## College of Business
### 2006-2007 Annual Diversity Progress

### Student Recruitment and Retention

<table>
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<tr>
<th>Measure</th>
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<tbody>
<tr>
<td>Diversity among students in college*</td>
</tr>
<tr>
<td>By gender</td>
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<tr>
<td>By race/ethnicity</td>
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<tr>
<td>Scholarships &amp; assistantships</td>
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<tr>
<td>By gender</td>
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<td>By race/ethnicity</td>
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<tr>
<td>Enrollment, persistence, &amp; graduation rates*</td>
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<tr>
<td>Expenditures on student diversity</td>
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<tr>
<td>Internal sources</td>
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<tr>
<td>External sources</td>
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Success stories
Benchmarking to peer disciplines (optional)

**Faculty and Staff Recruitment and Retention**

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<tr>
<td>Diversity among faculty and staff*</td>
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Efforts at diversity in hiring

- Diversity in pool

- Diversity among finalists
Diversity in hires

Endowed chairs, professorships, awards, and fellowships
  By gender
  By race/ethnicity

Innovative recruitment and retention strategies

Benchmarking to peers external to University (optional)

**College, Department, and Unit Climate**

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<td>Curricular contributions to diversity</td>
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Scholarly contributions to diversity
  
  Publications
  
  Presentations

Relationships with minority-serving institutions
Joint projects, research, grants

Diversity in leadership positions

Other efforts to improve climate
Report

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<tr>
<th>Data/Outcome</th>
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<tr>
<td>35.5% undergraduates are female; 44.1% of graduate students are female</td>
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<tr>
<td>10.6% undergraduates and 4.7% of graduate students are minority students</td>
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**Scholarships:** 142 scholarships awarded; 54.3% to females; 7.6% to minorities
$6500 in study abroad scholarships awarded to 13 women/minorities

**Assistantships:** 42 assistantships; 52% females; 2% minorities

These data change from year to year.

**Enrollment: F 06 data**
38.6% female
13.6% minority

**1st Year Retention Rate: 2005 data**
85.6% female
83.1% minority

**Graduation: 2005 data**
4 yr: 44.4% female; 6 yr: 70.3% female
4 yr: 38% minority; 6 yr: 52% minority

MLO salary (half-time position): $22,055
$6,000 (recruiting budget, networking breakfasts)

$12,500 (Cargill grant for diversity involvement in Business Career Sxs
$7,108 (salary support for MLO position)

We have several success stories, especially with minority students--here's a list of some of the accomplishments: Tom Harmsen won Jack Trice Award, elected member of the SSP Student Advisory Committee, and elected to Business Council; Neal Sneller active sharehold in Barista Cafe project in Buchanan Hall; Tongie Crocket received a scholarship from the Ames Soroptomist Women Club; D'Juan Cobb recognized for being in top 2% of the college; Priya Hoze received he Minority Liaison Award for the COB from the Multicultural Student Affairs Office; James Booker was chair of the Rededication Committee for the Black Cultural Center; Rashawnda Coleman was elected member of the 2007-08 NCORE/ISCORE team. Hang Truong and Marcus Alexander served as student representatives on the COB Diveristy Committee; Willis Alexander recognized as an adult student overcoming significant odds to excel in the college with a 3.0 GPA; Thurston Dixon initiated as a member of the Cardinal Key Honor Society and co-speaker at COB graduation; Erika Gonzalez is founding member of the Latino Lamda
Theta Nu Sorority at ISU, also accepted as a member of the McNair Post-Baccalaureate Achievement Program; Dawniece Trumbo won Wallace E. Barron All-University Senior Award, Black Cultural Reopening Committee, co-speaker at graduation; one African American doctoral student in HCI program working with COB faculty member Dr. Tony Townsend--the student's research examines factors that drive young African-Americans to discover information technology. We regularly invite minority alums back to campus for speaking engagements. Fall 2006 featured Michael Olujic, who is a Native American, is Controller for a tribe in Wisconsin--he spoke to a group of 200 students, faculty, and recruiters. In Spring 2007, the speaker was Miriam De Dios, Latino, and a financial analyst for John Deere Credit.

