



OFFICE OF UNIVERSITY COMMUNITY

The UNIVERSITY of OKLAHOMA

MISSION

To enhance the University's commitment to diversity and inclusion, recognize and respect the essential worth of each individual and value differences amongst groups

CHARGE

The Office of University Community is charged with maintaining a diverse and inclusive community through recruitment, retention, engagement, and advancement of students, faculty, and staff at the Norman, Oklahoma City (HSC), and Tulsa campuses.

CORE VALUES

Outreach, Mutual Respect, Civil Dialogue, Collaboration, and
Cultural Awareness through Education

VISION

The Office of University Community at the University of Oklahoma will achieve national and international recognition for excellence as a pacesetter institution in its commitment to building and maintaining a diverse and inclusive community. The Office of University Community will continue to be the point of contact and arbiter of engagement, discourse, information, interaction, outreach and leadership in the mission of diversity and inclusivity at the University of Oklahoma

TABLE OF CONTENTS

Section 1.....Executive Summary

Section 2.....Office of University Recognition

Section 3.....Student Success, Recruitment, and Retention Programs

 3.1.....Freshman Diversity Experience

 3.2.....George W. McLaurin & Sylvia A. Lewis
 Leadership Conference and Scholarship Program

 3.3.....Office of the Tribal Liaison

 3.4.....National Diversity Recruitment Initiatives

Section 4.....University Community Recruitment and Retention Impact

 4.1.....Applicant Data

 4.2.....Enrollment Data

 4.3.....Black/African-American and Hispanic Enrollment

 4.4.....Freshman Retention Data

Section 5.....Office Salary, Structure, and Budgetary Data

 5.1.....Health Sciences Center Office Information

 5.2.....Expenditure Analysis

 5.3.....Retention Efforts

 5.4.....Recruitment Efforts

 5.5.....Community Outreach

EXECUTIVE SUMMARY

Established in 2015, the University of Oklahoma has taken great strides towards cultivating a positive dialogue on the nature of diversity in our community. In just 3 years, the Office of University Community has led the University from a national crisis to two-time achievement of the Higher Education Excellence in Diversity (H.E.E.D.) Award, the nation's highest honor in diversity and inclusivity in higher education.

The Office has engaged stakeholders at the University and in the greater community to assert the University of Oklahoma as an institution steeped in the appreciation of diversity. In collaborative partnership with these stakeholders, the Office has been able to achieve substantial positive impact in the recruitment and retention of students from underrepresented communities.

In order to create a fully responsive and robust strategic plan for the University's diversity and inclusivity initiatives, the Office has established faculty, staff, and student Councils for Diverse and Inclusive Excellence. These councils have engaged in stakeholder identification, dialog, and outreach to produce tangible goals and measurable outcomes.

The Office has assisted in the formation of the position of Diversity and Inclusion Officers into each academic department. These Officers constitute the beginning of an effort to provide diversity coaches to faculty, staff, and student recruitment and retention processes.

The information in this report consists of an overview of the Office of University Community, institutional impact data, recommendations for strategic realignment, and examples of successful university diversity offices elsewhere.

Section 2

Office of University Recognition

- Named Diversity Champion by Insight to Diversity Magazine (2017) - Awarded to the top 15 universities in the country for diversity and inclusion
- Higher Education Excellence in Diversity (H.E.E.D.) Award Recipient – 2016 and 2017 (back to back) – Awarded by Insight to Diversity Magazine
- OU was named a top 50 university for Latino students by Latino Leaders Magazine

UNIVERSITY COMMUNITY

STUDENT SUCCESS, RECRUITMENT, AND RETENTION PROGRAMS

The following programs are the model programs for diverse and inclusive efforts in the arena of student retention and success. Their success should be directly attributed to the comprehensive nature of their programming.

