

**Equity, Access, and Diversity Committee (EAD)**  
**March 27, 2017**  
**Minutes of the Meeting**

*These minutes reflect discussion and debate at a meeting of a committee of the University of Minnesota Senate; none of the comments, conclusions or actions reported in these minutes represent the views of, nor are they binding on, the senate, the administration or the Board of Regents.*

**[In these minutes:** Discussion with the Diversity and Inclusion Recruiters; Regents Policy: Sexual Misconduct; Update on Counseling Privacy Resolution]

**PRESENT:** Jeremy Jenkins (chair), Shakeer Abdullah, Ann Burkhart, Solomon Gashaw, Joseph Gerteis, Tami Jauert, Mina Kian, Minsoo Kim, Tina Marisam, Teddie Potter, Deena Wassenberg, Jonathan Watkins, Sarah Sexton

**REGRETS:** Priscilla Flynn, Naty Lopez, Cynthia Messer, Keisha Varma, Marcella Windmuller-Campione

**ABSENT:** Jefrina Jayaraj, Shailey Prasad, Ben Yawakie

**GUESTS:** Marvin Banks, Simone Brown Thunder, and Patricia Izek, diversity and inclusion recruiters, Talent Management, Office of Human Resources; Mary Everly, director, Relocation Assistance and Spousal/Partner Hiring, Office of Human Resources

**OTHER:** Nan Thurston

**1. Discussion with the Diversity and Inclusion Recruiters**

Chair Jeremy Jenkins welcomed Marvin Banks, Simone Brown Thunder, Patricia Izek, and Mary Everly from the Office of Human Resources. Banks, Brown Thunder, and Izek are recruiters who specialize in recruiting for diversity, and Every is the director of Relocation Assistance and Spousal/Partner Hiring.

Izek shared a table (*Figure 1*) summarizing the team's goals. Next, Banks said that the team has undergone a marketing makeover, and shared some results of that effort, including the new tagline, "Together, We'll Change the World," a leave-behind brochure, new website content, and an updated social media (Twitter, Facebook, and LinkedIn) strategy in order to appeal to Millennials. The new strategy includes using a more approachable writing tone, images and testimonials of real employees, and better integration with University brand campaigns such as Driven to Discover and the Grand Challenges. He emphasized that the Talent Acquisition team is available to work with units throughout the hiring process, including providing information on best practices, providing recruitment materials, and assisting in locating sources of potential hires.

Brown Thunder then talked about best practices in hiring for diversity, such as encouraging or requiring search committee members to attend implicit bias training, sharing information on

affinity groups with all new hires, and building relationships with communities. She said that since July 2016, the team has worked with units on 445 job openings, 88 candidates, and 19 hires (not including faculty).

## OHR Diversity and Inclusion Recruiting Goals

Goals	Strategy	Metrics	Estimated Cost
<b>GOAL 1:</b> To increase the diversity of hiring pools, paying particular attention to finance, IT, research and designated faculty (i.e. Asst Prof) job openings	<ul style="list-style-type: none"> <li>Attend public relations events</li> <li>Ongoing participation with Affinity Groups</li> <li>Host a University Diversity Job Fair</li> <li>Build a more visible web presence with resources and relevant information</li> </ul>	<ul style="list-style-type: none"> <li>Applicant Pool Composition</li> <li>Number of diverse hires</li> <li>Applicant experience survey</li> <li>Hiring Manager Satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Sourcing - \$500-\$1000 per position</li> <li>Attendance at events - \$250 - \$1250 per event</li> <li>University Job Fair - \$3000</li> </ul>
<b>GOAL 2:</b> To implement a robust sourcing strategy that creates a talent pipeline, expands the University's reach of candidates and leverages technology	<ul style="list-style-type: none"> <li>Implement a social media campaign.</li> <li>Research, explore and develop U-Wide advertising contract opportunities</li> <li>Create institutional and regional MN profile (<i>Wish You Were Here</i> concept)</li> <li>Analyze turnover data to establish key areas of intention and focus</li> </ul>	<ul style="list-style-type: none"> <li>Applicant Pool Composition</li> <li>Number of diverse hires</li> <li>Applicant experience survey</li> <li>Hiring Manager Satisfaction</li> <li>Employee Referral Rates</li> </ul>	<ul style="list-style-type: none"> <li>Sourcing - \$500-\$1000 per position</li> <li>Attendance at events - \$250 - \$1250 per event</li> </ul>
<b>Goal 3:</b> To partner with OED to create/utilize EOAA Liaison Network to promote the University as an employer of choice	<ul style="list-style-type: none"> <li>Assist in the delivery of the implicit bias training</li> <li>Seek volunteers among the units to support and promote D&amp;I recruitment work</li> <li>Meet routinely to promote program</li> </ul>	<ul style="list-style-type: none"> <li>Feedback from EOAA Liaisons</li> <li>Impact on diverse hires</li> </ul>	N/A
<b>Goal 4:</b> To build (OHR) Community to cultivate a supportive, welcoming and inclusive work environment	<ul style="list-style-type: none"> <li>Celebrate and promote National Heritage Months/Events</li> <li>Participate with LTD on creating an inclusive NEO program</li> <li>Develop D&amp;I Committee for OHR</li> </ul>	<ul style="list-style-type: none"> <li>Feedback from groups on effectiveness of recruiting strategies</li> </ul>	<ul style="list-style-type: none"> <li>\$1500 per year for each Campus Affinity Group</li> <li>Up to \$1000 for events</li> </ul>

