

**Strategic Plan Request Form  
FY 1991 - FY 1996**

Diversity and Access

ASU West

---

**Title of Goal**

---

**Unit/College**

**Budget Program and Dollar Amount:**

	<u>FY 91</u>	<u>FY 92</u>	<u>FY 93</u>
<b>State Operating Budget:</b>	\$288,200	\$83,500	\$-0-
<b>Local Funds:</b>			

---

**Description of Goal Area:**

See attached Goal IV: Diversity and Access (p. 32) in Arizona State University West Five Year Plan, 1992-96.

---

**Implication or Benefit to Budget Program or Mission:**

Funding allows ASU West to continue its efforts in recruiting both students and employees from a plethora of backgrounds, in retaining those students and employees, and in demonstrating a commitment to diversity through development of curricula and programs that highlight this diversity.

---

**Effect on University if Delayed or Not Funded:**

New programs directed at targeting high risk students, identifying qualified candidates for employment, and engendering action toward diversifying the campus community will not develop.

---

**Alternatives:**

Maintain current level of limited activity.

## Goal IV:

### Diversity and Access

As a public institution, ASU West is committed to meeting the demands of the population for university-level education in western Maricopa County. That population comes from the full spectrum of economic conditions, is in industrial and service occupations primarily, is composed of the full range of generations, and has an ethnic distribution similar to the county as a whole. ASU West seeks to emulate the society that it serves and create appropriate avenues of access to its programs and services as a part of meeting those demands. In so doing, the institution places a particular value on creating an environment that fosters diversity among people and scholarly perspectives.

- Develop curricula and services that communicate the value of ethnic, racial, gender, generational and scholarly diversity.
- Ensure the accessibility of university programs to students that represent the diverse populations of the metropolitan area, including those of different ethnic, racial, economic, gender and generational backgrounds.
- Foster a friendly and service-oriented campus environment that is responsive to the needs of a diverse student population.
- Encourage and reward the recruitment and retention of a diverse faculty, staff, and student body.
- Encourage and reward the recruitment and retention of traditional and non-traditional students.

**Objective One: To develop a student body that reflects the full diversity of the metropolitan area.**

#### Strategies:

1. Hire student services staff who are aware of and sensitive to cultural differences, and who can serve as role models to students of diverse backgrounds.
2. Establish a mentoring program, involving role modeling and one-on-one relationships, that engages students, faculty and administrators in creating a new "campus culture" supportive of cultural differences.
3. Hire a minority student recruiter for Education and Human Services to work with high school and community college students and working professionals.
4. Increase faculty mentoring activities with minority students.

## Strategic Plan Request Form

Fiscal Year: 1990/91

UNIT/COLLEGE: ASU West

## DIVERSITY AND ACCESS

FTE Positions	7.00
Personal Services	\$204,100
ERE	\$42,200
Professional & Outside Services	\$3,800
Travel In	\$800
Travel Out	\$1,700
Other Operating Expenditures	\$20,900
Equipment	\$14,700
Library Acquisitions	
<b>TOTAL:</b>	<b>\$288,200</b>

Strategic Plan Request Form

Fiscal Year: 1990/91

UNIT/COLLEGE: ASU West  
 GOAL: DIVERSITY & ACCESS

POSITION TITLE	FTE	AMOUNT
ASST VICE PROVOST ACAD AFFS / ASUW	1.00	\$61,400
ASST DIR STD RECRUT / MIN RELATIONS	2.00	\$64,700
ADMINISTRATIVE ASST	2.00	\$38,500
PROGRAM COORD	1.00	\$25,700
PENDING TITLE ASSIGNMENT	1.00	\$13,800
<b>TOTAL:</b>	7.00	\$204,100

**Strategic Plan Request Form**

**Fiscal Year: 1991/92**

**UNIT/COLLEGE: ASU West**

**DIVERSITY AND ACCESS**

FTE Positions	2.00
Personal Services	\$57,700
ERE	\$17,900
Professional & Outside Services	\$200
Travel In	\$100
Travel Out	-
Other Operating Expenditures	\$2,100
Equipment	\$5,500
Library Acquisitions	-
<b>TOTAL:</b>	<b>\$83,500</b>

