

# African American Initiative



*Presentation to the Cabinet*

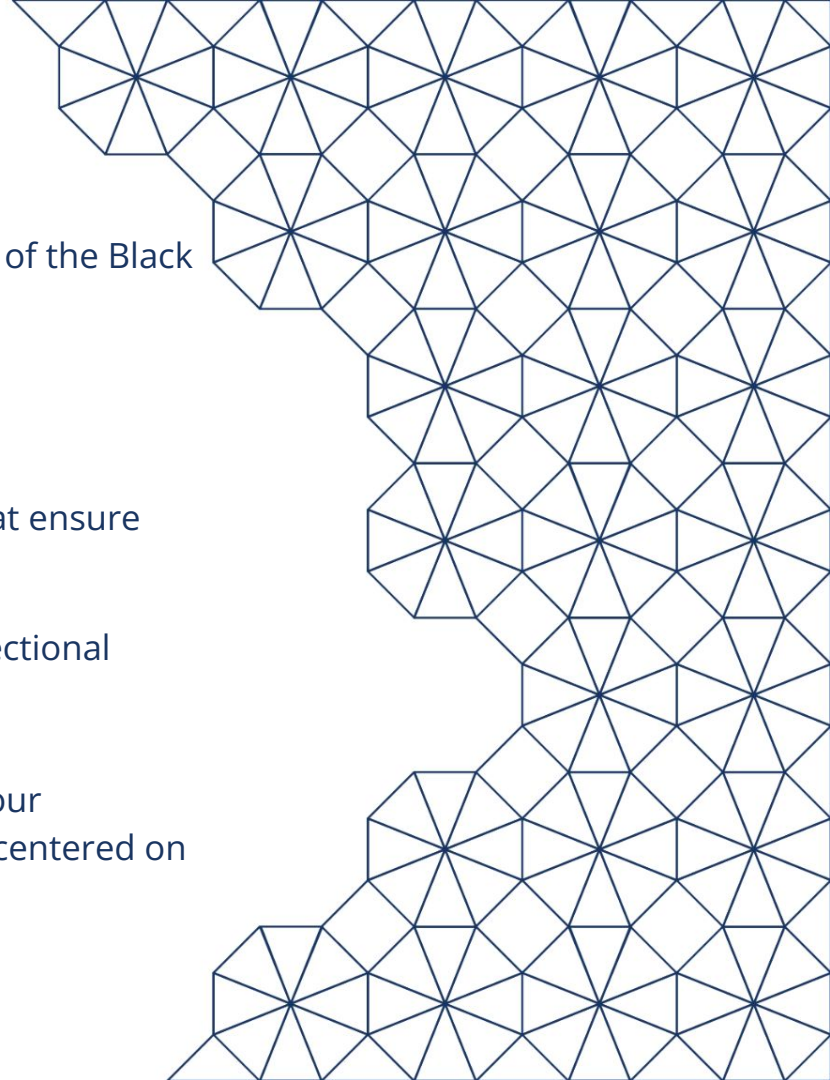
*November 29, 2022*

**Berkeley**  
UNIVERSITY OF CALIFORNIA

# Thriving means...

- Developing a holistic approach to serving so every member of the Black community feels like they belong at Berkeley; *and*
- Eliminating barriers to increase access to opportunities and advancement; *and*
- Supporting inclusive and culturally responsive practices that ensure wellness, development, and success; *and*
- Our ethos honors Black knowledge, experience, and intersectional identities within the Black community.

To create the conditions for thriving, we as a campus must fulfill our responsibility of creating systems, policies and practices that are centered on the Black experience.



