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OFFICE OF UNIVERSITY RELATIONS



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PENNS^TATE

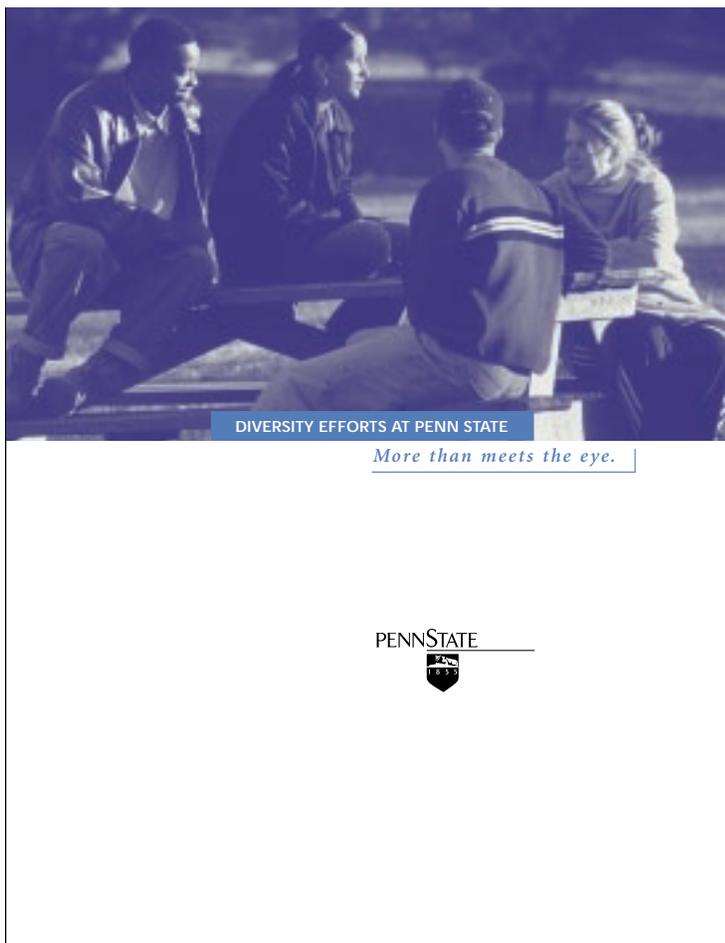


Background

Diversity is tremendously important to American higher education and certainly to Penn State as a major research university with a land-grant mission to provide access and service to the state's citizens. Recent campus events have brought heightened awareness of the issue of diversity to all members of the Penn State community. In addition, the events of last spring have drawn the national attention of a number of interest groups.

With an issue as important and complex as diversity, it is critical that we communicate clearly and consistently about the University's values and practices.

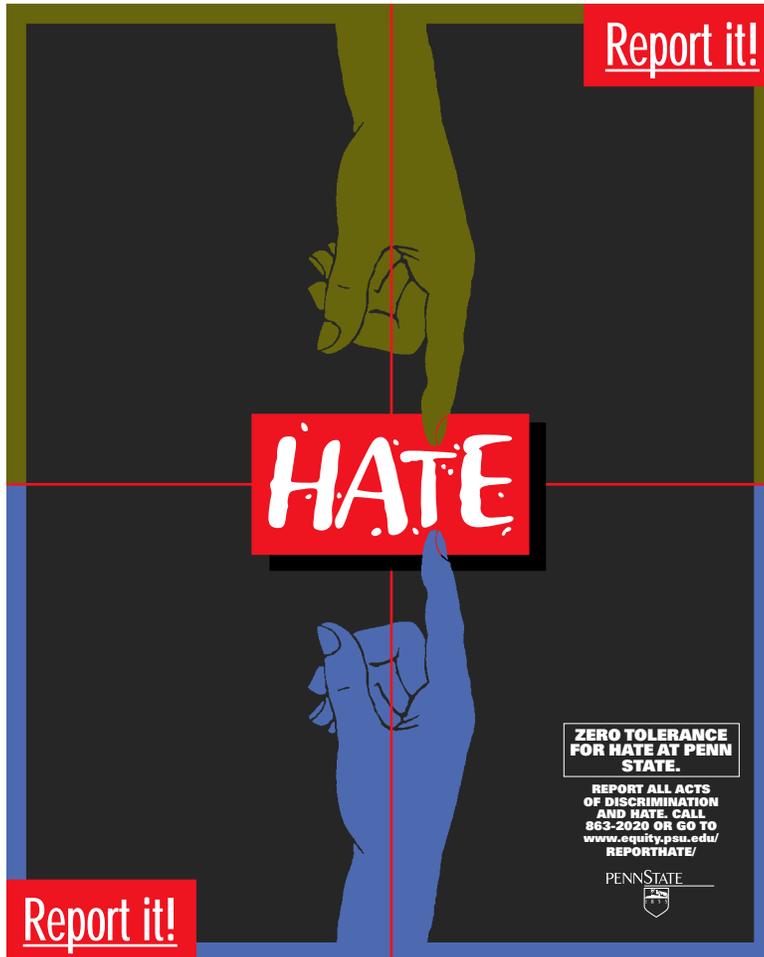
THE OFFICE OF UNIVERSITY RELATIONS is responsible for the University's communications to a broad array of constituent groups. The office is comprised of five departments: Public Information, Publications, Marketing and Advertising, Development Communications and Special Projects, and Campus and Community Affairs. The office also oversees the University Web page.