3.1

Freshman Diversity Experience - FDE

In 2015 the University of Oklahoma instituted the Freshman Diversity Experience in a collaborative effort between the Office of University Community and the Southwest Center for Human Relations Studies. The innovative and transformative program became a national model for diversity and inclusion training among institutions of higher education.

Objectives:

- Introduction to the diverse OU Family
- Awareness of Difference
- Understanding Stereotypes
- Learning to Interact
- Knowing Your Responsibilities

Successes

- The only mandatory freshman diversity orientation taught in an inter-group dialog format at any institution of higher education
- Began with the 2015-2016 entering class
- Required for every incoming freshman student
- Since 2015, over 12,000 students have undergone the experience

Section 3.2

George W. McLaurin & Sylvia A. Lewis Leadership Conference and Scholarship Program

- The Office of University Community is in its 3rd year of hosting the Leadership Initiative

3.2 Cont.

- The Leadership Initiative is tasked with creating accessibility to higher education for underrepresented students by highlighting their unique leadership abilities and promoting academic success.
- Focuses on key developmental assets such as resilience, social responsibility, motivation to achieve, planning and decision making, collaborative work, and leadership.
- Served over **700 young men and women** from Oklahoma and Texas.
- **80% of targeted** students have chosen to make the University of Oklahoma the place where they choose to learn, live, and grow as they journey into adulthood.
- **91% of freshmen** students in the Leadership Initiative are retained
- The initiative has provided over **\$280,000** in scholarships in the last two years.

Section 3.3

Office of the Tribal Liaison

- The Office of the Tribal Liaison, established in 2015,
- Charged with the creation of new and strengthened existing relationships and partnerships with the many native nations of Oklahoma
- Responsible for assisting many disadvantaged Native, Oklahoma youth to access higher education at the University of Oklahoma.

Successes

- **Native Nations Center** – set to open in April of 2018
 - Serves as an academic repository for the study of issues related to tribal sovereignty
 - Endowed professorship program to study issues related to tribal sovereignty
 - Provides space for both academic events and native student groups events
- Achieved formalized agreements with the Chickasaw and Choctaw Nations, resulting in the establishment of scholarship and retention programs

National Diversity Recruitment Initiatives

- Charged with the creation and implementation of a five-point plan with the goal of increasing the University of Oklahoma's national recruitment of students from underrepresented communities
- The Associate Dean of Recruitment Services and Special Assistant to the Vice President is responsible for collaborating with OU National Recruitment Regional Offices to:
 - analyze underserved communities across the country
 - expanded target areas for national diversity recruitment
 - collaborates with recruiters on strategic approach to recruitment initiatives
 - visits underserved schools as recommended by national recruiters
- Partners with the National Scholars Office to recruit high-achieving, diverse scholars

