

1. Narrative Information: Please provide responses to the below questions regarding your unit:

A. Overview of unit and how student activity fees are used:

i. Describe the programs you host with your student activity fee funding.

The Office of Multicultural Affairs (OMA) recruitment, retention, and cultural programming events are derived through student activity fees. OMA is a center of diversity education for all UI students and delivers programs that increases the cultural competence of UI students and allows them to have a full array of skills as they go through their educational journey to graduation, and begin their careers and their civic involvement. The following items are not an itemized list; rather highlight events, programs, and services that best reflect our programs, many of which are held annually.

Recruitment

University Recruitment Events: The Office of Multicultural Affairs is a partner to many departments on campus engaging in on and off campus recruitment. Some of the on-campus recruitment events that OMA participates in include: Vandal Friday, Envision Idaho, and Vandal Transfer Days. In addition, when prospective students and families are visiting campus, many visit the office to learn about the services offered to the prospective student.

Vandal Challenge: Vandal Challenge is student led, OMA supported, UI recruitment, leadership conference geared towards Hispanic high school students from southern Idaho. This program introduces the admission/financial aid processes, potential careers, college course and college life at the University of Idaho. Vandal Challenge has an impressive track record in recruiting students, with a majority enrolling at the University of Idaho after high school graduation.

OMA Promotions: OMA works closely with Creative Services to brand our office and outreach to students. Through the production of themed flyers, brochures, display boards, and a large banner, hanging in the Idaho Commons, we ensure the office and its services to all are well known. Through our website, newsletters, social media (Facebook and Twitter) and weekly emails, the UI community learns of the many events, services, and scholarships/internship opportunities. We order a variety of items to give

away at recruitment events to promote our services and most important, promote the University of Idaho and its diversity of students.

Retention

Student Organizations/UNITY: OMA works closely with sixteen student organizations including multicultural Greeks, academic, cultural, political, and dance groups whose missions are aligned with OMA. We collaborate with these organizations on event planning to benefit the institution's cultural climate and multicultural learning experiences for the university community. A majority of these student organizations belong to UNITY, an umbrella organization which works to create positive pluralistic change and awareness of cultural issues on campus.

Peer Advising on the College Experience (PACE): PACE trains peer mentors to assist multicultural students in adjusting academically and socially to the University of Idaho environment. Each peer mentor provides students with information about services offered through the University of Idaho and encourages students to utilize these services. PACE peer mentors serve as role models, promote academic responsibility, community involvement, and multicultural leadership.

Diversity Scholars: This is a program that provides academic assistance to recipients of any of the Diversity Scholarships, focusing on our new first-year, and assisting our returning undergraduate multicultural students. This program gives them the skills they need to become successful college students. We partner with many programs and services across campus to give our students a good foundation of university support services, planning workshops, and socials to connect them to campus life. Scholars enroll in INTR 101 taught by OMA staff that focuses on transition information, narrative writing and involvement activities.

Academic Retention Specialist: The collaboration among the Office of Multicultural Affairs, the College Assistance Migrant Program and Human Rights, Access, and Inclusion have been able to make possible the hiring of a temporary, 9-month, full-time position to assist students academically, socially, and culturally. The Academic Retention Specialist co-teaches the fall INTR course, meets monthly with students struggling academically to monitor their academic progress, and provides/refers students to resources on campus.

Programs

Fall Start-Up Activities: OMA hosts an array of start-up activities to meet new students at the University of Idaho. We co-host the DHR Welcome BBQ, Multicultural Orientation, and Open House with the LGBTQA Office. We also participate in PALOUSAFEST. Approximately 1,000 students attended these events during the 2014-2015 academic year. The Welcome BBQ alone attracted over 400 students, allowing OMA to showcase its multicultural programming and organizations to a wide and diverse group of students.

Latino/a Heritage Month Events and Latino/a Cultural Events: OMA provides programming for Latino Heritage Month, Dia de los Muertos (Day of the Dead), Immigration/Human Rights May 1st Rally, and El Color de Nuestra Tierra (The Color of our Land). We bring in regional/national speakers to educate about and address current issues affecting the Latino population. This past fall, we had Ms. Maria Gonzalez-Mabbutt be our keynote-speaker. Approximately 750 students attended these events during the 2014-2015 academic year.

Dr. Martin Luther King Jr. Celebration and Black History Month: OMA takes the lead in providing events encompassing Dr. King's legacy around the Dr. Martin Luther King/Idaho Human Rights Day. This year, through partnerships with the unit of Diversity and Human Rights and the President's Office, our keynote-speaker for MLK and Black History Month was Robert Butler, President of the National Association of Black Journalist. Other programs included an MLK Day of Service, where we collected over 300 canned goods to donate to the Vandal Pantry, the recital of the "I Have a Dream," by Reverend Happy Watkins, viewing of "Dear White People" following an academic panel discussion, participation in the annual Latah County Human Rights MLK breakfast, and keynote speakers covering the MLK and Black History Month observations. In addition, we are co-sponsoring the Dynamic Engineers Lecture Series Guest Speaker: ChE Dr. Olugbenga Famodu and Politics of Ebola in Africa. The annual Shades of Black Show is a UI signature event, showcased each Black History Month and celebrating its 12th anniversary. Attendance at this event alone is typically 800 attendees. Approximately 1,500 students attended all of these events.