Strategic Plan Request Form

Fiscal Year: 1991/92

UNIT/COLLEGE: ASU West  
 GOAL: DIVERSITY & ACCESS

POSITION TITLE	FTE	AMOUNT
RECUITER	2.00	\$45,400
REINSTATE VACANCY SAVINGS		\$1,800
SALARY ADJ - CLASSIFIED STAFF		\$5,200
MKT/EQUITY - FACULTY/ADMIN		\$4,300
OVERTIME ADJUSTMENT		\$1,000
<b>TOTAL:</b>	<b>2.00</b>	<b>\$57,700</b>

**Strategic Plan Request Form**

**Fiscal Year: 1992/93**

**UNIT/COLLEGE: ASU West**

**DIVERSITY AND ACCESS**

FTE Positions	0
Personal Services	-
ERE	-
Professional & Outside Services	-
Travel In	-
Travel Out	-
Other Operating Expenditures	-
Equipment	-
Library Acquisitions	-
<b>TOTAL:</b>	<b>0</b>

**Strategic Plan Request Form  
FY 1991 - FY 1996**

Diversity and Access

ASU West

---

**Title of Request**

---

**Unit/College**

---

**Goal over 5 year period:**

See attached Goal IV: Diversity and Access (p. 32) in Arizona State University West Five Plan, 1992-96.

---

**Objective(s) to be Achieved:**

See attached pages 32 through 35 of the Arizona State University West Five Year Plan, 1992-96.

---

**Strategies (in priority order):**

See attached pages 32 through 35 of the Arizona State University West Five Year Plan, 1992-96.

---

**For each strategy to be implemented during FY 92-96, if no new funds were available, from what source under your control, would you reallocate to accomplish this strategy?**

All programs in this area are just emerging. None have been fully developed or are fully staffed and funded at adequate levels. There are no funds which can be redirected at this time.

---

**Outcome Measures:**

See attached page 36 of the Arizona State University West Five Year Plan, 1992-96.



## Goal IV:

### Diversity and Access

As a public institution, ASU West is committed to meeting the demands of the population for university-level education in western Maricopa County. That population comes from the full spectrum of economic conditions, is in industrial and service occupations primarily, is composed of the full range of generations, and has an ethnic distribution similar to the county as a whole. ASU West seeks to emulate the society that it serves and create appropriate avenues of access to its programs and services as a part of meeting those demands. In so doing, the institution places a particular value on creating an environment that fosters diversity among people and scholarly perspectives.

- Develop curricula and services that communicate the value of ethnic, racial, gender, generational and scholarly diversity.
- Ensure the accessibility of university programs to students that represent the diverse populations of the metropolitan area, including those of different ethnic, racial, economic, gender and generational backgrounds.
- Foster a friendly and service-oriented campus environment that is responsive to the needs of a diverse student population.
- Encourage and reward the recruitment and retention of a diverse faculty, staff, and student body.
- Encourage and reward the recruitment and retention of traditional and non-traditional students.

**Objective One: To develop a student body that reflects the full diversity of the metropolitan area.**

#### Strategies:

1. Hire student services staff who are aware of and sensitive to cultural differences, and who can serve as role models to students of diverse backgrounds.
2. Establish a mentoring program, involving role modeling and one-on-one relationships, that engages students, faculty and administrators in creating a new "campus culture" supportive of cultural differences.
3. Hire a minority student recruiter for Education and Human Services to work with high school and community college students and working professionals.
4. Increase faculty mentoring activities with minority students.

5. Train Minority Student Services staff in financial assistance techniques.
6. Develop and maintain comprehensive data about minority financial assistance programs.
7. Collect and disseminate information about the resources, services and activities that enhance the educational experience of a diversity of students.
8. Conduct special programs on and off-campus to increase student diversity in Human Services.
9. Continue and expand recruitment activities that target potential minority students in West Valley community colleges, communities, employment sites and elementary and secondary schools.