The new diversity brochure "Diversity Efforts at Penn State—More Than Meets the Eye" was initiated, developed, and funded by the Office of University Relations.

During the past year, the efforts of University Relations to educate and inform varied groups on the University's efforts in the diversity area have been extensive. Among those efforts were the following:

- The creation and ongoing operation of a new diversity newswire, which provides subscribers with current and timely information on diversity issues at Penn State.
- Development of the "Fostering Diversity" series in Intercom.
- The creation of a new diversity brochure, "Diversity Efforts at Penn State—More Than Meets the Eye" — initiated, developed, and funded by University Relations. The brochure explains the importance of diversity at Penn State and provides a sense of the many activities that are integrated into the daily administrative and academic undertakings of the University. We feel that it is our role as a higher education institution to educate our many constituent groups about the importance of diversity. This brochure is just one communications tool that is helping us to articulate these values.
- The design and production of many diversity publications for colleges and units across the University.
- Producing and directing the new diversity video, which was shown to all first-year students.



"Report Hate" poster currently being used on all the University's campuses.

- Designing ads for, and purchasing placement in, Philadelphia-area newspapers aimed at minority audiences.
- Creating a diversity session at the semi-annual meeting of campus University Relations professionals.
- Organizing a meeting with the leadership of the Philadelphia African American community to discuss Penn State racial climate and issues.
- Responding through the media to numerous diversity and racial issues both good and bad over the past year-and-a-half. Among them:

- The Rashard Casey assault case*
- Threatening e-mail to Black students*
- Incident involving rocks thrown at Black female students*
- Assault on lesbian students downtown*
- Conflicts between Jewish and Arab students over Middle East issues*
- Accusations that a former professor was involved in the genocide of South American natives*
- Black Caucus sit-in of the President's office*
- Spring '01 racial incidents (death threats, take-over of football field at Blue-White game, HUB sit-in, Black Panther threats, bomb scares at commencement, etc.)*
- The very positive graduation rates of African American athletes.*

- Creating new diversity posters that communicate the importance of "reporting hate," for use across the entire University system.
- Developing and placing diversity advertisements to run in the *Daily Collegian*.
- Creation of the annual insert on diversity for the *Philadelphia Tribune*, to highlight diversity stories to inner-city residents of Philadelphia.



"Diverse Communities/One University," is a minority recruitment brochure produced by the Office of University Relations for the Office of Undergraduate Admissions.

