African American Initiative:
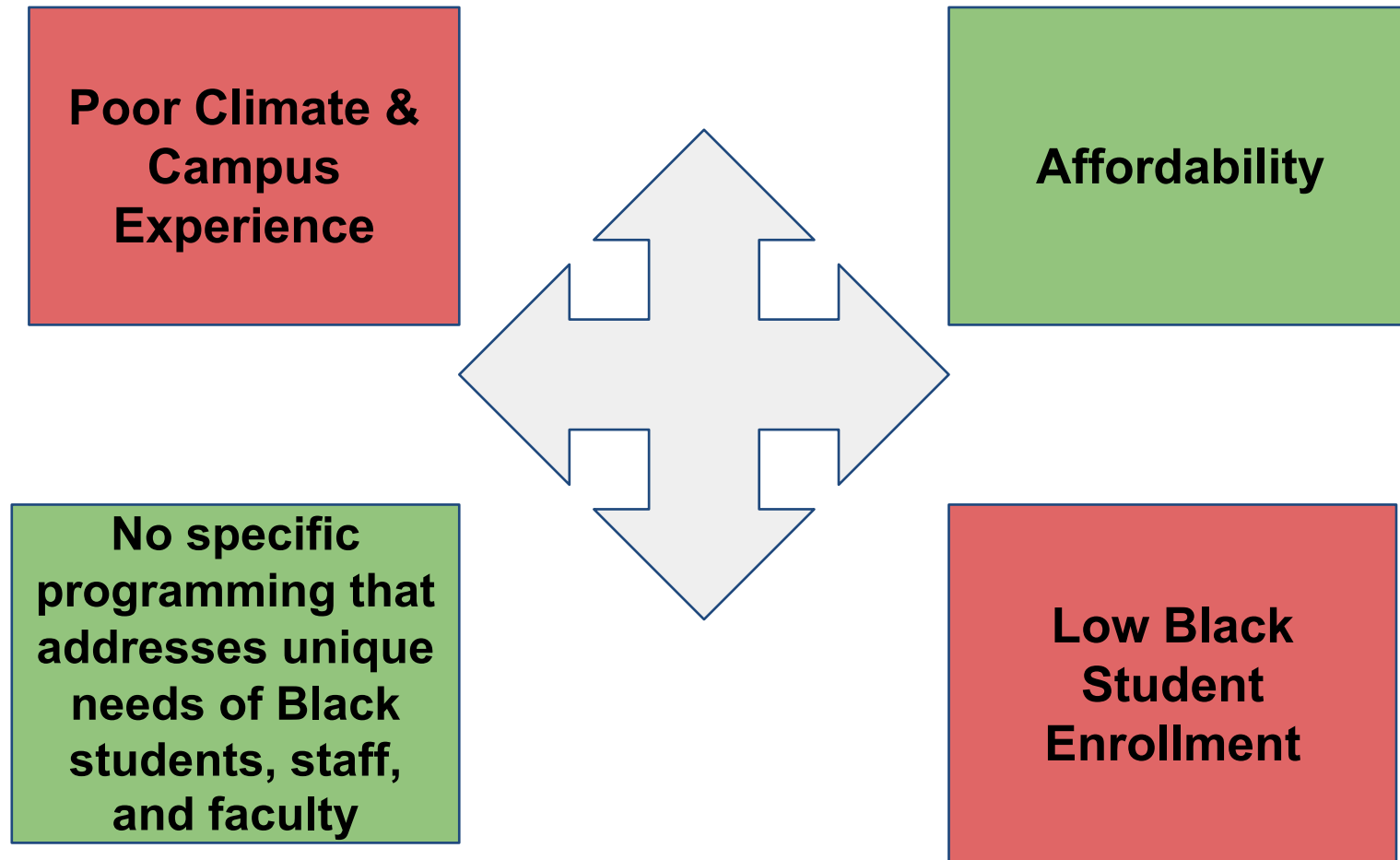## a presentation of progress despite limits

Tuesday, February 2, 2021
AAI Steering Team

Lishelle Blakemore   **Brooke Hendrickson**
Cloey Hewlett   **Takiyah Jackson**
Therese Leone   **Silvia Marquez**
Olufemi Ogundele   **Mia Settles-Tidwell**
Anh Tran

Cabinet Executive Sponsor: Oscar Dubón, Jr., VCEI

Why do we need an African American Initiative?

