



TEXAS TECH UNIVERSITY

# Division of Institutional Diversity, Equity & Community Engagement



2008-2009  
Academic Year  
Report to the President

## Introduction and Overview

In 2009, the Office of Institutional Diversity was elevated to the Division of Institutional Diversity, Equity, and Community Engagement to create a stronger and more noticeable presence at Texas Tech University. The creation of the new division communicates to Texas Tech and the broader community that diversity and equity are high strategic priorities of the university.

The Division of Institutional Diversity, Equity, and Community Engagement is committed to promoting academic and inclusive excellence by attracting the most accomplished balance of faculty, staff, and students by connecting the university to all the communities it serves.

The appointment to Vice President for Institutional Diversity, Equity, and Community Engagement (the first appointments of its kind at Texas Tech University) will provide me with an opportunity to continue and extend the foundation of the collaborative work of the Office of Institutional Diversity (OID) and the Cross-Cultural Academic Advancement Center. The initiatives of the former OID coupled with the programmatic support of the Cross-Cultural Academic Advancement Center, began to set a standard for unique collaborations, dynamic speakers, and increased visibility for diversity initiatives across campus.

The Division of Institutional Diversity, Equity, and Community Engagement brought together units and activities to streamline processes and initiatives that support recruitment and retention of students, faculty, and staff historically underrepresented in higher education. The formation of a division and the expanded presence of diversity at Texas Tech allows for enhanced activities and resources that engage all faculty, staff, students, and larger communities.

As the new division begins to outline its strategic goals and lead the university in activities that support and advance inclusive excellence, it will build upon recent successes highlighted in the current report.



*Juan S. Muñoz, Ph.D.  
Vice President  
for Institutional Diversity,  
Equity, and Community  
Engagement*

## A New Division, A New Leadership

Creating a campus that is diverse and inclusive is a priority for Texas Tech University. With the creation of the division, Texas Tech now has a unit charged with leading the university to become a platform for academic and inclusive excellence in higher education. A major task of the Vice President for Institutional Diversity, Equity, and Community Engagement has been to organize the new division with the resources, and units necessary to achieve the academic mission of the university.

The growth and development of current and new programs once sheltered in the Office of Institutional Diversity and the Cross-Cultural Academic Advancement Center necessitated the formation of a division. Joining the division this year were the Institute for the Development and Enrichment of Advanced Learners (IDEAL) and the Federal Trio Program, Upward Bound.

The division serves as the cornerstone for community engagement activities that assist Texas Tech University to become a more inviting environment for community members, prospective students, faculty, and staff. The division is particularly in a stronger position to connect Texas Tech to communities that face barriers to the continuum of activities, resources, and support systems with which to recruit students. Through community engagement activities such as those

led by IDEAL, Cross-Cultural Academic Advancement Center, and Upward Bound the division seeks to address the under-realized participation of underrepresented groups in higher education.

The reorganization of the Division of Institutional Diversity, Equity, and Community Engagement has produced many positive results. By strategically positioning units to support the goals of the university, the division has set out to create a framework that supports the recruitment and retention of all populations at Texas Tech. Individually and collectively, units in the division are changing the face of Texas Tech and creating pathways for academic and inclusive excellence.



*Students celebrating Lunar New Year*

## National Recognition

Texas Tech University received recognition in September 2008 for its commitment to diversity by the Minority Access Inc. organization during its ninth National Role Models Conference in Arlington, Va. Texas Tech was nominated for the award because of its increasing visibility as a state and national leader in approaches to realizing inclusive excellence in higher education. Texas Tech was the only four-year institution in Texas to receive this award.

Through programs led by the Office of Institutional Diversity, the Cross-Cultural Academic Advancement Center, the individual colleges and campus units, Texas Tech is making the necessary and coordinated investments to create a learning environment of the highest caliber, and within which all members of the university community can be individually and collectively successful. This national recognition makes abundantly clear that Texas Tech is helping to set the standard for effective practices and outcomes related to diversity, equity and inclusive excellence on college and university campuses.