Diverse Communities

ONE UNIVERSITY



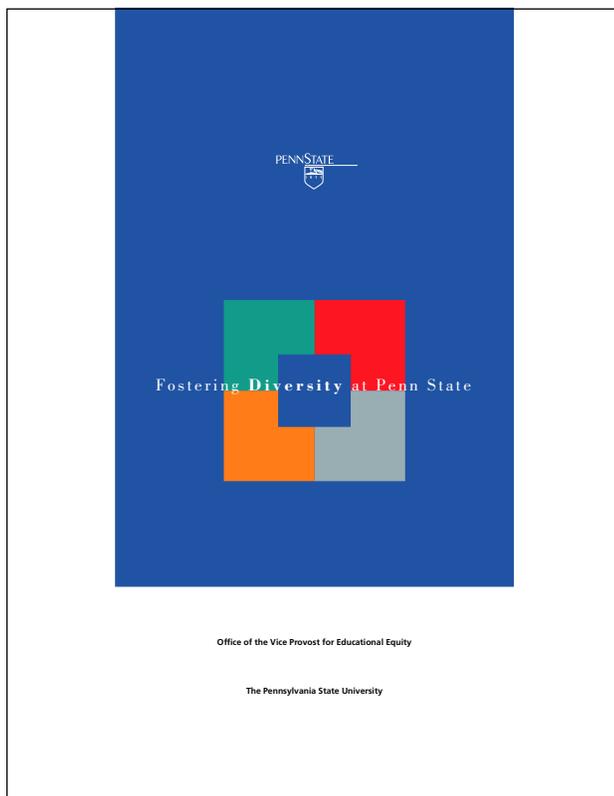
THE TOPIC OF DIVERSITY was central to most of the efforts in University Relations over the past year. In communicating on diversity, whether through the media, advertising, posters, brochures, videos, or the internet, the unit had demonstrable success. The area where we had less success, and the area of greatest frustration for the office, was in hiring. As a small unit that sees very little turnover from year to year, we do not often have an opportunity to bring in new people with more diverse backgrounds. That proved to be the case over the past two years.

The few open positions that we have had over the past couple of years have tended to fall in job categories that are rated in the 15-21 classifications. These typically require local searches, which, given the demographics of central Pennsylvania, have not proven to be successful in locating larger pools of ethnically diverse candidates.

To address this, on several searches involving designers for the Publications unit (typically rated in the Penn State job classification series as 21), we placed ads in the Philadelphia, Pittsburgh, Harrisburg, and Baltimore areas to try to attract more diverse talent into the pools. Unfortunately, those efforts proved futile. The one minority candidate identified from outside the area, who was willing to relocate to State College and was offered a job, turned out to have a visa problem that forced us to rescind our offer.

The unit is committed to having a more diverse work force, and will continue to search for ways to improve the diversity of the office as future openings occur.

We are currently working to identify opportunities for interns and also how we might be able to utilize an Administrative Fellow.



"Fostering Diversity at Penn State," a brochure highlighting the University's array of diversity programs, was produced by the Office of University Relations for the Office of the Provost for Educational Equity.

Responding to “A Framework to Foster Diversity at Penn State: 1998–2003”

IN 1998, PENN STATE instituted a five-year strategic plan to enhance diversity at the University. We are now at the mid-point of that plan. Listed below are the seven challenges which the the plan addressed, and what the Office of University Relations is doing in each of these areas.

► Challenge 1. Developing a Shared and Inclusive Understanding of Diversity

Within University Relations, we define diversity as an awareness of, and an appreciation for, different cultures, ethnicities, and perspectives. We try to place an emphasis on presenting diverse images within our many communications vehicles. We stress the importance of inclusiveness in meetings with our staff. And we make diversity initiatives a high priority in our planning each year.

Each unit within University Relations has had meetings on the subject of diversity. We have shown the Diversity Video to all of our employees. And directors of each unit have stressed to their respective staffs the valuable role that diversity plays in a Penn State education, and our role in making that fact known to the world. It is a regular and on-going topic at our staff meetings.

PENNS STATE
University
Park

**Multicultural
Resource
Center**

A Unit of the Office of the
Vice Provost for Educational Equity

www.equity.psu.edu/mrc

This brochure for students contains information about the professional counseling and educational services provided by the Multicultural Resource Center.

It is central to all publications and ads produced by the Office of University Relations that a sense of the diverse Penn State community is always communicated, as shown here in an ad for the Fayette's museum guides produced for the Palmer Museum of Art.

