Recruitment and Retention

Onboarding of the New Chief Diversity Officer

On August 1, 2021, LaVar J. Charleston began his tenure as UW–Madison’s third Chief Diversity Officer, also holding the titles of deputy vice chancellor for diversity and inclusion, vice provost, and Elzie Higginbottom Director of the Division of Diversity, Equity and Educational Achievement (DDEEA). During the fall 2021 semester, Charleston held 659 individual or group meetings that hosted approximately 3,500 attendees. Charleston’s intent was to identify the UW’s pockets of excellence and areas of opportunity related to equity, diversity, inclusion and belonging goals and objectives. As a result, Charleston and the DDEEA team were able to identify four general areas of focus that merit essential actions and/or further exploration in an effort to cultivate a culture that encourages collaboration, respect, fairness, and equal access to opportunities that would empower all students, staff, and faculty to contribute to UW’s living and learning community to their full potential. These areas of focus include: a) building a culture of organizational learning that promotes the professional development of equity, diversity, inclusion and belonging principals; b) fostering a culture of belonging while enhancing the recruitment and retention of underrepresented students; c) facilitating an effective model of distributed strategic diversity leadership for shared visioning and implementation; and d) utilizing and maximizing data to inform equity-minded policies, practices and decision-making. During the course of the spring semester, the DDEEA will share more about these foci and delineate a strategic path forward.

Goals One, Two, Three, Four and Five

UWPD Equity Dashboard

After more than a year of community meetings, listening to concerns, and collecting feedback, the UW–Madison Police Department launched the UWPD Equity Dashboard on December 9, 2021. The unique tool, which highlights the number of police calls for service, arrests, citations and use of force each quarter, promotes transparency and provides a set of success metrics that speak directly to the UWPD’s commitment to equity in policing. In addition to the data, the dashboard shares general information about UWPD programs and services, such as department policies, staff demographics, and how community members can get involved in the department’s work.

Goals One, Two and Three
Ho-Chunk Nation flag flies on campus
On Friday, November 5, 2021, the UW–Madison raised the flag of the Ho-Chunk Nation atop Bascom Hall. The occasion marked the first time the university has flown the Ho-Chunk Nation flag with the U.S. and Wisconsin state flags on a central administration building. Hundreds attended the ceremony, which was part of the university's commitment to educate the campus community about First Nations history and recognize the land as the ancestral home of the Ho-Chunk. Many Ho-Chunk dignitaries, including Traditional Chief Clayton Winesheik, Vice President Karena Thundercloud, the Wisconsin Dells Singers, and members of Sanford WhiteEagle Legion Post 556 Color Guard, attended the event.

Goals One and Four

OAAPP Self-identification Campaign
The Office of Affirmative Action Planning and Programming (OAAPP) built a robust multilingual self-identification campaign encouraging employees to report or update their demographic information to ensure the university has the most up-to-date information for affirmative action goals, progress reporting, and workplace DEI strategic planning. The campaign included calls-to-action in employee newsletters, the development of multilingual materials in collaboration with Cultural Linguistic Services, outreach to the Human Resources community, and consultations with multiple units. The multilingual materials developed in six languages for the campaign are unique to UW–Madison and not typically seen in other institutions or companies.

Goals One and Two

Campus Climate Survey 2021
More than 13,000 students took part in the Campus Climate Survey, giving participants an opportunity to share their thoughts, experiences, and concerns about campus. The 28% response rate exceeded the rate from the first survey in 2016. The results will build upon the 2016 survey to help the university better understand students’ campus experience and enhance programs and services that foster a campus environment where everyone feels like they belong.

Goals Two and Three

Divine Nine Garden Plaza
Student Affairs exceeded the $250,000 fundraising goal set for the Divine Nine Garden Plaza and will begin construction at the Vilas Green on East Campus Mall in spring 2022. The plaza will honor the history and contributions of the nine historically black fraternities and sororities, also known as the Divine Nine, and recognize the founding members of the organizations along with key donors to the project.