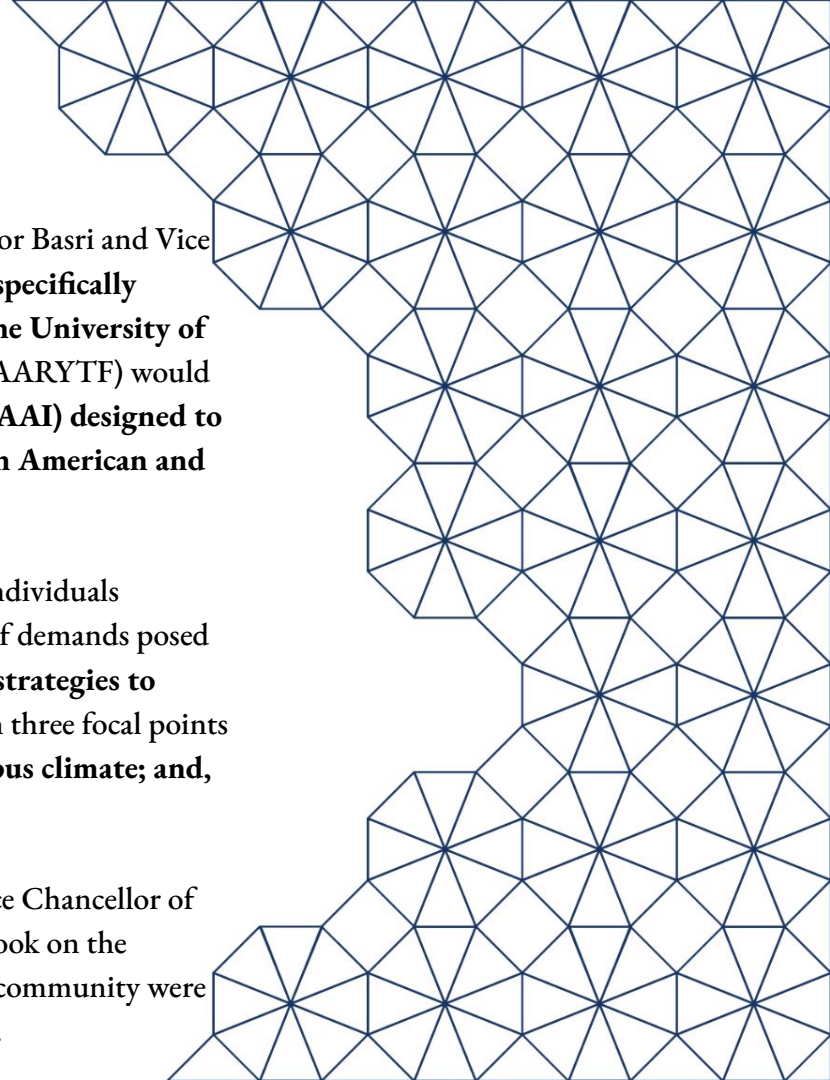
# African American Initiative

## Overview:

In the fall of September of 2015, then Vice Chancellor of Equity and Inclusion, Gibor Basri and Vice Chancellor of Student Affairs, Harry Le Grande partnered to create a **task force to specifically address the crisis created by the low number of African American students at the University of California at Berkeley**. The African American Recruitment and Yield Task Force (AARYTF) would be a part of a larger effort of the newly implemented **African American Initiative (AAI) designed to address creating a welcoming, thriving and sustainable environment for African American and Black students**.

The African American Initiative is timely in that it is the inspiration of concerned individuals including students, staff, faculty, alumni, community members, and the urgent set of demands posed by Black students at Cal in February of 2015. **The AAI outlines a set of goals and strategies to address the climate for African Americans/Blacks at UC Berkeley**. It draws upon three focal points that Berkeley campus divisions will address which include: **1) critical mass; 2) campus climate; and, 3) creating a welcoming environment for all**.

Through some leadership transitions, the taskforce was on hiatus until Assistant Vice Chancellor of Equity and Inclusion Mia Settles-Tidwell and Takiyah Jackson, Director of AASD took on the revitalisation of the Initiative in Fall 2017. From there, monthly meetings with the community were convened to discuss strategies to move the needle of the African American Initiative.