PENNSTATE Fayette

Penn State Fayette is proud to announce

the Cub's Den

The Cub's Den is an extension of Duck Hollow Discovery Learning Center, Inc.

Providing safe, convenient childcare on the Penn State Fayette campus.

Are you a student or prospective student who wants to take classes but cannot leave children alone? The Penn State Fayette Cub's Den will allow you to enroll full- or part-time with the assurance that your child will be cared for by experienced professionals.

OPENING THIS FALL IN THE EBERLY BUILDING
 Monday–Friday, 7:00 a.m.–10:00 p.m.
 Saturday, 7:00 a.m.–noon

FEATURES: buzzer entry security systems, outdoor fenced-in playground, experienced and caring staff

Call Now! Currently registering children 2 1/2 to 12 years of age.
 Penn State Fayette 724-430-4130 or Duck Hollow Discovery Learning Center, Inc. 724-438-1623.

This facility is licensed by the state of Pennsylvania.

PENN STATE Making Life Better®

PENNSTATE College of Arts and Architecture

Palmer Museum of Art

Children's GUIDE

KiDs

PENNSTATE College of Arts and Architecture

Palmer Museum of Art

Children's GUIDE

KiDs

► **Challenge 2. Creating a Welcoming Campus Climate**

Between conversations at President's Council and Campus Environment Team (on which one of our directors sits) our unit stays abreast of the diversity issues that are circulating on campus. By making new initiatives in the diversity area a priority (such as the creation this year of the Diversity Newswire, the new diversity brochure "Diversity Efforts at Penn State—More Than Meets the Eye," the diversity video, etc.), the energy and creativity of the staff is often focused on the diversity area.

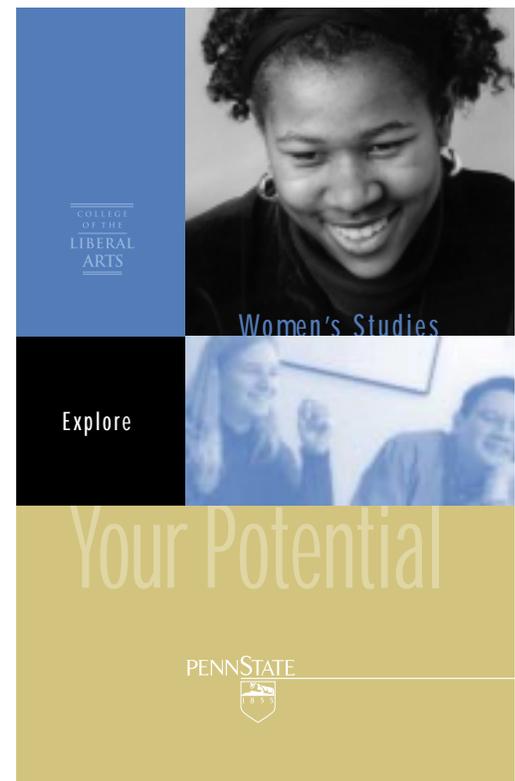
We have been fortunate in that we have not had specific diversity problems (i.e., racial or gender problems) within the various units of University Relations, but in our role of overseeing the University's communications efforts, we are constantly called on to speak about the University's position on diversity, and to help address diversity problems across the campus.

The entire staff has shown a strong belief in—and commitment to—the issue of diversity. Because of that, on a scale of 1 to 10, I would rate the climate for diversity within University Relations as a 10.

Far right: Cover of a general recruitment piece shows the attention to diverse imagery that the Office of University Relations maintains in University recruitment publications.

► **Challenge 3. Recruiting and Retaining a Diverse Student Body**

The Office of University Relations contributes to the recruitment and retention of a diverse student body through a number of means. Our Publications Department prepares all recruitment material for the University. In our general recruitment publications, we are careful to include diversity topics and diverse images in our photographs. In addition, Publications prepares brochure and collateral material aimed specifically at recruiting minority students.



Our Department of Marketing and Advertising has prepared advertisements and posters aimed at both recruiting and retaining minority students.

Our Philadelphia regional office is responsible for preparing the Tribune insert (which highlights the University's diversity efforts), and also takes the lead in preparing and placing ads that are placed in various minority publications in the Philadelphia area.