End of the Year Events: In the spring, we co-host the OMA/UNITY End of the Year Banquet and the DHR Graduation Celebration with our multicultural student organizations and staff/administrators to honor the

accomplishments of our graduates and organizations. During dead week and finals week, the office also provides an event for students to de-stress and enjoy each other's company. Approximately 300 students attended these events during the academic year.

OMA hosts and cosponsors an array of workshops throughout the year with departments across campus for Asian-American Pacific Islander Heritage Month, Native American Heritage Month, Women's History Month, Farmworker Awareness Week, Multicultural Honor's Reception, and study skills/academic success workshops.

ii. Approximately how many students are served by or attend your programs and events?

The total number of students varies each year. However, we estimate over 12,000 individuals (numbers reflect repeat participants) have attended or participated in our programs, events, and initiatives over the past years. Participants' attendance has increased every year. Furthermore, students, faculty, staff, and community members attend many of our programs and events as the majority are free of charge and open to the public.

iii. Does your student activity fee funded program also receive funding from other sources (and if so please include a brief description of the other sources)?

The Office of Multicultural Affairs recruitment, retention and cultural programming are derived through student activity fees. Institutional and one-time funds have been pursued to augment recruitment initiatives. Campus entities (such as Office of Admissions) have provided auxiliary support for recruitment events, such as Vandal Challenge.

Also, OMA receives varying numbers of small private gifts and donations each year.

B. Have you received an increase to your student activity fee in the past three years and if so when, how much and for what purpose(s)?

The Office of Multicultural Affairs did receive a \$.75 increase this past year to help subsidize a temporary, 9 month, full-time academic specialist.

- C. What opportunities do you see for other funding sources and what are your plans in the future to find other revenue?

OMA seeks to strengthen existing campus partnerships and to explore new institutional program and department opportunities. We are exploring the services of staff in university advancement who could target fundraising. There is a specific area of opportunity to raise money from alumni who are interested in supporting diversity efforts and multicultural education enrichment for the UI student body. In addition, existing and prospective campus programs, department partnerships will be explored to strengthen academic enrichment, parenting support, adult education, recreational and cultural programs. These partnerships would be directly linked to underrepresented student persistence and increase cultural programming initiatives for the benefit of all. OMA is dedicated to collaboration with all university departments, offices, and related organizations in delivering programs and services that respond to the ever-changing needs of our students.

- D. What changes do you see happening to your program in the next 5 years – what is your vision and how does it fit in the university's strategic plan?

The Office of Multicultural Affairs will continue to focus on recruitment, retention, and cultural programming as these components are central to our mission: broaden the institution's commitment to student cultural competency and enrichment in addition to academic excellence by maintaining an environment that supports multiculturalism and promotes inclusion. Through these efforts we seek to support deep and pervasive institutional change that expands, sustains, integrates and celebrates diversity through research and programs, which lead to increased retention and graduation rates. To attain these goals, we envision several changes to our program over four strategic areas: Teaching & Learning; Scholarly & Creative Activity; Outreach & Engagement; and Community & Culture. Goal 4, Community and Culture has in Objective one a specific charge to increase demographic diversity and cultural education offerings for which OMA is in particular aligned.

- E. What opportunities do you see for your unit and what challenges are you facing?

The Office of Multicultural Affairs believes our opportunities reside in maintaining and creating diverse learning environments—structural

diversity by increasing computational representation, informal diverse interactions that are frequent and meaningful, and classroom diversity—because the deliberate construction of racially/ethnically diverse college environments benefits all students. These initiatives are directly linked to the educational quality for all students as they learn and improve their cultural competencies and ability to navigate successfully, in particular in the workplace and in leadership roles, as well as appreciate our ever growing multicultural United States.

The University of Idaho's International Program is another potential partnership, in particular for our UI educational quest for international collaborations and understandings and providing students the schools to discern and apply global connections it is through involvement in area activities that many UI students and international students build lifelong friendships. Each program encourages student engagement and the prospect to learn about new cultures through diverse interchanges. OMA partnership opportunities provide us with potential allies whom both support and understand the importance of diversity in creating global thinkers and leaders, while opening the door to education current and future mainstream students, staff, and faculty who may be culturally unaware of their values, biases, stereotypes, and assumptions about human behavior.

The challenge fundamentally is about diminishing resources as costs increase and our student population---all students---seeks out our programs in increasing numbers. The loss of a full time AmeriCorps member in particular has hit hard. Our office was able to have a partnership with the College Assistance Migrant Program and the Office of Human Rights, Access, and Inclusion this year but it was a one-time commitment for a temporary, full-time, 9 month position. We will continue to seek ways to stretch our limited resources. A last area of challenges, are the everyday micro-agressions and the need to consistently train on what that is and how to give our students skills to not do them and how to work through them.



F.

January, 23, 2015

If you are currently receiving Student Activity Fee funding and are requesting a change to your current fee:

1. Provide detailed information on how you intend to use your requested fee increase.

With the current allocation of the Student Activity Fee, we are able to provide academic, cultural, and leadership support to our UI students. With increases projected to the FY16 to the health benefit rates and funding of Changes in Employee Compensation (CEC), we are requesting an increase of \$.16 to maintain the quality of programming, staffing currently provided, and services for our students.

Director: Now- Have in Interim Director—search this spring semester- new salary with 3% increase

CEC: \$1,300 from student fees

Health Benefit Rate: ($\$700 \times 30\%$)= \$210

Academic Retention Specialist: Temporary, 9 month full-time position

CEC: $\$16,000 \times 3\%$ = \$480

Health Benefit Rate: $\$700 \times 75\%$ = \$525

Total: \$2,515