# African American Initiative

## Objectives:

- Help to provide outreach and engagement opportunities to support the vision of **raising \$20 million endowed and current-use scholarship funds for African American undergraduates** (first year and transfer students) in partnership with private, nonprofit organizations.
- **Improve the recruitment and yield** of undergraduate and graduate African American students and other underrepresented ethnic minorities.
- **Boost the social, personal, and academic support provided** to current and future African American students.
- Target a range of efforts to improve the classroom and campus climate, including training and **pedagogical resources for faculty and Graduate Student Instructors.**
- Increase African American **representation in Berkeley's senior management.**
- Improve recruitment and retention, boost the professional support provided, and target efforts to **improve the campus climate for African American staff and faculty.**



# AAI Progress(Highlights)

**Spring 2017:** The official launch of the African American Initiative (campus announcement in 2015)

**Spring 2017:** Grand Opening of the Fannie Lou Hamer Black Resource Center

**Spring 2018:** \$1M anonymous donation received for AAI

**Fall 2018:** The first cohort of African American Initiative Scholars arrive

**Spring 2019:** 1st Annual African American Scholars Reception

**Fall 2019:** Establishment of the Black Public Arts Project

**Fall 2019:** 2nd cohort of African American Initiative Scholars arrive

**Fall 2019:** The launch of the Black Mental Health Team (% of Black therapists time allocated to Black Community)

**Spring 2020:** Largest African American freshman and transfer class in 30 years

**Summer 2020:** AAI and EOP partner to create the first professional staff position (AAI/EOP Academic Counselor) for the African American Initiative Support Program.

**Fall 2020:** 3rd Cohort of African American Initiative Scholars arrive.

**Spring 2021:** Each Cabinet member submitted an African American Initiative Commitment form [February 3-19].

**Fall 2021:** Launched the 1st Annual Black Homecoming Celebration in partnership with Black Alumni.

**Spring 2022:** Held the first ever Black Graduation Reception

**Summer 2022:** The African American Theme program expands from 50 students to 84 students. This is the largest theme program in the history of the program and the largest on campus.