### Data/Outcome

#### Faculty:
- Tenured: 17.8% female
- Tenure-track: 35.3% female
- Non-tenured: 52.2% female

#### Staff:
- P&S: 61.3% female
- Merit: 100% female

#### Faculty:
- Tenured: 28.9% minority
- Tenure-track: 29.4% minority
- Non-tenured: 26.1% minority

#### Staff:
- P&S: 6.5% minority
- Merit: 0% minority

In 2006-07 academic year, two faculty searches (one in management, one in marketing) were conducted for a total of four faculty positions (one management, three marketing). Four staff positions were filled, all P&S positions requiring separate searches (academic advisor, career services advisor, academic fiscal officer, graphic designer).

#### Faculty:
- Management: Total pool: 56 candidates; 23% female; 35.7% minority
- Marketing: Total pool: 110 candidates; 20% female; 32.7% minority

#### Staff:
- Academic advisor: Total pool: 43 candidates; 72% female, 2.3% minority
- Career services advisor: Total pool: 51 candidates; 66.7% female, 5.9% minority
- Academic fiscal officer: Total pool: 25 candidates; 60% female, 8% minority
- Graphic designer: Total pool: 29 candidates; 51.7% female, 17.2% minority

#### Faculty:
- Management: 4/4 finalists (100%) female; 3/4 (75%) minority
- Marketing: 5/6 finalists (83.3%) female; 2/6 (33.3%) minority
Staff:
Academic advisor: 2/3 (66.7%) female
Career services advisor: 2/5 finalists (40%) female
Academic fiscal officer: 3/3 finalists (100%) female
Graphic designer: 2/2 finalists (100%) female

Faculty:
Management: One hire--female
Marketing: Three hires--two female, one male

Staff:
Academic advisor: One hire--male
Career services advisor: one hire--male
Academic fiscal officer: one hire--female
Graphic designer: one hire--female

22 total chairs, professorships, fellowships
Three females (13.6%)
Six minorities (27.3%)

We have not done anything particularly different with recruitment and retention strategies, other than to focus on identifying women for the two faculty searches.

Data/Outcome
Mgmt 472, Management of Diversity, offered each semester
Mgmt 371 and Mgmt 507, Organizational Behavior (undergraduate and graduate) include one unit each on diversity.
Mgmt 471 and 571, Personnel and Human Resource Management (undergraduate and graduate), heavily covers diversity and employment law.
Finance 371, Real Estate Principles, includes a unit on anti-discrimination law in real estate lending, marketing, leasing, and buying/selling.
Several faculty mentor Carver Academy and McNair Scholars.

Dr. Jim Werbel has 8 journal publications focused on diversity in the workplace, ranging from 1986 to 2006.
Kathy Wieland, Director of Business Career Services, served on a panel as part of the evente, "Preparing Yourself for a Diverse Workforce," on 4/17/07.

Dr. Sree Nilakanta did five workshops on Information Technology for Compassion Iowa, a group that works with several non-profit organizations serving minorities.
Dr. Nilakanta also works with Gateway Dance Theatre of Des Moines serving the inner city kids of Des Moines. Dr. Howard Van Auken has advised Lanston University in Oklahoma on starting an entrepreneurship program.
<table>
<thead>
<tr>
<th>Deans: 33.3% female; 33.3% minority</th>
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<td>Academic department chairs: 33.3% minority</td>
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College Diversity Committee  
Multicultural Business Network  
Took 15 students of color on a two-day trip to Minneapolis visiting Cargill, General Mills, and IBM.  
Business Career Services served as administrator for an ISU EOD-sponsored Diversity Career Fair and Reception on 4/17/07.  
Networking breakfasts--these breakfasts specifically intended for minority students to network with potential employers, held twice yearly.