



53 Potential Diversity Plan Projects

If your campus is looking for an effective diversity project to launch, then the projects listed below are a great place to start. Projects below are research-based and many are considered best practices in the diversity field. Most don't require additional funding or personnel. Others may call for the reallocation of existing funds and services. All of them require leadership and a strong commitment to a diverse and inclusive campus.

1. Establish a diversity endowment on your campus so there are permanent resources to fund diversity activities and research.
2. Create a website on your institution's diversity efforts. Make it the clearinghouse for diversity and inclusion initiatives on your campus.
3. Provide an updated list of certified ALANA (African, Latino, Asian & Native American) vendors and monitor the college's use of these vendors.
4. Work with schools and departments to provide workplace internships for ALANA individuals.
5. Sponsor a 3-day "College for Kids" summer camp at your College for elementary and middle school students of color to get them thinking about college at an early age.
6. Seek funding for an Upward Bound or Pre-Collegiate program that will allow middle school and high school students of color to live on campus and experience college life in the summer.
7. Partner with your local school district to plan a visit to campus for students of color and/or to establish a feeder program.
8. Develop a targeted recruitment plan for students of color with measurable goals.
9. Conduct a phone-a-thon to individual students, families and minority community based organizations as part of a recruitment strategy.
10. Serve as a mentor to new students of color in your school.
11. Involve alumni in recruiting students of color and in funding scholarships.
12. Review and if necessary revise the admissions application and process to make it easy to complete. This has nothing to do with lowering "standards;" rather-you're just making sure that the application process is user-friendly.
13. Establish a tracking system that keeps statistics on students of color contacted, admitted, and enrolled. This will help you identify problems in the recruiting pipeline.
14. Create an ALANA recruitment and retention advisory committee made up of community stakeholders.
15. Create business partnerships to fund scholarships for students based on income or high school to ensure ALANA recipients.
16. Partner with the admissions office to create a targeted recruitment plan for your department or school.
17. Review the orientation process that students of color receive at your school and revise if necessary.



53 Potential Diversity Plan Projects

18. Create a new multicultural course that promotes racial/cultural understanding.
19. Create a study of the courses that freshmen and sophomore students of color enroll in compared to their white classmates. Look at grades, dropout rates, and related issues.
20. Survey ALANA students to see what academic support services they use and/or need on campus and why they aren't being used if needed.
21. Conduct a financial aid audit to see how the ALANA student loan debt compares with white student loan debt. On many campuses, students of color leave with almost twice the loan debt of their white peers. This affects recruitment, retention, and economic stability.
22. Bring in an expert to provide training or raise awareness on a particular aspect of diversity within the strategic areas your campus is focusing on.
23. Write a letter to the parents of all freshmen and sophomore students of color to establish a relationship and to ensure parents that your college is committed to the educational success of their son/daughter.
24. Sponsor a diversity lecture series for the college and town community on the various dimensions of diversity.
25. Develop a plan which could include bringing in an expert that will help prepare your unit to better serve and relate to students of color.
26. Use block registration when enrolling new students of color in classes to ensure they are not isolated in the classroom.
27. Develop an intervention strategy for students in your major who are struggling academically.
28. Develop a self-evaluation instrument that assesses whether or not your school's policies and programs are effectively serving students of color.
29. Structure financial aid guidelines to ensure that students with the highest financial need are being met.
30. Conduct financial aid workshops in ALANA communities.
31. Engage in preventive outreach efforts to ensure that students of color who need counseling are getting it on campus.
32. Train students of color to become peer counselors.
33. Make a commitment for faculty and staff to interact with students of color on a par that is similar to interaction with white students.
34. Create a standing committee on ALANA student recruitment and retention in your school and provide monthly updates at staff meetings.
35. Sponsor out of class activities for faculty to interact with students of color on an informal basis getting to know them.
36. Provide a workshop on multicultural curriculum reform to demonstrate to faculty how they can pluralize their curriculums.
37. Recognize and honor faculty for any exemplary work with students of color.



53 Potential Diversity Plan Projects

38. Offer a workshop to enable staff/faculty to better advise and counsel students of color.
39. Engage in action diversity research that will assist the academy in addressing the needs of students of color; and research that will educate students and staff about the history and contributions of ALANA people.
40. Mentor students of color in research techniques and encourage them to participate in research conferences.
41. Provide leadership training for students of color and encourage them to get involved on campus.
42. Create an ALANA Student Directory to facilitate social interaction and study groups.
43. Examine college policies in the student and faculty handbook to see if they have a racial impact that leads to disparities or differences of treatment.
44. Create a town-gown committee to help students of color integrate into the larger community.
45. Make sure that all marketing material, whether online or in print reflects the diversity of your institution.
46. Include staff and faculty of color as presenters in all-college assemblies so they are both visible and feel part of the institution.
47. Conduct outreach workshops in ALANA communities on how to get into graduate or professional school.
48. Start an ALANA alumni tradition on campus.
49. Sponsor a "Get acquainted Day" to give students of color a chance to get acquainted with one another and faculty/staff of color on campus.
50. Create a one-year rotating (annual) "ALANA Visiting Scholar" program that departments and schools can use to recruit faculty of color annually.
51. Establish a "Spanish Speaking Hour" in which any interested student can attend weekly and participate in activities completely in Spanish.
52. Write a weekly positive news story about a student of color and/or faculty/staff of color and post on the web and distribute to their hometown newspaper.
53. Sponsor an annual multicultural fair to acquaint students and faculty with resources that can be used to provide a multicultural education.

All projects cited in this article can be found in the booklet: How to Create a Diversity Plan for your Institution by Dr. Charles A. Taylor. [You can get your copy here.](#)

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