UNIVERSITY COMMUNITY RECRUITMENT AND RETENTION IMPACT

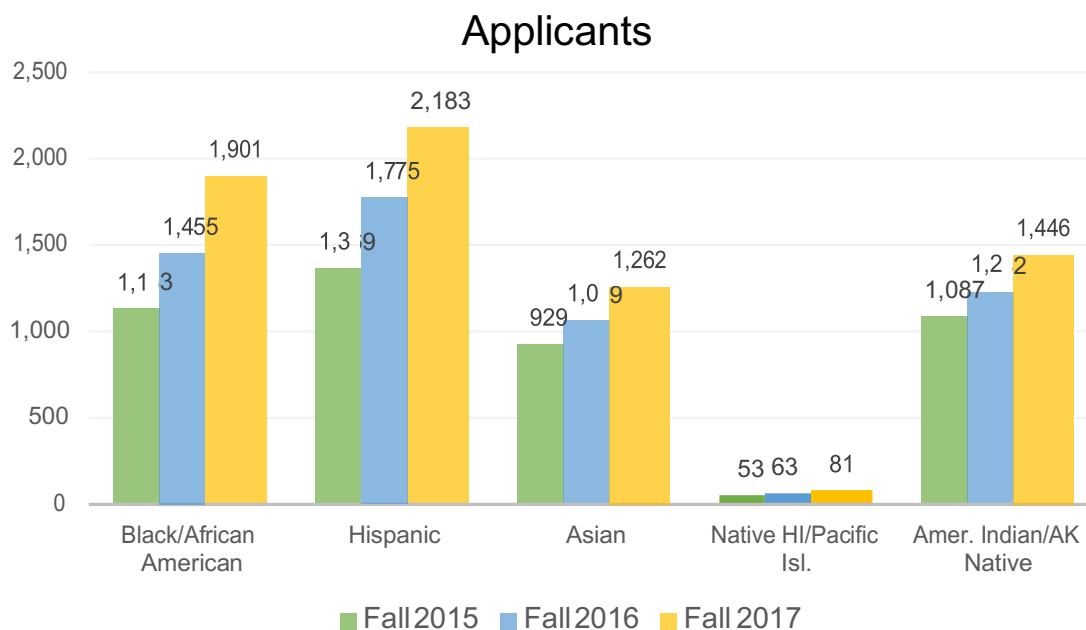
Since the inception of the Office of University Community in 2015, the University has experienced a steady increase in the recruitment and retention of underrepresented students

Section 4.1

Applicant Data

Between 2015 and 2017 the University experienced significant increases in the number of applicants among the following minority groups:

- Black/African American – **67.7% Increase**
- Hispanic – **59.4% Increase**
- Asian – **35.8% Increase**
- Native Hawaiian / Pacific Islander – **52.8% Increase**
- American Indian / Alaska Native – **33% Increase**

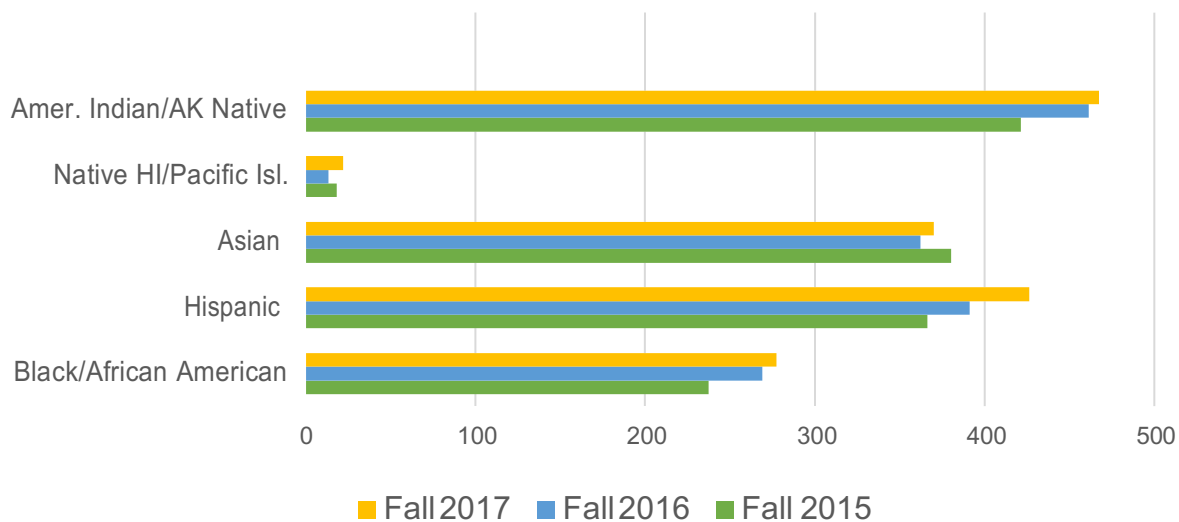


| Applicants | Fall 2015 | Fall 2016 | Fall 2017 |
|------------------------|-----------|-----------|-----------|
| Black/African American | 1,133 | 1,455 | 1,901 |
| Hispanic | 1,369 | 1,775 | 2,183 |
| Asian | 929 | 1,069 | 1,262 |
| Native HI/Pacific Isl. | 53 | 63 | 81 |
| American Indian | 1,087 | 1,232 | 1,446 |
| OVERALL Class | 12,974 | 14,522 | 16,777 |