Minority Access Inc. is a non-profit educational organization that supports individuals, academic institutions, federal, state and local government agencies and various corporations to diversify campuses and work sites by improving the recruitment, retention and enhancement of minorities. The organization also provides technical assistance to minorities and minority-serving institutions in order to improve the higher educational, professional and managerial employment of minorities.

Texas Tech University also provides national leadership with its membership to the National Association of Diversity Officers in Higher Education (NADOHE). Dr. Muñoz serves as a founder of the national organization and a board member, providing guidance and insight to an organization leading higher education institutions to carry out their diversity goals. NADOHE is the principal organization of chief and senior diversity officers at institutions of higher education.

NADOHE serves as the preeminent voice for diversity officers in higher education by supporting our collective efforts to lead our institutions toward the attainment of the following goals:

- Produce and disseminate empirical evidence through research to inform diversity initiatives
- Identify and circulate exemplary practices
- Provide professional development for current and aspiring diversity officers
- Inform and influence national and local policies
- Create and foster networking opportunities



## Setting a Standard for Excellence

The Division of Institutional Diversity, Equity & Community Engagement provided programs and resources that position it as a resource nexus for the university and broader communities.

**The division brought in nationally recognized speakers** such as veteran actor Pepe Serna, diversity expert Phoebe Eng, BET's *College Hill Atlanta* Ashley L. and Dennis Goodman, and cultural expert Nephtali de Leon. Other campus speakers included world famous actor Edward James Olmos, former attorney general Alberto Gonzales, filmmaker Dante James, and critically acclaimed Dr. Michael Eric Dyson.

**The division cultivated student engagement** through partnerships with multicultural students to organize events that celebrate the unique cultural diversity within the university. Cross-Cultural Academic Advancement Center helped organize and lead the West Texas Showdown Step Show, the annual Day of the Dead Celebration, Lunar New Year, and Holi. Each cultural celebration witnessed record attendance.

**Cross-Cultural Academic Advancement Center hired a Faculty Liaison for Special Initiatives** to connect the division to academic classrooms and faculty settings. The faculty liaison helped increase the Center's visibility and engage more faculty in cultural programming such as American Indian Event that celebrates Native American Heritage Month. American Indian Event featured visiting faculty from University of Kansas and University College in London to lead presentations on Native American history.

**Under Dr. Juan Muñoz and Dr. Roger Worthington, Associate Vice Chancellor and Chief Diversity Officer** with the University of Missouri, chief diversity officers from the Big XII organized on Tech's campus to discuss collaborative programming to advance diversity. Texas Tech and other Big XII universities entered into a unique collaboration to support the Ford Foundation Difficult Dialogue Initiative. Led by the University of Missouri, the collaboration received \$100,000 to assist other universities in the program.

**The division also secured over \$180,000 in 2008-2009 in grants** to support initiatives that enhance student diversity at Texas Tech, including the \$100,000 Maddox Foundation Award. Other awards secured were from CommNet, ConocoPhillips, Texas Higher Education Coordinating Board, and the Greater Texas Foundation. Awards supported the creation of activities such as the establishment of the Texas Tech University College G-Force Mentors, summer bridge programs, and scholarships which provide access opportunities for all students interested in pursuing a higher education.



*Michael Eric Dyson, Ph.D.*

## Highlights & Major Accomplishments



The highlights and major accomplishments of the 2008-2009 academic year centered on academic and inclusive excellence. As the new division of Institutional Diversity and Cross-Cultural Academic Advancement Center moved towards a division status, initiatives expanded and efforts were strengthened and led to the following major accomplishments:

**The Ford Foundation Difficult Dialogue Big XII Consortium Initiative:** In spring 2008, Dr. Juan S. Muñoz gathered chief diversity officers and/or their representatives from Big XII Universities to meet during the National Association of Diversity Officers in Higher Education Annual Meeting. The group discussed potential collaborations and the need to form an organized structure to support diversity activities in the Big XII. The University of Missouri proposed the collaboration to the Ford Foundation and secured \$100,000 to launch the collaboration designed to expand the program into the academic classrooms of participating universities. Members of the University of Missouri visited Texas Tech in November to lead assessment exercises on diversity issues on campus. Texas Tech University will attend the Difficult Dialogue at the University of Missouri, June 2009.