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Figure 1

Next, Everly explained the services the Relocation Assistance and Spousal/Partner Hiring team can provide to candidates. The team works with candidates at any stage in the process, and can connect candidates to desired resources and communities of interest. Everly is also the director of the Upper Midwest region of the [Higher Education Recruitment Consortium](#), which works with 60 colleges and universities in the upper midwest and offers webinars and workshops on effective searches and eliminating bias, as well as a job search feature and a CV database.

Brown Thunder enumerated the team's community outreach activities, such as attending 15 local job fairs (including The Forum on Workplace Inclusion, the People of Color Career Fair, the PDN Diversity Career Fair, and the Veterans' Career Fair), actively working with the University's affinity groups, attending diversity-focused networking events in the Twin Cities, and meeting with community partners in order to position the University as an employer of choice.

Finally, Izek reminded members that diversity is one of the University's core values. She encouraged anyone running searches to believe that everyone is capable of performing at high levels, demand diverse pools, and consider implicit bias. The team then invited questions from members.

Teddie Potter asked whether there is any thought to hiring strong talent to teach in a different subject area if there are no openings in their main area. She said that with the Grand Challenges curriculum, students are looking for interdisciplinary courses more and more. Everly said that approach has been taken with staff positions.

Jenkins asked what reception the team has gotten when working with units. Izek said that it varies by department, but generally the University is moving in the right direction.

Deena Wassenberg asked how a hiring committee can find out if a position has drawn a sufficiently diverse pool. Brown Thunder said that the unit level recruiter can run a report on applicants to assess the diversity of the pool. If the pool is not sufficiently diverse, the hiring committee should consider redoing the search.

With no further questions from the committee, Jenkins thanked Banks, Brown Thunder, Everly, and Izek, and they departed.

## **2. Regents Policy: Sexual Misconduct**

Tina Marisam, director, Equal Opportunity and Affirmative action (EOAA), presented a draft of a new regents policy on sexual misconduct to the committee. She said that the draft is very similar to, though less detailed than, the Administrative Policy: Sexual Misconduct, on which the committee had consulted at its meeting on January 30, 2017. Mina Kian asked whether the policy would be system-wide, and Marisam responded that it would, and that she is working with the system campuses. Potter asked how involved the regents are in matters such as this that impact the University's reputation. Marisam said that they get very involved and would likely have a lot of feedback.

## **3. Update on Counseling Privacy Resolution**

Jenkins informed the committee that he and Wassenberg had met with Brian Slovut, deputy general counsel, Office of the General Counsel (OGC), who had agreed to put into writing the policy that the University would not access students' FERPA-protected counseling records in preparation of a legal defense in the event that a student sues the University, where the lawsuit is not directly related to the counseling service. As this policy would be added to OGC's internal handbook but not posted publicly, Jenkins proposed revising the resolution to publicly acknowledge this practice and ask the University Senate and administration to do so, as well. Members voted to approve the revised resolution. Jenkins said that it would go to the University Senate at its May 2017 meeting.

Hearing no further business, Jenkins adjourned the meeting.

Amber Bathke  
University Senate Office