Poor Climate & Campus Experience

Affordability

No specific programming that addresses unique needs of Black students, staff, and faculty
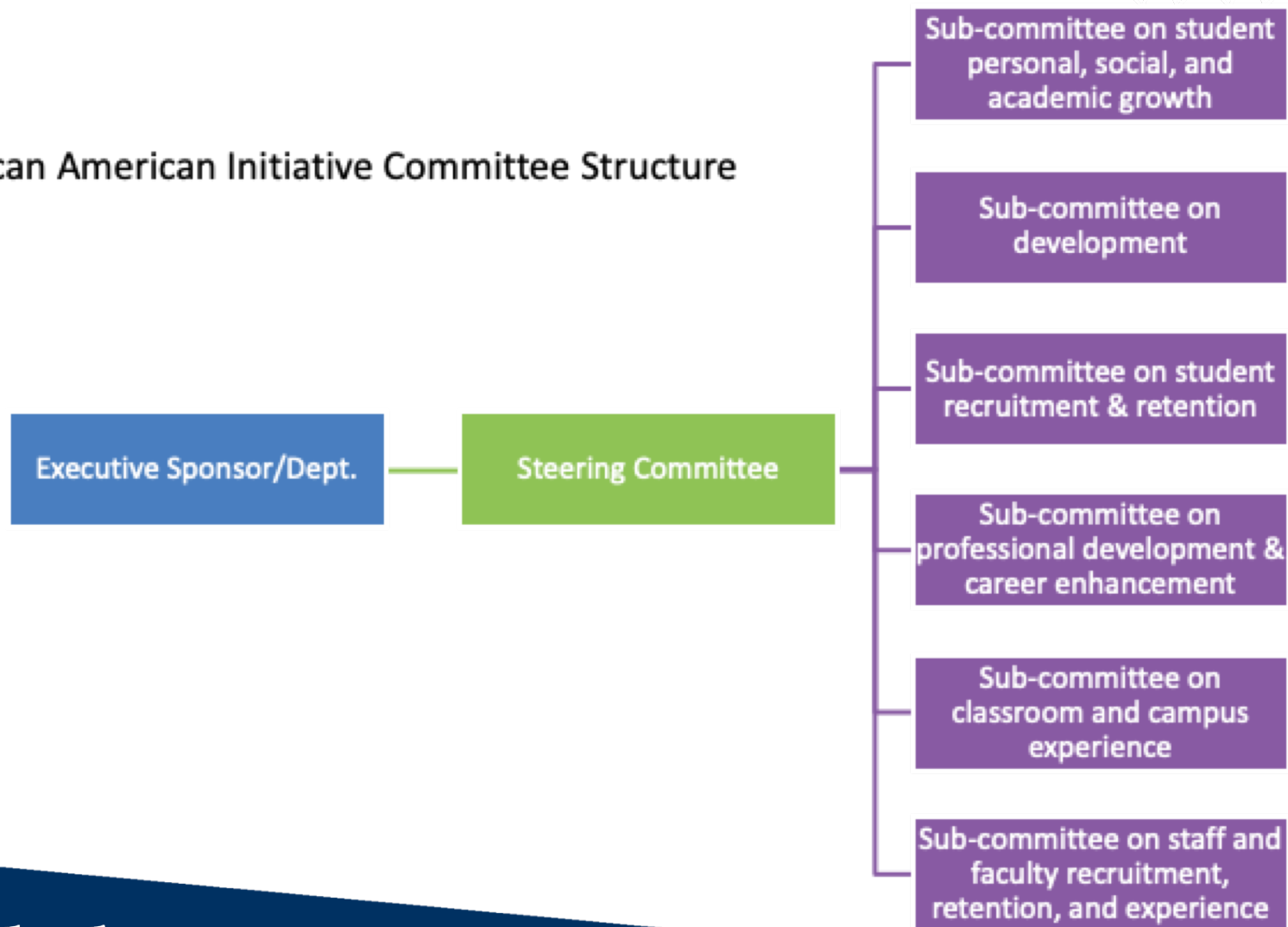
Low Black Student Enrollment

African American Initiative Goals

1. **Establish a $20M endowment and current use funds for recruitment and yield of African American/Black students;**

2. **Create and implement a strategy to attract, recruit and yield African American/Black undergraduate and graduate students and sustain a critical mass of African-American/Black students;**

3. **Improve classroom experiences, pedagogical resources for faculty and GSIs;**

4. **Increase Black staff representation in senior management positions;**

5. **Improve the recruitment and retention of Black staff and faculty;**

6. **Set up structures for social, personal, professional and academic support and improve the overall campus experience for Black students, staff, and faculty.**