**Texas Lyceum:** Dr. Juan S. Muñoz, member of the Texas Lyceum, organized the New Directors Meeting in Lubbock. The Texas Lyceum is a state wide leadership organization that seeks to identify and develop the next generation of top leadership in the State of Texas. Members of the Texas Lyceum attended meetings and events on the Texas Tech campus and in the Lubbock community. Over 90% of Texas Lyceum members had never visited Texas Tech or Lubbock, Texas.

**Celebrate Diversity Scholarship Dinner:** The division invited actor Edward James Olmos to the Texas Tech campus, to speak at a dinner that would recognize diversity advocates and raise funds for the first retention scholarship for the Division

of Institutional Diversity. The Division partnered with the Rawls College of Business, the Cross-Cultural Academic Advancement Center, and the College of Visual and Performing Arts Theatre Department to make this event possible. As a part of the collaboration, Mr. Olmos spoke at Chris Harwell Elementary and conducted a theatre workshop for Texas Tech University performance majors. Collaborations provide Texas Tech University opportunities to engage community members and advance the academic mission of the university by providing diverse experiences to the community and the classroom. The Celebrate Diversity Scholarship Dinner raised over \$5,000 for future scholarships to retain and graduate the most academically diverse students at Texas Tech.

**Institutional Diversity Scholarships:** The division awarded over \$30,000 in student scholarships in 2008-2009. The Cross-Cultural Academic Advancement Center led the division in awarding scholarships to students that engage in activities to promote inclusive excellence and advance diversity at Texas Tech. Cross-Cultural Academic Advancement Center awarded over \$16,000 in student scholarships during the second annual Student Leadership Symposium. Cross-Cultural Academic Advancement Center also awarded scholarships to six students who demonstrated a commitment to advancing diversity at Texas Tech. The Mentor Tech program awarded over \$15,000 in scholarships through the Mentor Tech Scholarship Award, the Greater Texas Foundation/Mentor Tech Scholarship, and the Jerry Gray Scholarship.

## Academic & Inclusive Excellence

During the 2008-2009 academic year, the Division of Institutional Diversity, Equity, and Community Engagement celebrated academic and inclusive excellence with unique programs, services, and resources.

From the one man show on Chicano culture by veteran actor Pepe Serna to the Mentor Tech Celebration Dinner featuring Dr. Michael Eric Dyson, the division was innovative and unconventional in its approach to fostering and advancing academic and inclusive excellence.

The division organized over thirty events that advanced the diversity goals of the university. Events focused on the cultural explorations and celebrations of the many populations that make up Texas Tech University.

### Inclusive Excellence Speaker Series

Texas Tech University leads the region in bringing in talented speakers from diverse backgrounds and that provide engaging diversity dialogues for Texas Tech faculty, staff, students, and broader communities. This year, the Division of Institutional Diversity, Equity, and Community Engagement created a unique setting on the Texas Tech campus for the TTU community to engage in unique experiences and explorations. Below are just samples of said events:

**Pepe Serna**, veteran actor known for his role in Scarface. Mr. Serna performed a one man show on Chicano culture. Phoebe Eng, cultural expert and author. Ms. Eng led the Student Leadership Symposium with a conversation on Warrior Lessons in Leadership.

**BET's College Hill Atlanta stars Ashley L. and Dennis Goodman**, actors. Ashley L. and Dennis Goodman served as MC's for the second annual West Texas Showdown Step Show.

**Nephtali de Leon**, artist, poet, and Day of the Dead expert. Mr. De Leon visited with several classrooms on the traditions and history of Day of the Dead and served as keynote speaker for the fourth annual Day of the Dead celebration.

