Chancellor’s Commission on Diversity, Equity, & Inclusion
Steering Committee Meeting
January 7, 2022, 8:30 – 10:00 am
Microsoft Teams

Members Present:

Allison Danell (Committee Co-Chair)
Vince Smith (Committee Co-Chair)
Irma Corral
LaKesha Alston Forbes
Scott Francis
Grant Hayes
Jeannine Hutson
Erik Kneubuehl
Purificación Martínez
Hector Molina
Cindy Reaves
Rachel Rodriguez
Chandler Ward
Kitty Wetherington
Ying Zhou

Other Attendees Present:
Crystal Baity
Beverly King
Natalie Sayewich
Amy Waters

Recorder: Cindy Reaves

Welcome & Review of Minutes:
Dean Danell and Trustee Smith welcomed the committee and the minutes from the November 5, 2021 meeting were approved.

Subcommittee on Student Access and Success Updates:
Dr. Danell thanked the Steering Committee members for their suggestions and feedback regarding the membership and charge for the Student Access and Success Subcommittee. She also reviewed the purpose of the subcommittee, which will begin their work in January with a kickoff meeting. The subcommittee co-chairs, Ashley Walker and Todd Fraley, will attend the March steering committee meeting to review updates on the subcommittee’s work and progress. This will also be an opportunity for the steering committee to provide further guidance.
Campus Dialogues and Survey Design:
Dr. Zhou presented an order and layout for guidance to the subcommittees as they work through their charges and for discussion by the steering committee.

The layout consisted of:
1) Guiding questions – questions such as what the primary purpose of the dialogues is, what data do we have and what do we need, and who will lead these efforts were discussed.
2) Campus dialogues – Big-picture questions need to be developed to guide the discussions. Some of the questions may be what ECU’s biggest challenges are, ECU’s advantages, and what is something we could do better. Formats for listening sessions such as targeted groups in multiple sessions were suggested.
3) Survey – Survey population, design including both quantitative and qualitative questions, marketing, incentives, and the data analysis were discussed.

Some of the decisions needing to be made by the steering committee include the book-end framework:
- Listening sessions to identify key issues (targeted groups)
- Open forum and survey to collect feedback on recommendations
- Subcommittee to develop big-picture questions for listening sessions and Steering Committee to provide feedback
- Format: virtual or face-to-face depending on the characteristics of the targeted groups
- Facilitators/recorders to be identified by the subcommittee

Communication/Social Media:
LaKesha Alston Forbes and Jeannine Hutson discussed ideas for the informational updates that would be used on the steering committee’s website. The format for these informational updates would be on a blog and then the link pushed out to social media accounts. Students should be targeted to deliver messages from the committee as they are better received from their peers. Creative Services is currently designing a graphic for the committee to be used as an identifier for the work that is done. Please send any ideas on ways to get the informational updates out to LaKesha Alston Forbes.

Conclusion:
Trustee Smith concluded the meeting with next steps that included getting the subcommittee kick off meeting completed, social media attention plans, and discussion of future speakers for the steering committee.
Committee Work:
The timeline for the steering committee work aims to be handled on the following layout:

- **Spring 2022**
  - Culture, Climate, and Communication Subcommittee kickoff
  - Meet monthly
  - Help Student Access and Success Subcommittee identify issues
  - Gather feedback from different mechanisms such as the website, feedback webforms, email, dialogues, surveys, etc.
  - Look at social media platforms to get the message out and give student transparency.

- **Fall 2022**
  - Employee Recruitment and Retention Subcommittee kickoff

Meeting Adjournment.