Our Department of Public Information prepared the Diversity Video that was shown to all incoming first-year students, created the Diversity Newswire, and uses press releases



A still from the University Relations diversity video that is shown to all incoming first-year students.

and statements in the media to articulate Penn State's perspective on diversity to potential students and their families.

► **Challenge 4. Recruiting and Retaining a Diverse Workforce**

Over the past five years, the Office of University Relations has had only one search for a position as high as a grade 24 (which was filled by a woman). The remaining searches have been for positions between 15 and 22. These are all grades that require local searches.

One of the great frustrations that we have had is finding diverse pools of candidates in local residents. To address this, we advertised in the Philadelphia, Pittsburgh, Harrisburg, and Baltimore markets for two of our Publications positions, but found no one willing to relocate to State College for the salaries that are provided at those levels. (The exception was minority woman who was offered employment, but whose visa problems ultimately made the offer moot.)

Internally we are looking for additional ways to broaden the pools should we have any future searches. (We have only one vacancy within the entire University Relations office, which we are being forced to freeze to cover the cuts that were recently mandated by the recision in state funds.)

One of a series of newspaper ads dramatically illustrating the University's "zero tolerance" policy towards hatred and racism.

What's more
offensive than
the things some
people say to
your face?

**The things they'll say
when you're not around.**

Take a first step toward breaking down the walls of racism.

**Stop assuming that just because
hate is hidden, it's okay.**

"To my face, I've never been beaten, never been called a Spic, never been denied services because of my ethnic background, for one simple reason: I have white skin. That's my own white privilege. But because of my white skin, I've gotten to hear what people really think of me, of my family. White students have called Mexicans grubby, and made hateful remarks about my people because they think I'll agree with them."

This testimonial, given by a Latino/Hispanic student, is one of a compilation of 250 accounts presented to state legislators in February 2001.

ZERO TOLERANCE FOR HATE AT PENN STATE



Report all acts of discrimination and hate. Call 863-2020 or go to www.equity.psu.edu/REPORTHATE/

We have been very successful in providing opportunities for women. In Public Information, three of the four managers are women, and two of the four managers represent minority groups. In the Department of University Publications, the Assistant Director is a woman, and the Director of the Department of Marketing and Advertising is a woman. Since 1997, the overall number of women in the unit has increased from 30 out of 56 employees to 31 out of 51 employees.

In terms of retaining those within University Relations, we have paid special attention to the needs

and interests of minority members within our unit, and will continue to be sure that they are given every opportunity to succeed.

► **Challenge 5. Developing a Curriculum that Supports the Goals of our New General Education Plan**

This challenge does not specifically apply to our unit, but we are committed to publicizing the curricular changes that come forward from the faculty.

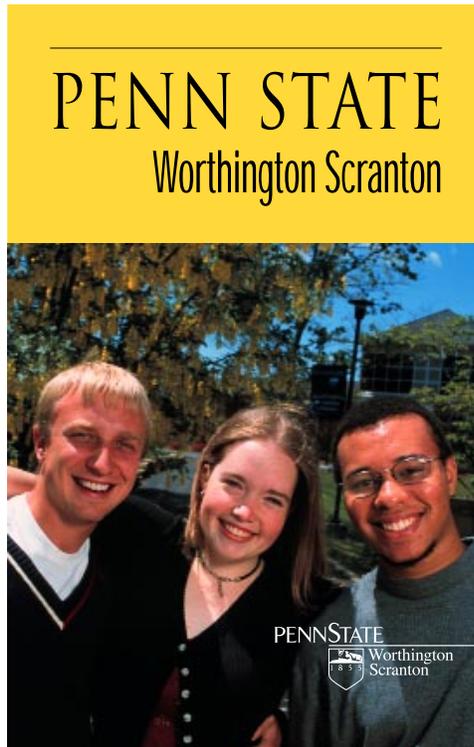
► **Challenge 6. Diversifying University Leadership and Management**