**Dante James**, Emmy Award winning filmmaker. Mr. James spoke at the Inspiring Change in our Community dinner hosted by the Black Faculty Staff Association.

**Edward James Olmos**, legendary actor and diversity advocate. Mr. Olmos participated in several on and off campus activities and was the main speaker for the first Celebrate Diversity Scholarship Dinner.

**Gloria Steinem**, feminist icon and journalist. Mrs. Steinem spoke at the 25th All-University Conference on the Advancement of Women in Higher Education. (sponsored in part by the Office of Institutional Diversity, Equity, and Community Engagement)

**Ana Castillo**, poet and author. Ms. Castillo was a part of the President's Performance and Lecture Series and keynote speaker for the Migration, Border, and National State Conference at Texas Tech.

**Maricela Norte**, poet and activist. Ms. Norte was the featured poet at the Poet Laureate seminar.

**Dr. Michael Eric Dyson**, author and motivational speaker. Dr. Dyson was the speaker for the seventh annual Mentor Tech Celebration Banquet.



*Edward James Olmos with Hispanic Scholarship Fund Scholar Chapter students*

## A Commitment to Faculty & Staff

The Division of Institutional Diversity, Equity, and Community Engagement is engaged in and leads activities that promotes the recruitment and retention of distinguished faculty and staff to add to the diversity of Texas Tech. The division provides resources such as the Faculty Excellence Fund, the Faculty Diversity Development Award, workshops promoting faculty diversity, and funding support for faculty initiatives.



**The Faculty Excellence Fund** is used to target new faculty for which funding is not currently available, but who have been identified as a hire of opportunity that will assist a core mission of the university, namely to diversify in various ways the faculty at Texas Tech. The hire of opportunity will be partially evaluated by using the under representation numbers calculated and provided annually by the TTU office of Equal Employment Opportunity. Faculty Excellence Funds can be requested by an academic department to support a tenure track line in order to recruit a faculty member until such time as permanent funding for the tenure track line is identified. To date, from FY '06 - FY '12, a total of \$1,269,569 has been committed to influence the hiring and retention of over 40 instructional faculty at Texas Tech University.

**The Office of Institutional Diversity, Equity, and Community Engagement** provided faculty with grant funding to support college initiatives to advance academic diversity and the scholarship of tenure track faculty. The division awarded two \$5,000 grants to the College of Mass Communications and the College of Engineering for advancing diversity through activities that engage high school students from West

Texas in campus activities. Recipients were selected through an application process where peer faculty selected activities that advanced the diversity mission of the university.

**In addition College Diversity Development Grants**, the division awarded \$10,000 to tenure track faculty engaged in activities that support their professional development. The award recipients were selected by peer tenured faculty members. Additional academic activities that advance the diversity mission of the university were also funded by the division, such as the Migration, Border and National State Conference that attracted over 50 visiting faculty members to present on migration, border crossing, and nation building.

**In its commitment to faculty and staff success**, the Division of Institutional Diversity annually supports the Black Faculty Staff Association and the Latino(a)/Hispanic Faculty Staff Association with \$5,000 in support funds to promote activities such as Sabor Latino, Black History Month, faculty luncheons, and other activities that support faculty and staff inclusive excellence.

## Growth In Student Diversity

The Division of Institutional Diversity, Equity, and Community Engagement is committed to the academic success of all students; from students pursuing a higher education to those about to receive their degrees. The Division has led and collaborated on activities that create pathways to higher education and academic success. By engaging in multiple programs and activities that invite students to explore their academic pursuits at Texas Tech, Texas Tech witnessed over 3,500 middle and high school students engaged in academic explorations on the main campus.

Campus units such as the Office of Admissions have partnered with the Division to support college bound activities. Over 2,000 area middle school and high school students have visited the campus as a result of these activities.