African American Initiative Committee Structure

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Executive Sponsor/Dept. —— Steering Committee
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- Sub-committee on student personal, social, and academic growth
- Sub-committee on development
- Sub-committee on student recruitment & retention
- Sub-committee on professional development & career enhancement
- Sub-committee on classroom and campus experience
- Sub-committee on staff and faculty recruitment, retention, and experience

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Year	Achievements
Spring 2014	Report on Recruitment and Retention of Black students at Cal
Spring 2015	Launch of the African American Initiative
Summer 2016 Summer 2019	Dr. Prudence Carter 1st Black female Dean of the Graduate School of Education & Dr. Linda Burton, Dean of Social Welfare
Spring 2017	Grand Opening of the Fannie Lou Hamer Black Resource Center
Spring 2018	Inaugural AAI Scholars Class & 1st $1M anonymous donation- raised $5.7M total
Fall 2019	Establishment of the Black Art Project as a response to the Undergraduate Diversity Project recommendations
Fall 2019	Advancements in Black Mental Health, including increased hiring of psychologists who specialized in Black Mental Health and reduced wait times
Fall 2020	Progress on institutionalizing the Black "Wall" Project- removal of bike racks
Summer 2020	Formally established the Black Leaders' Collective
Spring 2020	Release of the Independent Advisory Board on Police Accountability Report
Spring 2020	Largest African American freshman and transfer class in 30 years
Fall 2020	African American Studies Department awarded Mellon Foundation Grant $2.8M for Black Collaboratory

Goal 1- $20M Endowment & Current Use Scholarship (Addressing Affordability)

- **Raised to Date: $5.7M**

- **Notable Gifts**

- **3rd Annual AAI Scholarship Celebration: February 26**

Upcoming 2021-2022 Season:

- 4 - 5 year Scholarship at $8000/year
- Available to Black/African American/African students
- 1.2* Million Estimate (Approximately 30 scholarships)

Past 2020-2021 Season by the Numbers:

Students

652 Students contacted

135 Applications Submitted

61 Finalists Interviewed virtually

44 AAI Awards Given, 75.8% Yield Rate

CAA has other scholarships for underrepresented students. CAA awarded 65 scholarships to Black students across other The Leadership Award and Achievement Award Programs. CAA reserved 2 Achievement Award Program - Diversity Scholarship Awards for runner-ups for AAI

AAI Selections Committee
Advisory (non-voting members)

Partnership with the Office of Undergraduate Admissions (OUA) and the Financial Aid and Scholarships Office (FASO)

African American Student Development Office (AASD)

Voting Members

Black Alumni Association

Black Science and Engineering Chapter

Black Student Leaders, Graduate Students, & Upperclassmen

Alumni Volunteers

2500 Black Alumni reached via Email & Word of Mouth Recruitment

90 Alumni showed interested in volunteering

52 Virtual Application Readers

28 Finalist interviewers

6 Phone Bankers

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African American Initiative Timeline 2021-2022

Phase	Tasks	Students	Alumni
Planning **January**	Determine available funding Set scholarship eligibility Align calendars with campus and community partners	Meeting with SF Foundation (SFF), 1/15 Selection Committee Meeting, 1/26	
Outreach **February**	OUA Student outreach CAA Email and texting promotion Website updated Scholarship materialized finalisted Volunteer recruitment begins	Website Updated, 2/10 Campus partner promotion, 2/15 - 4/1	Website Updated, 2/10 Volunteer Form Email Black Alumni #1, 2/15 (CADS)
Application **March**	Applications open Alumni Call qualified applicants Volunteer recruitment promoted by Selections Committee Chairs	Application Opens, 3/1 Application Closes, 3/28	Email Black Alumni #2, 3/23 (CADS) Alumni Phone Banking to encourage qualified students to apply, 3/25 - 4/1
Interview **April**	Finalist interviews via Zoom Alumni calls encouraging students to choose Cal	Finalists Interview via Zoom, 4/18 & 4/21 Recipients Round 1 Notified, 4/23	Alumni Volunteers Read applications, 4/3 - 4/7 Alumni Interview Finalists, 4/18 & 4/21 Alumni Call Recipients, 4/23 - 5/9
Debrief **May**	CAA sends OUA and AASD list of recipients CAA updates website with finalists names/photos/bios CAA thanks alumni for participation Prepares report for SFF	Round 1 Deadline to Accept, 5/1 Recipients Round 2 Notified, 5/3 Recipients Round 2 Deadline to Accept, 5/9	Final Cohort Determined by CAA and Alumni, 5/9 Alumni Thank you Email, 5/31 -6/15