Underrepresented Student Enrollment

- Since 2015 the University of Oklahoma Student Body has experienced **12%** growth in underrepresented student enrollment bringing, the University of Oklahoma to a **record high**, whereas **31.5% (8,997)** of our student population are from underrepresented communities.
 - African-American enrollment – **7% increase**
 - Hispanic enrollment – **17.5% increase**
 - American Indian – **12% increase**
- The current freshman class of 2017 is the **most diverse and highest academically achieving class** in the history of the University of Oklahoma

Freshman Enrollment

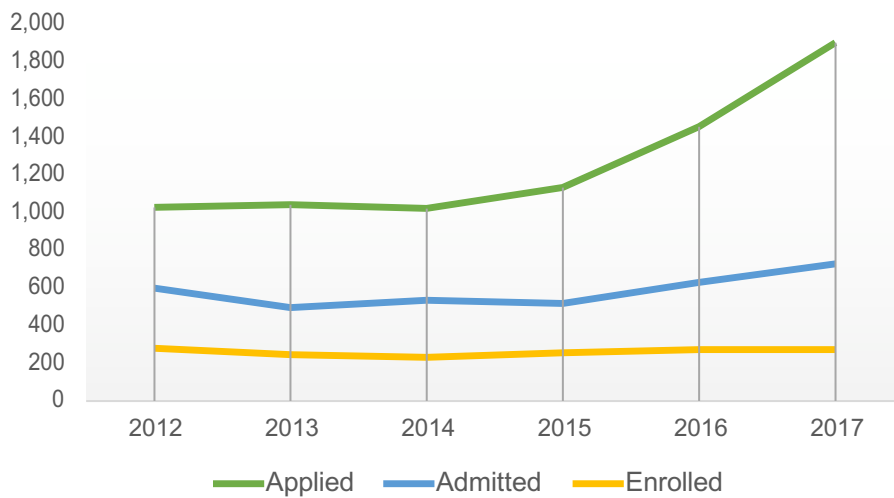


| Enrollment | Fall 2015 | Fall 2016 | Fall 2017 |
|------------------------|-----------|-----------|-----------|
| Black/African American | 257 | 272 | 275 |
| Hispanic | 360 | 386 | 423 |
| Asian | 374 | 358 | 374 |
| Native HI/Pacific Isl. | 20 | 13 | 22 |
| American Indian | 414 | 460 | 462 |
| OVERALL Class | 4,205 | 4,256 | 4,590 |

***The University of Oklahoma boasted **increased enrollment numbers among all minority** student groups between 2015 and 2017

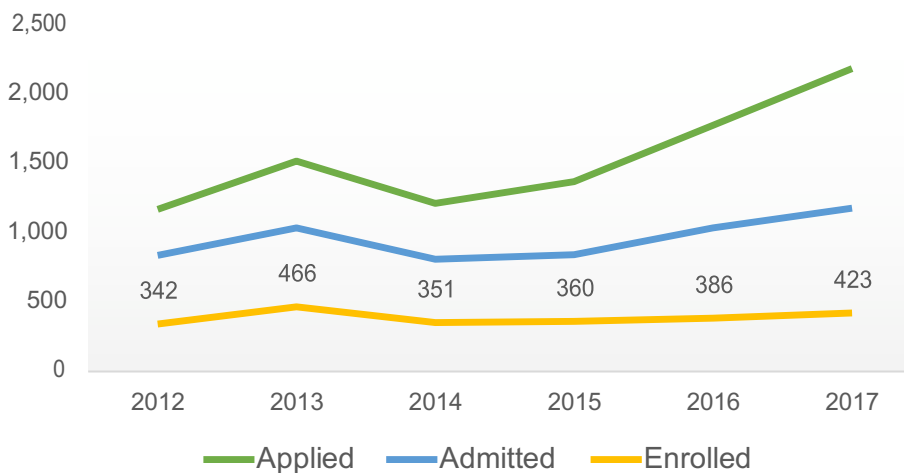
Underrepresented Student Enrollment Cont.