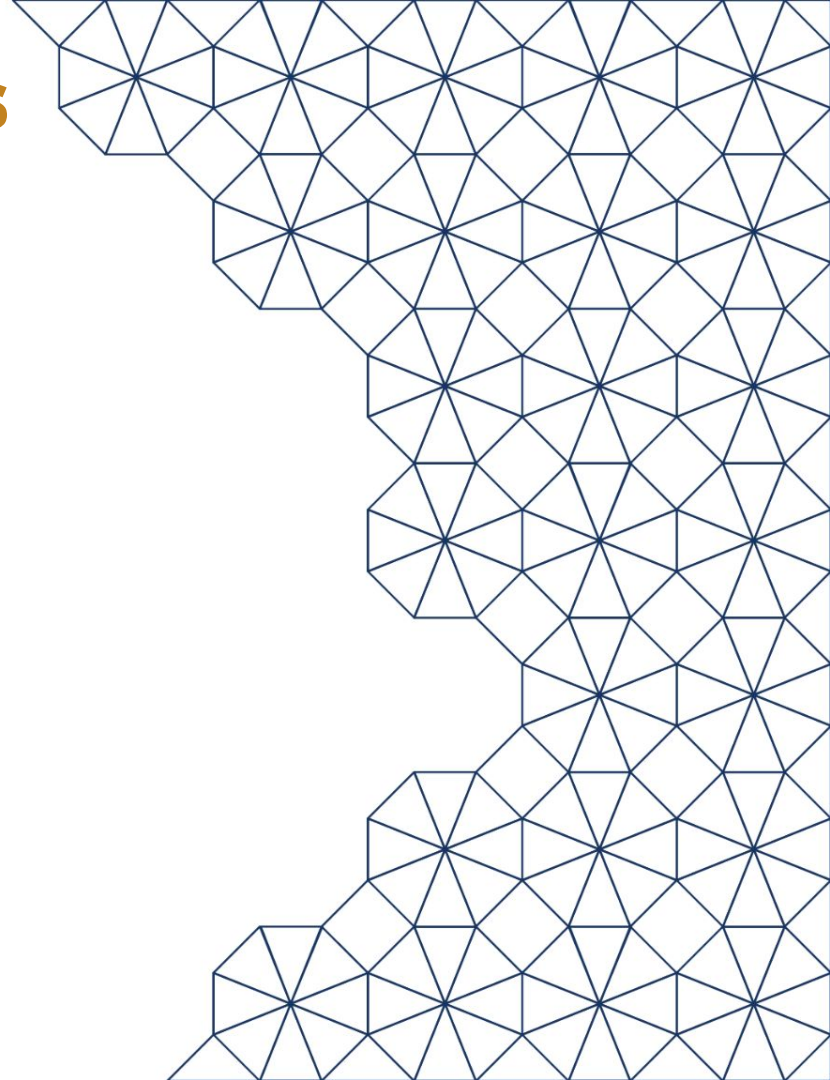
MOVING FROM TACTICAL

TO STRATEGIC

TO TRANSFORMATIONAL

# **Black Recruitment Efforts Since 2019**

- **More Data, More Context**
- **Recruitment Initiatives**
- **Counselor & Parent Programs**
- **Bay Area Specific Activities**
- **Marketing & Messaging Efforts**
- **Yield Efforts & Initiatives**



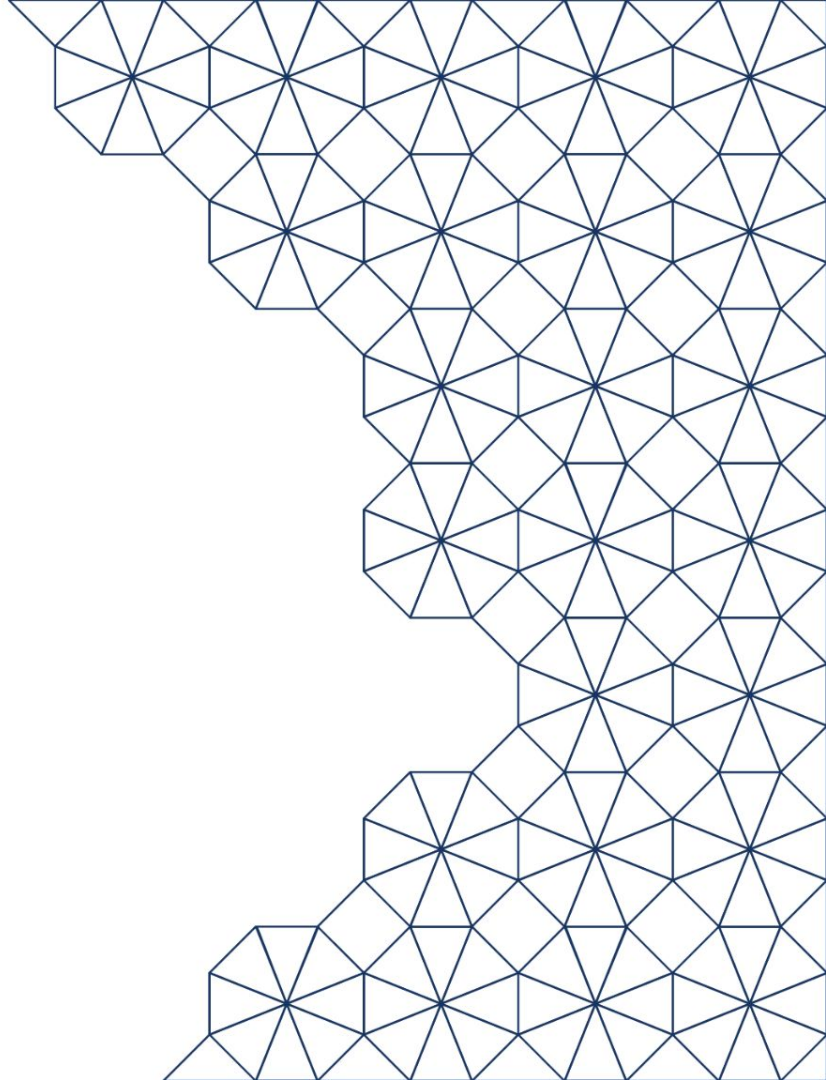
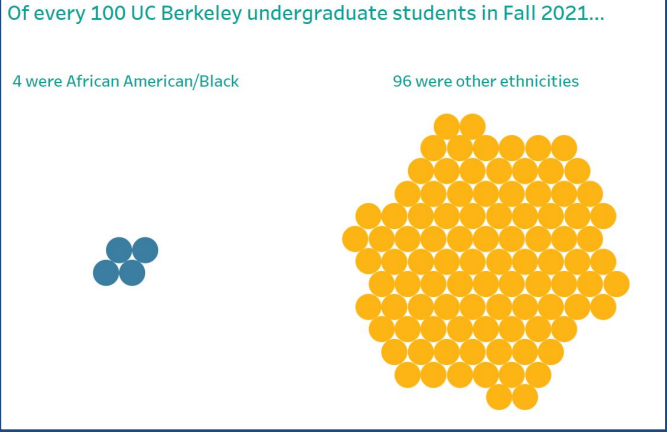
# Black Admission & Enrollment Trends