Goal 2- Create and implement a strategy to attract, recruit and yield African American/Black undergraduate and graduate students and sustain a critical mass of African-American/Black students

Application-Admit-Acceptance Trends

African American Freshman	Apps	Admits	Admit %	SIR	Yield %
2016-17	4,225	483	11.43%	179	37.06%
2017-18	4,442	519	11.70%	192	37.00%
2018-19	4,747	541	11.40%	194	35.90%
2019-20	4,366	526	12.00%	184	35.00%
2020-21	4,458	740	16.60%	234	31.60%
(Active cycle) 2021-22	6,580				

African American Transfer	Apps	Admits	Admit %	SIR	Yield %
2016-17	1,044	186	17.82%	143	76.88%
2017-18	985	220	22.30%	139	63.20%
2018-19	1,019	233	22.90%	143	61.40%
2019-20	1,003	253	25.20%	161	63.60%
2020-21	1,105	254	23.00%	138	54.30%
(Active cycle) 2021-22	1,130				

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Increased Partnerships

- Community Hubs
- Umoja
- Norcal Promise
- Puente

Increased Outreach

- Transfer Black Excellence Program
- Regional Fiat Lux Information Session
- Black Directors College Access Program
- Stockton Scholars Program
- NCORE

2021-22 Cycle Applications:

- 47% Increase in Freshman African American Applicants this year.
- 2.5% Increase in Transfer African American Applicants this year.
- 38% Increase in Total African American Applicants this year.

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Goal 2- Behind the numbers

Programs and Activities:

- **Orientation activities**
- **Fannie Lou Hamer Black Resource Center**
- **New Student Orientation — Developing Academic and Campus Leadership**
- **AASD Leadership Team**
- **Mentoring Programs**
- **Student Group Day Showcase**
- **Exchange Programs**
- **Student group and individual advising**
- **AASD Community Programs**
- **Barbershop Talks**
- **Black Community Forums**
- **Mental Health Resources**
- **African American Theme Program**

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Goal 3- Improve classroom experiences, pedagogical resources for faculty and GSIs

1991	**American Cultures and Engaged Scholarship Course Requirement- curriculum reform**
2008	**Faculty Equity Advisors-** Peer led Faculty Dialogue Services: Creating Inclusive Classroom- led by Amy Scharf ● Thematic dialogue: Combating Anti-Blackness in the classroom
2020	**Graduate Student Fellowship Program** ● BGSA- started a Black Graduate Student Reception ● Graduate fellowship partnership with the AAI ● Funding for graduate student resources and programming
2021	**Black Collaboratory- Abolition Democracy** ● $2.8M Mellon Grant Award

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Goal 4- Increase Black staff representation in senior management positions

- African-American staff have declined as a percentage of the overall workforce from 10.5% in 2016 to 8.7% in 2020.
- African-American Academics have remained essentially the same as a percentage of the overall workforce, 2.8% in 2016 to 2.9% in 2020.
- The size of the overall workforce has remained relatively flat during that time period.

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Goal 5-Improve the overall recruitment and retention of Black staff and faculty

1979	**Black Staff and Faculty Organization** ● Increased programming, professional development, networking, and sponsorship ● Co-contributors the the LCEP Program
2020	**Staff Diversity, Equity, Inclusion and Belonging** ● MOU Partnership between E&I and P&C to hire Lasana Hotep, Director Staff DEIB to innovate, broaden the reach, attract & retain staff of color
2017-Present	**Cluster Hire Strategy** ● Partnership between E&I, OFEW and the Provost to launch a cluster hire strategy to increase and attract diverse scholars and co-construct collaborative research

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Goal 6- Set up structures for social, personal, professional & academic support; improve the overall campus experience for Black students, staff, and faculty

Year	Population Served	Progress Report
2017	Undergraduate & Graduate Students	• Robust programming through AASD/ FLHBRC • Satellite and wraparound services to students • Increased number of Black mental health professional • Graduate Student Fellowship Program/AAI • Black Book App: Created by Black students • Othering and Belonging bridging strategies & internships
2018	Staff & Faculty	• LCEP Program • Increased programming support to the BSFO • Launched Black Leaders' Collective
2020	All	• Establish a Black Standing Committee (in process) • Increased stories and coverage of Black Excellence and Black Joy

