The University of Tennessee
Diversity Plan

College/Dept. Office of Communications

Goal One: **Create and sustain a welcoming, supportive and inclusive campus climate.**

Objectives:

1. Create series of visible examples of such a climate through multi-media promotional activities.

2. Creation of Ready for the World Coordinator.

3. Promote awareness of Diversity Council.

Strategy/Tactics:

1. Creation of promotional and marketing plan for Quality Enhancement Program including renaming of the initiative to Ready for the World, as well as the following:
Launch Ready for the World website to act as a clearinghouse and calendar for all major initiatives.
Create profiles and other content to distribute on website and various other media to demonstrate student, faculty and staff involvement in international and intercultural activities.

2. Support all major initiatives for Ready for the World.

3. Create tangible presence for Diversity Council through publications, web and other media presentations to inform campus.

Date:

1. 2006

2. 2006

3. 2007

Responsible Party:

1. Web Team/Ready for the World

2. Ready for the World Coordinator

3. Creative Services

Benchmarks

1. Number of participants at scheduled events, amount of traffic on Ready for the World websites, response to annual baseline surveys, number of contest entries and other numerical measures of success for other special activities.

2. Same as measures of success in Objective One. This position is responsible for identification of appropriate measures of success for Ready for the World and Diversity Council initiatives.

3. Need to develop appropriate benchmarks in coordination with Diversity Council to determine appropriate benchmarks.

Goal Two: Attract and retain greater numbers of individuals from under-represented populations into faculty, staff, and administrative positions (particularly department head, directors, deans and vice chancellors).

Objectives:

1. Develop institutional advertising plan for job recruitment.

2. Improve web presence as it relates to diverse recruitment.

3. Development of recruitment website to be hosted on Provost's and/or Chancellor's website that will serve to recruit all candidates but also place special emphasis on providing information for diverse candidates.

Strategy/Tactics:

Analyze current ad placement policies and practices and develop strategic plan to improve placement and efficacy of advertisements in attracting diverse candidates.

Date:

Mid 2007 - 2008

Responsible Party:

Vice Chancellor for Communications, in collaboration with the Provost's office and OED.

Benchmarks:

Report on current policies and practices, analysis of any change or improvement in the placement of advertisements, and in collaboration with OED analysis of any improvement of recruitment of diverse candidates.

Creation and posting content traffic on targeting sites, and any anecdotal evidence of impact.

Goal 3: Attract, retain and graduate increasing numbers of students from historically under-represented populations and international students.

Objectives:

1. Promote new scholarship initiatives designed to improve diversity.

2. Promotion of Tennessee Pledge.

3. Support Center for International Education communication initiatives.

Strategy/Tactics:

1. Launch of Tennessee Promise Scholarship with supporting media campaign to include personal visits from senior staff to targeted high schools, media campaign to announce school initiative, visits to key media outlets throughout the state with senior leadership, creation of web-based scholarship information and promotion of that information and analysis and change of potential barriers to enrollment from students at targeted schools.

2. Increase awareness of scholarship through targeted communications aimed at students whose income levels might prevent them from attending UT.

3. Develop and improve CIE website and move toward database-driven information sharing that will allow international and native students to more easily navigate the academic processes. Also, promote ongoing activities and events to create more welcoming environment for international students.

Date:

Current/Ongoing

Responsible Party:

1 and 2. Vice Chancellor for Communications, Media Relations, Web Team

3. Web Team

Benchmarks:

1. Media coverage, number of attendees at visits and ultimately number of applicants and enrollees of target schools.

2. Number of applications and participants

3. Traffic participation

Goal 4: Develop and strengthen partnerships with diverse communities in Tennessee globally.

Objectives:

1. Support Ready for the World

2. Support local MLK Day activities

3. Outreach through promise and pledge scholarship campaigns

4. Support creation of Center for Youth and Political Violence

Strategy/Tactics:

1. Use all promotion resources at our disposal to support Ready for the World activities; locally, nationally and internationally and to create awareness and involvement in the Ready for the World program.

2. Provide media relations, advertising and other support for important local events with local organizers.

3. Promote these new scholarship initiatives to target community leaders of others in diverse communities in Tennessee to gain their support for the scholarship programs and their goals.

4. Develop web print and other collateral materials to promote the establishment of the important center and promote awareness locally, nationally and internationally.

Date:

Ongoing for all objectives

Benchmarks:

1. Number of participants at scheduled events, amount of traffic on Ready for the World websites, response to annual baseline surveys, number of contest entries and other numerical measures of success for other special activities.

2. Creation of materials and impact on attendance.

3. Number of applications and participants.

4. Participation and awareness and impact of Center.

Responsible Party

1. Media Relations

2. Vice Chancellor for Communications

3. Creative Services and Media Relations

4. Creative Services and Web Team

Goal 5: Ensure that curricular requirements include significant intercultural perspectives.

 N/A

Goal 6: Prepare graduate students to become teachers and researchers in a diverse world.

 N/A