Freshman	2017	2018	2019	2020	2021
<b>Applicants</b>	4,439	4,743	4,364	4,454	6,587
<b>Admits</b>	493	523	508	733	850
<b>Enrolled</b>	186	189	178	229	258

Transfer	2017	2018	2019	2020	2021
<b>Applicants</b>	983	1,013	1,001	1,103	1,130
<b>Admits</b>	197	180	218	204	206
<b>Enrolled</b>	127	110	139	114	122

# Total Black Enrollment

School Year	2017	2018	2019	2020	2021
Total Number	1016	1039	1083	1153	1204
Percentage	3.3%	3.3%	3.5%	3.7%	3.8%





# Black Facts

	2017	2018	2019	2020	2021
<b>Pell Recipients</b>	49.1%	48.6%	48.2%	47.8%	46.1%
<b>CA Residents</b>	89.47%	90.09%	91.41%	90.98%	89.70%
<b>NonResidents</b>	10.53%	9.91%	8.59%	9.02%	10.30%

- Top 3 Academic Areas of Interest of Undergraduate Minorities
  - African American Studies
  - Chicano Studies
  - Ethnic Studies

- Black Athletes at Cal:
  - 14% of Black enrollees are athletes
  - 18% of current athletes are Black
  - In 2019, the graduation rate of Black Athletes was 84%