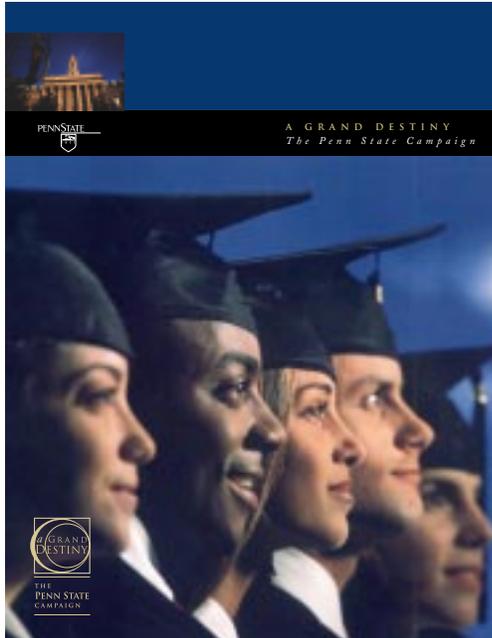
The Office of University Relations supports the professional development of all employees and is committed to providing opportunities for those who wish to further their education. All staff members of our unit have been provided with professional development opportunities. These have included national and regional conferences, as well as in-house educational offerings.

► **Challenge 7. Coordinating Organizational Change to Support our Diversity Goals**

The Office of University Relations has a fundamental and deeply rooted commitment to see that Penn State's diversity efforts are promoted, and that the many different

It is the responsibility of the Office of University Relations is to see that all outgoing student recruitment publications reflect the diversity of the University.





Two examples of publications produced by the Office of University Relations for "A Grand Destiny, The Penn State Campaign."

constituent groups that comprise the University family are kept abreast of issues related to diversity within the University.

Specific examples would include the fact that we have made a long-term commitment in both staff time and funding to produce and distribute the Diversity Newswire. We have committed funds for the "Diversity Efforts at Penn State—More Than Meets the Eye" brochure, which we will update on an ongoing basis. The Publications Department has been instructed to be vigilant

in utilizing photos and other means to portray the diversity of the University. We look for additional opportunities for posters and ads, and we also highlight diversity through such vehicles as "Time Out Penn State," the sports half-time show which is produced by the University Relations office.

We also have strong membership on a number of University-wide committees, including the Commission on Women and the Commission on Racial and Ethnic Diversity.

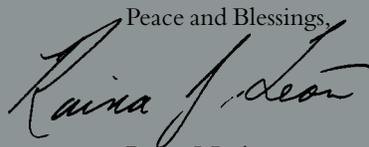
One of a series of ads that run in *The Penn Stater* and highlight students who receive donor-specific scholarships. Produced by the Department of University Publications for the Office of Development.

“Thank you, Mr. and Mrs. Schreyer.”



Dear Mr. and Mrs. Schreyer,

The Schreyer Honors College scholarship has allowed me the opportunity to be a part of a constantly changing environment, which I might never have experienced at home in Philadelphia. The Schreyer Honors College “seeks to produce graduates who will make a significant difference in the world.” I hope I honor you by making that happen—beginning here and extending beyond this campus—in my writing and as a teacher, working for justice for all people. Thank you for giving me a chance at possibility.

Peace and Blessings,

Raina J. León

When third-year Schreyer Scholar and Journalism major, Raina León, is not editing the *Daily Collegian* on-line, teaching Salsa dancing, or managing Web sites, she is working on a thesis in her main academic interest: poetry writing. As a writer deeply involved in social issues, she plans to pursue a master of fine arts in poetry with a concentration in multicultural education and join the Teach for America program.

PENNSTATE



A GRAND DESTINY A grateful student

Help us create a grand destiny. Call 1-888-800-9170 or visit us at www.GiveTo.PSU.edu on the Web.

Summary

Diversity will continue to be a topic of immense importance for the University for many years to come. The Office of University Relations will play a critical role in communicating the University's values and priorities regarding diversity. The staff in each of our departments understand the importance of this topic, are sensitive to its nuances, and are committed to promoting Penn State's diversity programs across the institution, as well as internally within our individual units.

Diversity matters for Penn State and it matters for University Relations. It will continue to be a top priority for our unit throughout the coming years.