**Objective Two: To develop a faculty and staff that reflects the full diversity of the metropolitan area.**

Strategies:

1. Expand program linkages and networking with individuals, institutions and agencies to facilitate minority faculty recruitment and retention.
2. Develop and maintain lists of available faculty for targeted recruitment nationally.
3. Develop unit-level affirmative action plans to improve existing search procedures for faculty and staff.

**Objective Three: To create a campus environment that communicates the value of diversity.**

Strategies:

1. Expand the capability of the Office of Educational Development as the "in-house" consultant and clearinghouse on issues related to diversity.
2. Sponsor events, on a periodic basis, that provide educational opportunities to students, faculty and staff regarding diversity.
3. Explore collaborative projects with local public agencies, educational institutions, businesses, etc. regarding shared concerns about diversity.
4. Develop and maintain an information base about federal, state, and local funding for research, programs, curriculum, etc. related to diversity.
5. Explore development of a Multicultural Center to foster collaborative, interdisciplinary research on diversity issues in higher education.

6. Form an Educational Development Advisory Committee to address issues related to diversity on campus.
7. Infuse issues of cultural diversity into the knowledge and skills base of the curriculum in Education and Human Services.

**Objective Four: To increase the accessibility of all Arizona State University West programs and services to all existing and potential students.**

Strategies:

1. Expand on-site offices at each feeder community college and in other community locations to the increase visibility of the campus.
2. Continue to work towards a joint admissions program with the community colleges through the Articulation Task Force.
3. Continue to advertise jointly with selected community colleges.
4. Review the recommendations of the statewide task force on community college/university articulation and implement appropriate mechanisms to ease the transfer of students.
5. Develop community college contacts to recruit students into new interdisciplinary programs in Arts and Sciences.
6. Develop corporate and community-based contacts to recruit students into new interdisciplinary programs in Arts and Sciences.
7. Continue to develop special publications to advertise new academic programs.
8. Evaluate, revise, and implement the admission standards for Education programs, beginning Fall, 1993.
9. Establish community recruitment programs to increase the quality of transfer students in Education and Human Services.
10. Schedule courses to ensure the timely completion of degree requirements for both full-time and part-time working adult students.
11. Establish admission and graduation requirements for programs within Human Services.
12. Maintain office hours in student recruitment, retention and support program offices that provide access to all students.

13. Develop a more aggressive marketing/outreach effort for services offered by Financial Aid, Outreach, Minority Student Services and Academic Advising.
14. Expand student financial assistance resources and increase the availability of existing resources.
15. Continue to mail the ASUW schedule directly to current students, ASUT students with westside zip codes and community college students with 45 or more hours.
16. Establish an admissions office that is staffed by student affairs professionals who receive initial training from the ASU Tempe Admissions Office.
17. Develop admissions office policies and procedures that are compatible with the MCCD/ASU West Articulation Task Force guidelines.
18. Expand registration services and hours of operation to meet the special needs of ASU West students.
19. Continue to work cooperatively with the ASU Tempe Registrar's office to obtain needed services.
20. Provide the full range of student accounting services.
21. Expand the availability of non-need based scholarships and employer tuition assistance programs for part-time students and/or students that do not meet "governmental" guidelines.
22. Develop and maintain an aggressive financial assistance outreach program at K-14 levels.
23. Develop an aggressive outreach program that reaches into all sectors of the Phoenix area adult community including employment sites, post-secondary institutions, community agencies, and community groups.
24. Hire Outreach Program staff that are experienced in academic advising, and career and personal counseling.
25. Identify key persons in the Maricopa Community Colleges, social service agencies, public schools, community organizations, business and industry that will serve on advisory councils for student recruitment and retention.

## Five Year Outcomes of Goal Four

1. Enrollment campus-wide will increase.
2. The number of students from underrepresented groups that enter and continue through graduation will increase.
3. The number of students transferring to ASU West from the community colleges will increase.
4. The number of students who persist through graduation will increase.
5. The number of faculty and staff from underrepresented groups will increase.