Goal One

Diversity and Inclusion Student Advisory Board
The Diversity and Inclusion Student Advisory Board was established in spring 2021 to advise the vice chancellor for student affairs and chief diversity officer on the impact of UW–Madison initiatives, efforts, and programs relevant to the underrepresented/minority student experience. The group is co-led by the Division of Diversity, Equity and Educational Achievement and Student Affairs. Sixteen students were selected through an application process and are serving one-year terms.

Goals One, Two, Three, Four and Five

TOP Program
To date, the Office of the Provost has approved 132 recruitment proposals from colleges and schools across campus and 43 faculty have been hired. UW–Madison now has TOP hires across most schools and colleges and these faculty are doing outstanding work. Funding for this important program continued even with COVID-19 budget constraints.

Goals One, Two, Three, Four and Five

Name Pronunciations in Canvas
UW–Madison students, faculty, and instructional staff can now record and share their name pronunciations in Canvas, the university’s learning management system used for class rosters and instruction, through a new feature called NameCoach. This addition follows the introduction of the pronoun feature in Canvas in spring 2021.

Goal One
Campus Community Engagement

**Diversity Forum**
The DDEEA successfully organized and hosted UW–Madison’s annual held its annual Diversity Forum entitled, “Rising Above and Reshaping our World in the Image of Justice” on November 2 and 3, 2021, in a hybrid format. More than 3,800 people from 38 locations outside of Wisconsin, including six other countries, registered to attend in person or virtually. Dr. Russell Jeung, professor of Asian American Studies at San Francisco State University and co-founder of the Stop AAPI Hate reporting center, and Steven Canals, screenwriter and producer known for co-creating and executive-producing the television series “Pose” delivered keynote remarks.

**Faculty of Color Reception**
On October 4, 2021, the DDEEA resumed its annual in-person Faculty of Color Reception, cohosting the event with the Office of the Secretary of the Faculty. Chancellor Rebecca Blank and Provost Karl Scholz joined the deans of the schools and colleges to welcome 85 newly hired faculty of color and celebrated more than 28 faculty of color who were recently promoted to associate and full professor.

**Multi-cultural Homecoming Events**
The DDEEA partnered with campus units and the Wisconsin Foundation and Alumni Association (WFAA) to host a series of multicultural homecoming events, including a community panel discussion featuring UW Public History Project Director Kacie Lucchini-Butcher and multigenerational campus activists who shared experiences working to bring racial justice and change to the UW–Madison campus. Other events included a competitive multicultural Step Show, homecoming tailgate, game-watch party, and gospel concert.

**Martin Luther King Jr. Symposium**
The UW–Madison welcomed investigative journalist and co-founder of the Ida B. Wells Society for Investigative Reporting, Nikole Hannah-Jones as the Martin Luther King Jr. Symposium keynote speaker on January 25, 2022. Hannah-Jones is the Pulitzer Prize-winning creator of The 1619 Project and a staff writer at The New York Times Magazine. Nearly 3,000 students, employees, and community members attended the hybrid event, sponsored by Student Affairs and the Division of Diversity, Equity, and Educational Achievement in partnership with the Wisconsin Union Theater.

**Goals One, Three, Four and Five**

**Scholarship Programs**

**First Wave**
First Wave: After a year of virtual programming and outreach, the First Wave Hip Hop and Urban Arts Scholarship Program successfully recruited its next full in-person cohort of 15 artist-activist scholars from across the country, from a pool of over 200 applications.

**PEOPLE**
A record high 84% of high school seniors who participated in the Precollege Enrichment Opportunity Program for Learning Excellence (PEOPLE) who applied to UW–Madison for the 2020-2021 year were admitted, with 87% enrolling as freshman for fall 2021. Additionally, PEOPLE scholar and senior Lydia Nyachieo was awarded the prestigious Marshall Scholarship, one of country’s top undergraduate honors.