Through activities such as special task forces to programs such as Shake Hands With Your Future, the Division of Institutional Diversity, Equity, and Community Engagement is building pathways to academic success and inclusive excellence at Texas Tech.

### **In 2007, the Chancellor's Hispanic and African-American Enrollment Task Forces**

were created to assist the university in increasing the enrollment of these student populations. The task forces consist of faculty, staff, and student members as well as Lubbock community leaders and work together to advise the Texas Tech system in activities that lead to the positive enrollment of Hispanic and African-American students. In the fall of 2008, the task forces met to review previous recommendations and university developments that specifically targeted enrollment of underrepresented student populations. The following spring, the task forces agreed that a majority of the goals and recommendations were met and felt the new division could carry

out additional activities provided in the recommendations. The task forces have now organized into an ad hoc capacity for special projects led by the division.

**Campus units such as the Office of Admissions** have partnered with the division to support college bound activities. Over 2,000 area middle school and high school students have visited the campus as a result of these activities.

### **The Cross-Cultural Academic Advancement Center**

positioned itself to carry out recruitment initiatives by assisting its student groups—HSF, G-Force, and Mentor Tech Student Organization—to lead community activities that support pursuing a higher education. Student organizations have participated in school presentations, parent nights, community service, and Office of Admissions recruiting trips.

The units within the Division have a stronger foundation for activities that support the engagement of middle and high school students in activities that promote a higher education. The Division is preparing for its busiest summer season with a variety of new summer programs including, the Native American Summer Bridge Institute, G-Force, IDEAL summer camps, and Upward Bound summer programs.



## Community Engagement and Conclusion

The Division of Institutional Diversity, Equity, and Community Engagement has consistently engaged communities that support academic and inclusive excellence at Texas Tech. From sponsorships to guest speakers, it has created a bridge between Texas Tech and external communities to advance scholarship, research, civic engagement, and leadership.

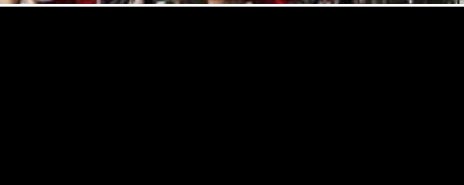
**This year, the Chancellor's African-American and Hispanic Enrollment Task Forces** met each semester to discuss the realization of target goals and recommendations set forth over two years ago. The Hispanic Enrollment Task Force met in the fall and invited community leaders and special guest TTU alumni Chino Chapa, President and CEO of Chapa Consulting, Inc., to a luncheon for a special briefing on successful activities and collaborations for the task force.

**The African-American Enrollment Task Force** held their regular fall meeting and welcomed new Chief of Staff Grace Hernandez. The luncheon focused on future activities for task force members that included a follow up to the 2008 African-American Education Summit.

The creation of the new division came with a new charge of enhancing community engagement activities. The Division sponsored the African-American Leadership Forum's Freedom to Succeed Conference. Presenters at the event included Michael Crutcher who has been seen on the History Channel, the National Geographic Channel and appeared at the Inauguration of President Barack Obama; Dalton Sherman, motivational speaker who has appeared on Oprah and Ellen Degeneres. The event was a part of Black History Month and reflected and focused on African-American leadership and education.

**With IDEAL** as part of the new division, children from the Lubbock community were brought to campus to participate in hands on explorations of higher education. Building a College Going Community is a program organized by IDEAL and supported by division funds. The program brings five Lubbock Independent School District elementary schools to Texas Tech for academic and social presentations.

**Conclusion**, the division also supported community events and organizations such as the Hispanic Association of Women, the Hispanic Division of the Chamber of Commerce, and others. Diversity programming at TTU has spread throughout the campus. With the creation of and success of the division, the university now has a strong and centralized advocate for diversity, equity and growth initiatives. In collaboration with the President's Diversity and Equity Council, the division will lead the university in aligning its strategic diversity goals and look to provide additional resources. As programming and resources within the division continue to grow, the division is preparing to exceed current goals for student engagement, student recruitment, and academic success.





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