Black/African American Enrollment



| Black/African American | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|-------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Applied | 1,028 | 1,041 | 1,021 | 1,133 | 1,455 | 1,901 |
| Admitted | 601 | 496 | 534 | 519 | 630 | 728 |
| Enrolled | 280 | 245 | 232 | 257 | 272 | 275 |

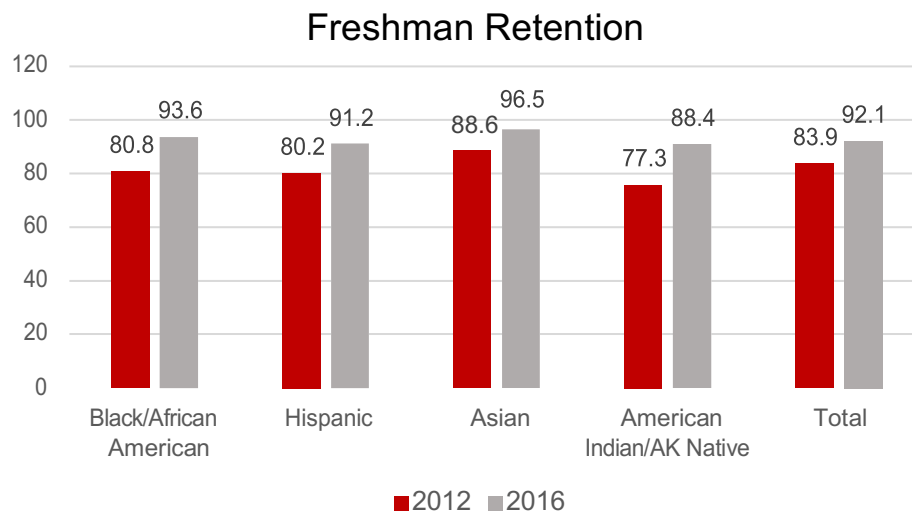
Hispanic Enrollment



| Hispanic | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Applied | 1,167 | 1,514 | 1,209 | 1,369 | 1,775 | 2,183 |
| Admitted | 838 | 1,035 | 809 | 840 | 1,037 | 1,177 |
| Enrolled | 342 | 466 | 351 | 360 | 386 | 423 |

Freshman Retention

- Between the years of 2012-2016, the University reached the **highest retention rates in its history** among all underrepresented student communities:
 - African-American retention – **80.8% to 93.6%**
 - Hispanic retention – **80.2% to 91.2%**.
 - Asian – **88.6% to 96.5%**
 - American Indian – **77.3% to 88.4%**
 - University OVERALL – **83.9% - 92.1%**



