

**PROGRESS REPORT  
ON  
INSTITUTIONAL PROGRAMS OF CULTURAL DIVERSITY  
February 2011  
Cultural Diversity Planning at Salisbury University**

***Introduction***

Salisbury University's 2009-2013 Strategic Plan demonstrates the University's commitment to, and plan for, programs of cultural diversity on the campus. The Strategic Plan goals recognize several areas where Salisbury University is committed to moving forward and cultural diversity is interwoven into all four goals.

*Goal 1. Provide exceptional contemporary liberal arts education and academic and professional programs that are aligned with an increasingly competitive, global, and knowledge-based economy.*

*Goal 2. Continue to attract and retain quality students.*

*Goal 3. Promote and develop a student culture that places the highest priority on academic engagement and personal growth by leveraging the SU "small school feel" and strong student/faculty/staff interactions.*

*Goal 4. Continue to build the resources—human, financial, physical, and external—that support student academic and engagement needs.*

The University's core values must be lived and experienced as integral to everyday campus life so that students make the connection between what they learn and how they live. The goals and objectives of our strategic, academic, facilities, and enrollment plans, as well as our fiscal commitments, reflect our fundamental values.

*The core values of Salisbury University are:*

- *excellence*
- *student-centeredness*
- *learning*
- *community*
- *civic engagement*
- *diversity*

SU's Cultural Diversity Plan, developed in 2009, is grounded in the institution's core values and aligned with its Strategic Plan goals and each focus area.

***Cultural Diversity at SU***

Since its

The institutional value of student-centeredness is a highly desirable attribute among Hispanic/Latino cultures where the concept of family (*familia*) is a most cherished value. SU's commitment to small classes, faculty advising, and mentoring in many ways creates an *extended family* phenomenon that is a strength SU strives to maximize. Goal Three of the 2009-2013 Strategic Plan, and its focus areas of *Engagement*, "*Small School Feel*," and *Diversity*, clearly signals SU's long-term commitment to provide an inclusive campus environment where academic success for all students can flourish. With an eye toward attracting the growing Hispanic/Latino population in the State of Maryland, SU began the planning process last year to become the premier Latino-serving institution in the State.

President Dudley-Eshbach's vision of diversity also includes geographic diversity. Overall, SU's student body of 8,400 is from 28 states and 58 nations. A thriving Center for International Education (which the President established some five years ago) allows students to study abroad and brings global perspective to campus.

Salisbury University continues to work on a number of interventions to ensure that progress continues on the recruitment and retention of diverse student populations. The successful and growing Powerful Connections Program assists under-represented, first-year students with a successful transition to college-level work and facilitates their sense of connectedness to the University community. Results of the math placement tool ALEKS show impressive first-year student participation and better completion of early math courses. Finally, efforts to seek alternate funding sources to keep recruitment and retention programs viable were rewarded with SU winning its first TRiO grant in 2010.

SU is proud to present its progress toward meeting the goals as stated in SU's-4(o)22(-)-10(pr)-14(ov)225(l)17(sLTm 0 Tc728





- Held first official SU Alumni

- Provide financial aid information sessions to connect families with financial aid resources, meet filing deadlines, and optimize federal, State, and institutional financial aid.
- Design special visitation events for first-year students to meet faculty and staff as part of a collaborative effort between Admissions, Multicultural Student Services, and cultural student organizations.
- Identify and develop relationships with local as well as regional community-based organizations to create a broader support system for Asian and Hispanic students.
- Establish advisory boards to address and respond to the needs of special student populations.
- Enhance inclusive messages and graphics in campus publications, presentations, and University Web site to be more attractive to diverse students.
- Promote campus visits and advisory opportunities to guidance counselors who represent diverse high school



## ***Market Research***

Initiate market research project.

- Marketing and Public Relations staff are



### ***Faculty and Administrative and Support Staff Development***

#### Increase faculty and staff development opportunities centered around diversity.

- The University hosted a Strategic Planning Day that solely focused on diversity in January 2011. The event was well attended by faculty and students and included a cross cultural training component.
- The Faculty Senate's Faculty Development Committee and the Office of Instructional Design and Delivery offered its first SU Teaching and Learning Conference in January 2011 with faculty sharing best practices in their teaching and classroom design.

#### Support curricular development.

- The Faculty Senate's Faculty Development Committee plans to devote its August 2011 faculty development day on diversity. The Office of Diversity and University Consortium Cultural Diversity Committee will assist with this endeavor.

### ***Community Relations***

#### Serve as a catalyst for positive change.

The University continues working with local and regional governmental and private entities to make the Salisbury area more accepting of diverse populations. The Franklin P. Perdue School of Business' Business, Economic, and Community Outreach Network (BEACON) hosts the Bienvenidos a Delmarva Network and has supported the following initiatives:

- Working with SU student volunteers from the Organization of Latin American Students (OLAS) and local public schools to support tutoring programs aimed at English-Language learners and programs that increase Latino/a parent involvement.
- Working with the Maryland Migrant Education Program to improve its outreach to children of migrants in the region.
- Establishing collaboration with Farmworker Justice's Poder Sano, focusing on improving Latino/a rural health particularly around issues of HIV and TB.

### ***Alumni Programs***

#### Determine ways to engage alumni in the cultural diversity initiative.

- The Alumni Board has increased its minority membership from one minority member in 2007 to three in 2009.
- The Alumni Office partnered with Multicultural Student Services and the Horizons Project to produce events for specific affinity groups during Homecoming Weekend.

### ***Designated Gifts and Grants Supporting Cultural Diversity***

#### Faculty and Staff Campaign.

The Faculty and Staff Campaign helps to support three Salisbury University Foundation, Inc. accounts that support diversity initiatives:

- The Horizons Program, which promote