# Black Graduation Rates

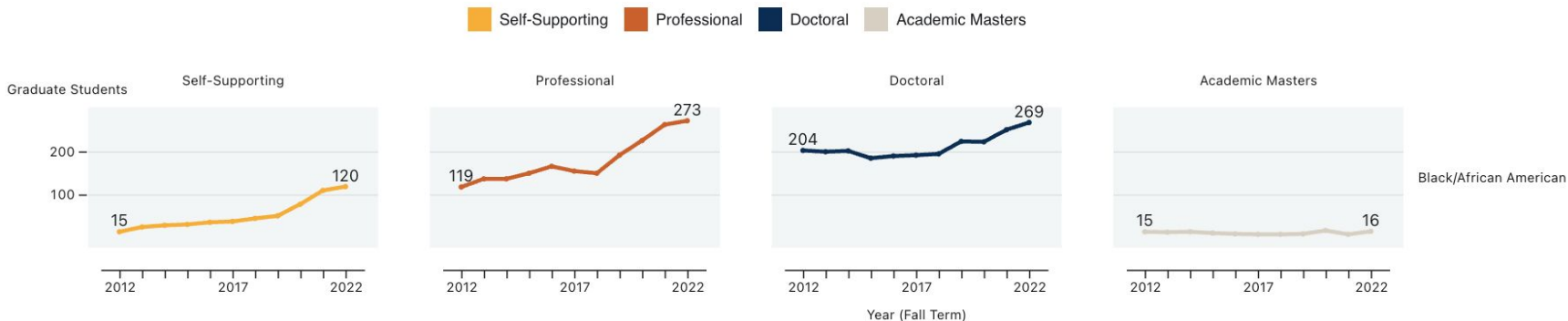
Entrant Year	2012	2013	2014	2015	2016	2017
<b>4-Year Grad Rate</b>	85%	84%	91%	89%	88%	86%

Entrant Year	2010	2011	2012	2013	2014	2015
<b>6-Year Grad Rate</b>	75%	82%	73%	78%	84%	80%

# Black Graduate Student Data

## Black/African American enrollment growth by type of program (2012-22)



### 10-year change in Black/AA graduate enrollment

Program Type	Change (N)	Change (%)	CAGR
Self-Supporting	105	700%	23%
Professional	154	129%	9%
Doctoral	65	32%	3%
Academic Masters	1	7%	1%

### 10-year change in UC Berkeley graduate enrollment

Program Type	Change (N)	Change (%)	CAGR
Self-Supporting	2,204	204%	12%
Professional	1,323	48%	4%
Doctoral	-667	-11%	-1%
Academic Masters	-157	-33%	-4%

CAGR = compound annual growth rate.

# AAI Steering Committee - Fall 2022

AAI Steering Committee Co-Chairs: Takiyah Jackson, Olufemi Ogundele, Brooke Hendrickson

## AAI Scholarships:

- **Brooke Hendrickson**, Executive Director | Student Experience & Diversity, University Development & Alumni Relations
- **Olufemi Ogundele**, Associate Vice Chancellor of Enrollment & Dean of Undergraduate Admission
- **Cruz Grimaldo**, Assistant Vice Chancellor and Director, Financial Aid and Scholarships

## Student Experience:

- **Takiyah Jackson**, Director of African American Student Development and Fannie Lou Hamer Black Resource Center.
- **Denzil Street**, Assistant Vice Provost for Graduate Education & Chief of Staff, Director, Office for Graduate Diversity
- **Fabrizio Mejia**, Assistant Vice Chancellor, Division of Equity & Inclusion
- **Yuki Burton**, Assistant Director/Academic Counselor, Educational Opportunity Program
- **Alberto Ledesma**, Assistant Dean for Diversity, Inclusion, and Equity, Division of Arts & Humanities

## Faculty/Staff Engagement

- **Tyrone Wise**, Associate Director of Student Student Life & Leadership Development, Haas School of Business; Chairman - Black Staff and Faculty Organization, University of California Berkeley
- **Kristian Dawson**, Undergraduate Advisor, Landscape Architecture & Urban Studies; Assistant Director Of Outreach and Culture, BSFO Chair
- **Linda Burton**, Dean/ Professor, Eugene and Rose Kleiner Chair of Aging at the School of Social Welfare
- **David Wilson**, Dean, Goldman School and a Professor of Public Policy
- **Erika Walker**, Senior Assistant Dean of Instruction, Berkeley Haas

## Alumni Engagement

- **Rhonda Kinard**, Associate Director of Alumni Engagement Programs
- **Miya Hayes**, Campus Partnerships & Engagement Office of Undergraduate Admissions | Center for Educational Partnerships
- **Tre Moore**, Associate Director, Diversity, Office of Undergraduate Admissions

