, and subcontractors at Iowa State University.
- The Purchasing Department continues to participate in statewide, interagency efforts to promote its commitment to diversity through workshops for businesses owned by underrepresented populations.
- The Purchasing Department initiated a Vendor Orientation Program in 2007. This program has continued into 2008 as new minority-owned and women-owned businesses were identified.
- New in 2008 is the development and implementation of a learning and development initiative, “Procurement Process Certification”. This program consists of ten sessions, one of which is devoted to explaining the Vendor Diversity Initiative and other social responsibility initiatives. The program is being delivered to 28 individuals at the College of Veterinary Medicine during this first year and will be offered to all departments with delegated purchasing authority.
- The Purchasing Department increased business with Iowa certified minority-owned and women-owned businesses by 16.2% from FY06 to FY07.
- FP&M will soon host its 3rd lunch and learn since the inception of the Diversity/Climate Team and its initiatives. In 2007, a lunch and learn was presented by 3 staff members on Native American Tradition and Heritage. In March of 2008, a lunch and learn will be presented by an ISU staff member on generations. All FP&M staff is encouraged to attend, and supervisors and managers are asked to allow for flexibility so staff can attend. These will be ongoing efforts and activities.
• WOI is proceeding into the second year of a two year project to provide more extensive coverage of poverty related issues. The project will include training reporters to better identify and cover these issues. We are actively soliciting responses from listeners of all ages and backgrounds about our programming and what we can do to increase our relevance in their lives.

• WOI is embarking on a project to enhance the cultural experience in central Iowa by determining what we can do to help draw and retain younger residents. This project will assist in coordinating information about the multi-cultural life of the area through programming, working with other cultural organizations, and providing information through web sites and broadcasts.

• WOI strives to identify and participate in outreach partner efforts within and outside the university, including live broadcasts from the Iowa State Fair. WOI continued its tradition of being a media sponsor for and hosting a booth at the Octagon Arts Fest in Ames and the Des Moines Arts Festival. WOI has worked with ISU Extension to obtain a grant for MoneyWise, programming that provides tips on investing wisely. This information is broadcast at the end of WOI’s locally-produced Talk at 12.

• HRS/EOD continued to travel throughout Iowa attending job fairs and speaking to diverse groups regarding employment. Recruitment and Employment attended various job fairs in Marshalltown, career expo in Des Moines sponsored by SHRM, Story County career fairs sponsored by the Ames Chamber of Commerce, and a job fair sponsored by Iowa Workforce.

• HRS takes laptops to Marshalltown, Perry, and Tama Workforce Development Offices to help people complete the ISU on-line application for employment.

• HRS has partnered with the Ames Iowa Workforce Development office to help applicants find jobs at Iowa State University.

• Individual business and finance staff activities include:

  Participated in and advocated for organ donation
  Sabbatical to work at the United Nations
  Participated in ISCORE
  Participated in Ames Partner Cities Association exchange event with Japanese
  Participated in Special Olympic Games
  Chapter Advisor for the Multicultural Greek Sorority Sigma Lamda Gamma
  Attended Uganda: the Pearl of Africa event
  Attended Intergroup Perceptions, Multiculturalism, and Cultural Orientation among Latinos and Non-Latinos in the U.S. lecture.
  Participated in Breaking Down the Barriers and FACES
  Participated in Ames Community School District meetings
IV. Best Practices/ Final Comments

The university’s commitment to diversity has had a positive effect on business and finance. It has been our experience that if the diversity issue can be tied to an event where the issue can be celebrated in a “fun” manner, people are more open to participation. Thus, not forgetting to “celebrate” diversity can be a key to greater employee participation, and hopefully, greater appreciation for the diversity that exists among the campus community.

A particular example of this was the EH&S Heritage Potluck and resulting Heritage Cookbook. The event celebrated staff cultural differences and created an atmosphere of fun and conversation on not only heritage differences, but the unique qualities and life experiences brought to the department.

EH&S also held a mini-golf / potluck (of international flavor) event. At each hole there were diversity quotes and trivia questions to be answered.

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The Department of Public Safety conducts a spring and fall safety campaign using promotional items such as t-shirts, wristbands, hats, buttons, and a variety of other items encouraging students to party responsibly.

Within the Purchasing Department, an emphasis on a new Vendor Orientation Program to encourage interactions with women- and minority-owned businesses, as well as, businesses owned by persons with disabilities, has been successful. A significant number of these business owners have attended the seminars we offer. In addition, purchasing is working to increase awareness through its Procurement Process Certification Program. The combination of the two programs has increased business conducted with state-certified targeted small businesses.

The University Book Store (UBS) developed and continues a program to recognize the achievements of employees. It also encourages sharing of personal experiences and cultural practices. Additionally, UBS developed a work plan for parents who need flexibility in their schedules to meet their children’s day care needs or employees caring for a parent.