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Cabinet Support	AAI Progress Highlights
Chancellor • E&I	• Provided $83,000 initial investment in FLHBRC • Identified a space in Hearst Field Annex & entered into an indefinie MOU • Secured from an anonymous donor our $1M gift
EVCP • E&I • Graduate Division	• Provided funding support to Black Graduate Students fellowship programming and African American Studies Department • Supported VCEI to implement the cluster hire model and process
Equity & Inclusion • AASD • EOP • CEP	• Leadership & Executive Sponsorship of the Initiative • Assigned COS time to shepherd the AAI initiative • Utilize budget for maintaining and support of key staff positions for facilitating the work that impacts students
Graduate Division • OGD • AASD	• Assigned Black graduate student fellows to build out the graduate framework for AAI in collaboratiion with AASD
Student Affairs • OUA-CEP partnership • FASO • bridges	• Assign key staff leadership to develop a strategy for increasing applications; partnered with CEP and Nav2Cal to provide cultural fluency training and preparation • BRRC increased numbers for direct recruitment of Black students

Cabinet Support	AAI Progress Highlights
UDAR • SED Development • CAA • SF Foundation	• Established relationship with SF Foundation and CAA • Partnership between CAA, E&I, UDAR, SA developed the structure for the AAI Scholarship and Reception
Legal	• Provided and assigned staff time for consultation with students and staff for routine maintenance of the initiative • Made presentations with E&I, UDAR at UCBAC
Governmental Affairs • E&I	• Partnered with E&I to bring the Chief of Staff to Congresswoman Barbara Lee to the 1st annual AAI reception
Administration • P&C • E&I	• Developed an executed the LCEP Program • Provided direct program funds to the BSFO
Athletics • P&C • E&I	• Partnership with E&I and P&C: facilitated dialogues about race and diversity after the George Floyd murder • Hiring of Ty Douglas, Associate Director of DEIB

Moving from Tactical—Strategic---Transformational

An **action plan** enables leaders at all levels to better achieve specific institutional goals and objectives by aligning budget, resources, collective action to values and holds accountable one another for transformative change.

Reactive 2015	Tactical 2016-2020	Strategic 2021-2024	Transformational 2025

Current State
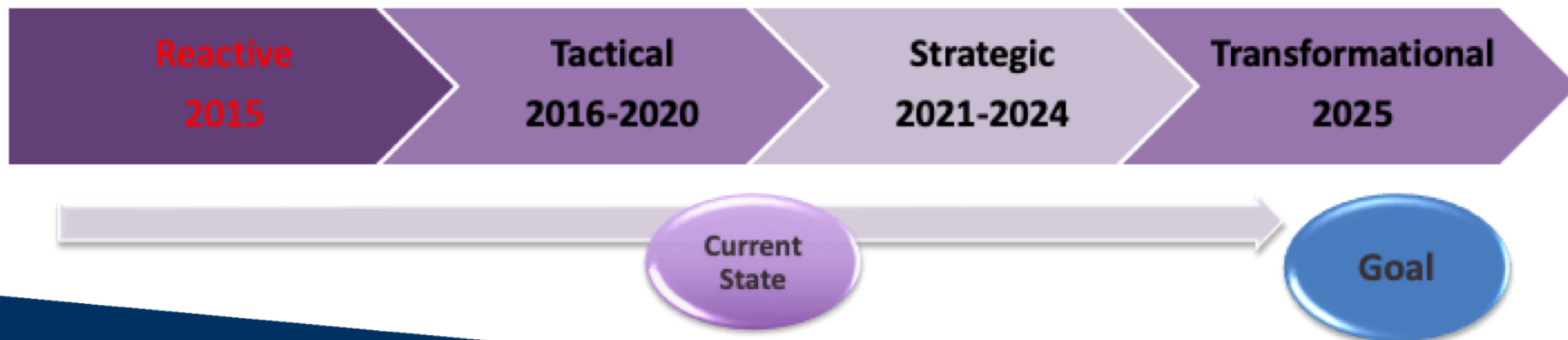
Goal

Where do we go from here?
Requests for Broader Cabinet Engagement & Collective Impact

Reflection Questions:

1. How have my department or decisions contributed to advancing the goals of the AAI?

2. What commitments can we make with our time, human resource, and structure that can advance the work of the AAI Steering Team?

Requests:

1. Each Cabinet member identify one person from their team to join the AAI Committee;

2. Identify a faculty member to co-chair the AAI Steering Committee;

3. Include AAI as one of the agenda items on at your staff meeting and generate ideas on how your department can advance the goals of the initiative;

4. Submit a commitment google form from your department to the Chancellor and the AAI Steering Team for follow-up and accountability.

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Black Lives Matter at Berkeley