# Upcoming Engagement

- **Black Wednesdays**
  - **Every Wednesday (12:00pm-2:00pm)-at the Black Wednesday Wall in front of Golden Bear Cafe.**
- **African American Initiative Celebration**
  - **February 21st(5:00pm-7:30pm) Pauley Ballroom**

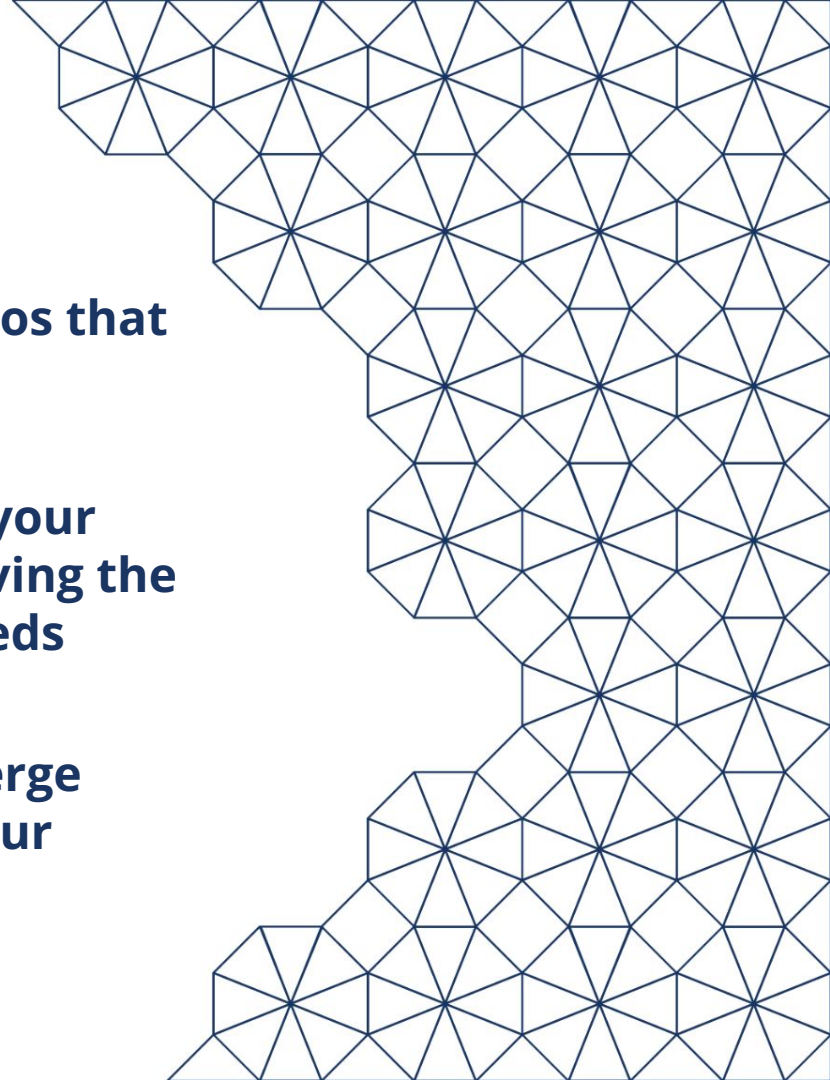


## **Black Community at Cal Resources**

- [African American Initiative](#)
- [Black Community Links](#)
- [Black Community Orgs](#)
- [Black@Cal Resource Guide](#)
- [Black Community Weekly News](#)

## Discussion

- **What can you highlight in your portfolios that contributing to the African American Initiative? - What's working?**
- **What opportunities do you see across your portfolio that could use support in serving the African American Initiative? - What needs help? What needs scaling?**
- **What kinds of opportunities could emerge with some cross collaboration across our portfolios? - Let's dream BIG!**





**Contact us:**

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**Website:**

**<https://diversity.berkeley.edu/initiatives/african-american-initiative>**