**Posse**
2021 marked the 20th anniversary of UW–Madison Posse, which recruits and provides full scholarships to high school students with extraordinary academic and leadership skills and potential. In October 2021, Posse celebrated by honoring its 433 UW-Madison graduates and 171 current scholars, and the staff, mentors, supporters, and friends who support the Posse community. The event brought in alumni and supporters from all over the nation. Also in fall 2021, Chancellor Rebecca Blank was honored as a “Posse Star” at The Posse Foundation’s annual gala for her leadership and contribution to education.
**Mercile J. Lee Scholars Program (MJLSP)**
The MJLSP continues to recruit historically underrepresented groups in higher education to UW–Madison, including students from socioeconomically disadvantaged backgrounds and urban/rural communities. Out of 515 current scholars, 88% are underrepresented students of color, 58% are Wisconsin residents, and 35% are first generation college students. The first year retention rate of MJLSP students is 95%, and their average GPA is 3.51. As an example of the achievement of these scholars, MJL scholar Barnabas T. Shiferaw was elected as Senior Class Vice President and will enter UW-Madison’s medical school in fall 2022.

**Goals One, Four and Five**

### Training And Development

**DEI Workshop 102: Cross Cultural Communication**
University Relations, in partnership with cross-cultural marketing firm Creative Marketing Resources (CMR), and in collaboration with DDEEA and Student Affairs, hosted a second round of workshops designed to build expertise in culturally competent communications and marketing. More than 180 individuals registered for the two hybrid in-person/virtual sessions.

**Graduate Assistant’s Equity Workshops**
The GAEWS welcomed 370 Teaching Assistants, Project/Program Assistants, and Research Assistants in 10 sessions during fall 2021. These employee professional development sessions focusing on diversity, discrimination and harassment provide resources and information about relevant laws and policies, and explore the practical application of these policies to teaching, learning, and research environments.

**Student Organization Cultural Competency**
The Center for Leadership & Involvement in Student Affairs is piloting an online cultural competency training with leaders from more than 100 registered student organizations (RSO) in spring 2022. The training is based on the required Our Wisconsin training for new undergraduates. The RSO leaders are provided with educational content, given scenarios and then time to reflect on how to best support their peers in similar situations. The program is expected to be available for all RSO student leaders in fall 2022.

**Women in Science, Engineering Leadership Institute**
Last fall, 125 individuals participated in WISELI’s Searching for Excellence & Diversity® workshop series, designed to enhance the ability of search committees to conduct effective searches and to recruit and hire excellent and diverse faculty and staff.

**Goals One, Two and Three**

### DEI Officers Across Campus
Schools, colleges and other campus units are increasingly dedicating resources to hire DEI officers who support diversity, equity and inclusion programming and services. Shiva Bidar-Sielaff has been named the inaugural Associate Dean for Diversity and Equity Transformation for the UW School of Medicine and Public Health, and Louis Macias has been named the inaugural Associate Dean for Diversity, Equity and Inclusion for the College of Agriculture and Life Sciences. The UW Law School has also named Michael States as the inaugural Associate Dean of Diversity, Equity, and Inclusion. Other administrators in strategic diversity leadership roles across campus include the following:

- Michael Jackson Athletics
- Jennifer Sheridan College of Engineering
- DeVon Wilson College of Letters and Science
- Sarah Korpi Continuing Studies
- Dominic Ledesma Division of Extension
- Christopher Yue Graduate School
- Marianne Bird Bear International Division
- Percival Matthews School of Education
- Janeai Dilworth Bart School of Human Ecology
- Mel Freitag School of Nursing
- Lisa Imhoff School of Pharmacy
- Richard Barajas School of Veterinary Medicine
- Gabe Javier Student Affairs
- Binnu Palta Hill Wisconsin School of Business

**Goals One, Two, Three, Four and Five**