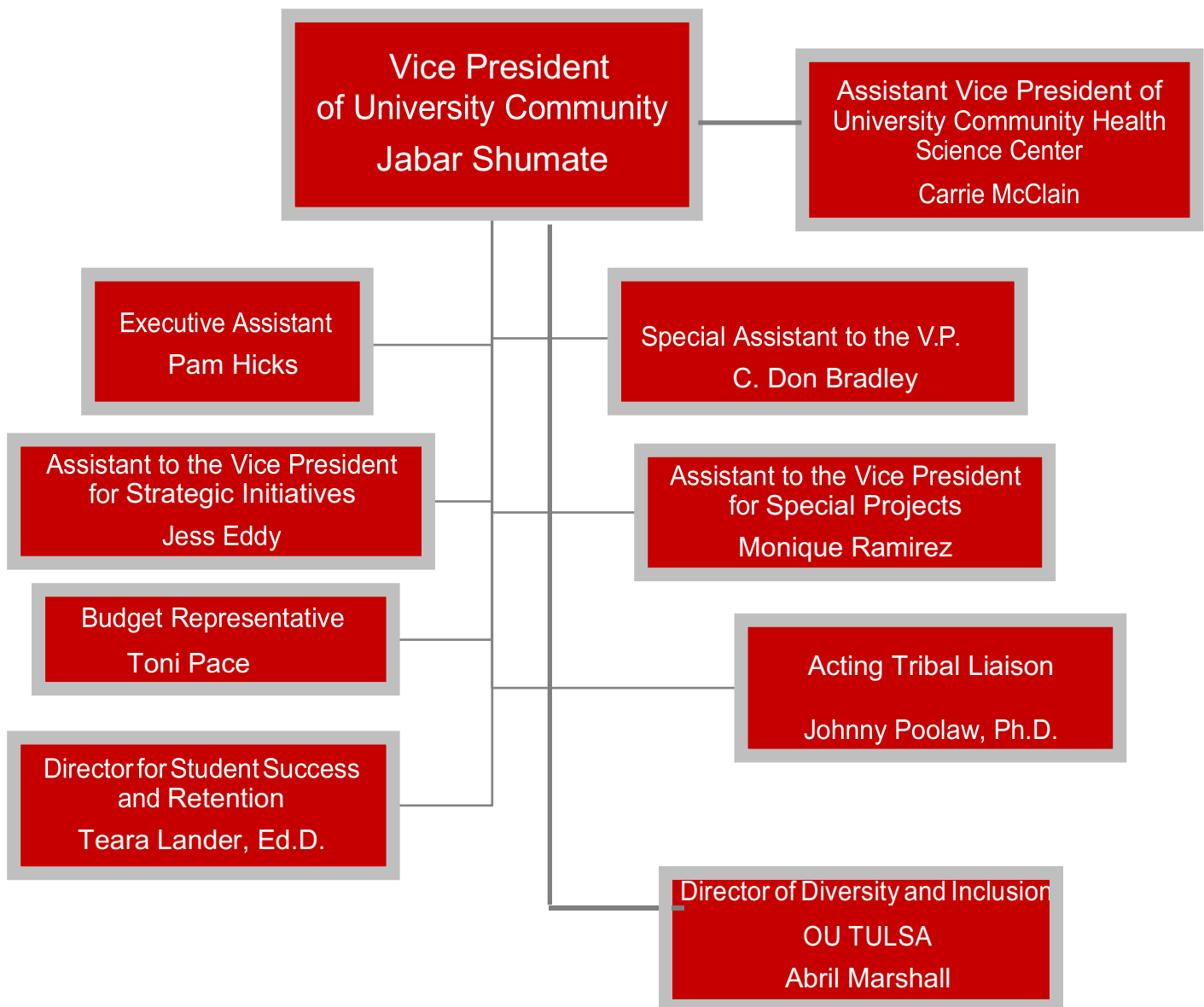
- Our official Fall-to-Spring retention rate this year (2016-2017) – the percent of our freshman cohort that continues into the second semester – is **96.8%, an all-time record high for OU**

OFFICE SALARY, STRUCTURE, BUDGETARY DATA – FISCAL YEAR 2018

Norman Campus Salary Data

| | | |
|-------------------|-----------|--------------|
| Exempt | Full Time | \$167,500 |
| Non-Exempt | Full Time | \$65,562.05 |
| Student Workers | Part Time | \$29,164.47 |
| Peak | Full Time | \$10,783.20 |
| ----- TOTAL ----- | ----- | \$273,009.72 |

Organization Chart - Norman Campus



University of Oklahoma
Health Sciences Center Campus – Office of University Community

