African American Initiative: a presentation of progress despite limits

Tuesday, February 2, 2021
AAI Steering Team

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Cabinet Executive Sponsor: Oscar Dubón, Jr., VCEI
Why do we need an African American Initiative?

- Poor Climate & Campus Experience
- No specific programming that addresses unique needs of Black students, staff, and faculty
- Affordability
- Low Black Student Enrollment
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

- Executive Sponsor/Dept.
- Steering Committee
  - Sub-committee on student personal, social, and academic growth
  - Sub-committee on student 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
<table>
<thead>
<tr>
<th>Year</th>
<th>Achievements</th>
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<tbody>
<tr>
<td>Spring 2014</td>
<td>Report on Recruitment and Retention of Black students at Cal</td>
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<tr>
<td>Spring 2015</td>
<td>Launch of the African American Initiative</td>
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<tr>
<td>Summer 2016</td>
<td>Dr. Prudence Carter 1st Black female Dean of the Graduate School of Education &amp; Dr. Linda Burton, Dean of Social Welfare</td>
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<td>Summer 2019</td>
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<td>Spring 2017</td>
<td>Grand Opening of the Fannie Lou Hamer Black Resource Center</td>
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<td>Spring 2018</td>
<td>Inaugural AAI Scholars Class &amp; 1st $1M anonymous donation- raised $5.7M total</td>
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<td>Fall 2019</td>
<td>Establishment of the Black Art Project as a response to the Undergraduate Diversity Project recommendations</td>
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<td>Fall 2019</td>
<td>Advancements in Black Mental Health, including increased hiring of psychologists who specialized in Black Mental Health and reduced wait times</td>
</tr>
<tr>
<td>Fall 2020</td>
<td>Progress on institutionalizing the Black “Wall” Project- removal of bike racks</td>
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<tr>
<td>Summer 2020</td>
<td>Formally established the Black Leaders’ Collective</td>
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<td>Spring 2020</td>
<td>Release of the Independent Advisory Board on Police Accountability Report</td>
</tr>
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<td>Spring 2020</td>
<td>Largest African American freshman and transfer class in 30 years</td>
</tr>
<tr>
<td>Fall 2020</td>
<td>African American Studies Department awarded Mellon Foundation Grant $2.8M for Black Collaboratory</td>
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</tbody>
</table>
Goal 1- $20M Endowment & Current Use Scholarship (Addressing Affordability)

- Raised to Date: $5.7M
- Notable Gifts
- 3rd Annual AAI Scholarship Celebration: February 26
The Reach of The African American Initiative and The Cal Alumni Association

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

**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
African American Initiative Timeline 2021-2022

**Planning**

- Determine available funding
- Set scholarship eligibility
- Align calendars with campus and community partners

**January**

- **Meeting with SF Foundation (SFF), 1/15**
- **Selection Committee Meeting, 1/26**

  - **Students**
  - **Alumni**

**Outreach**

- OUA Student outreach
- CAA Email and texting promotion
- Website updated
- Scholarship materialized
- Finalisted
- Volunteer recruitment begins

**February**

- **Website Updated, 2/10**
  - **Volunteer Form**
- **Campus partner promotion, 2/15 - 4/1**
- **Email Black Alumni #1, 2/15 (CADS)**

**Application**

- Applications open
- Alumni Call qualified applicants
- Volunteer recruitment promoted by Selections Committee Chairs

**March**

- **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**

- Finalist interviews via Zoom
- Alumni calls encouraging students to choose Cal

**April**

- **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**

- 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

**May**

- **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

<table>
<thead>
<tr>
<th>African American Freshman</th>
<th>Apps</th>
<th>Admits</th>
<th>Admit %</th>
<th>SIR</th>
<th>Yield %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016-17</td>
<td>4,225</td>
<td>483</td>
<td>11.43%</td>
<td>179</td>
<td>37.06%</td>
</tr>
<tr>
<td>2017-18</td>
<td>4,442</td>
<td>519</td>
<td>11.70%</td>
<td>192</td>
<td>37.00%</td>
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<tr>
<td>2018-19</td>
<td>4,747</td>
<td>541</td>
<td>11.40%</td>
<td>194</td>
<td>35.90%</td>
</tr>
<tr>
<td>2019-20</td>
<td>4,366</td>
<td>526</td>
<td>12.00%</td>
<td>184</td>
<td>35.00%</td>
</tr>
<tr>
<td>2020-21</td>
<td>4,458</td>
<td>740</td>
<td>16.60%</td>
<td>234</td>
<td>31.60%</td>
</tr>
<tr>
<td>(Active cycle) 2021-22</td>
<td>6,580</td>
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<thead>
<tr>
<th>African American Transfer</th>
<th>Apps</th>
<th>Admits</th>
<th>Admit %</th>
<th>SIR</th>
<th>Yield %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016-17</td>
<td>1,044</td>
<td>186</td>
<td>17.82%</td>
<td>143</td>
<td>76.88%</td>
</tr>
<tr>
<td>2017-18</td>
<td>985</td>
<td>220</td>
<td>22.30%</td>
<td>139</td>
<td>63.20%</td>
</tr>
<tr>
<td>2018-19</td>
<td>1,019</td>
<td>233</td>
<td>22.90%</td>
<td>143</td>
<td>61.40%</td>
</tr>
<tr>
<td>2019-20</td>
<td>1,003</td>
<td>253</td>
<td>25.20%</td>
<td>161</td>
<td>63.60%</td>
</tr>
<tr>
<td>2020-21</td>
<td>1,105</td>
<td>254</td>
<td>23.00%</td>
<td>138</td>
<td>54.30%</td>
</tr>
<tr>
<td>(Active cycle) 2021-22</td>
<td>1,130</td>
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Increased Partnerships
- Community Hubs
- Norcal Promise
- Umoja
- Puente

Increased Outreach
- Transfer Black Excellence Program
- Black Directors College Access Program
- Regional Fiat Lux Information Session
- Stockton Scholars Program
- Community Hubs
- Umoja
- Puente

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.
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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<tr>
<th>Year</th>
<th>Description</th>
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<tr>
<td>1991</td>
<td>American Cultures and Engaged Scholarship Course Requirement- curriculum reform</td>
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</table>
| 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 |
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.
Goal 5-Improve the overall recruitment and retention of Black staff and faculty

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

<table>
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<tr>
<th>Year</th>
<th>Population Served</th>
<th>Progress Report</th>
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| 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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<tr>
<th>Cabinet Support</th>
<th>AAI Progress Highlights</th>
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</table>
| Chancellor            | • Provided $83,000 initial investment in FLHBRC  
                          • Identified a space in Hearst Field Annex & entered into an indefinite MOU  
                          • Secured from an anonymous donor our $1M gift                                                                                                                                 |
| EVCP                  | • 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    | • 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     | • Assigned Black graduate student fellows to build out the graduate framework for AAI in collaboration with AASD                                                                                                                                 |
| Student Affairs       | • 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                                                                                                                                 |
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<th>AAI Progress Highlights</th>
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| UDAR                    | ● 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    | ● Partnered with E&I to bring the Chief of Staff to Congresswoman Barbara Lee to the 1st annual AAI reception                                                                                                        |
| Administration          | ● Developed an executed the LCEP Program  
● Provided direct program funds to the BSFO                                                                                                                     |
| Athletics               | ● 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.
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.
Black Lives Matter at Berkeley