Present:

Absent:
Juanita Aguilar  Lance Burger  Joe De los Santos  Alex Espinoza  Suzanne Kotkin-Jaszi  Israel Lara  Arthur Montejano  Elizabeth Potter

Guests:
Darlene Murray  Kathleen Schock

11:30 a.m.- 1:00 p.m.  Vintage Room
Meeting called to order at 11:30 a.m.

I. Welcome

Chair Cynthia Teniente-Matson welcomed the commission members. Dr. Jody Hironaka-Juteau provided a brief overview of the agenda items.

II. PCHRE

A. Approval of Meeting Notes from 3/15/13

Dr. Hironaka-Juteau requested that the commission review the March 15, 2013 meeting notes for significant changes and/or corrections. Dr. Juan Carlos Gonzalez requested a statement to be added regarding the recommendation to address microagression and discrimination in President Welty’s Diversity & Inclusion Statement. Commission members also requested corrections to the attendance list as it was inaccurately captured.

It was MSC to approve the notes of the March 15, 2013 meeting with the aforementioned edits.

B. Cabinet Review of Action Plan

Dr. Hironaka-Juteau shared the action plan with the commission, which was compiled based on the commission’s responses from the March 15, 2013 work group activity. She explained that the action plan was organized based on the action items for each theme and also indicated the responsible division/department, and time frame for implementation.

Chair Teniente-Matson reminded members that the action plan will be the commission’s working document and will not be circulated to the university community. Chair Teniente-Matson requested that the commission review the action plan prior to discussion. Upon reviewing the action plan, the commission had the following concerns:
There are action items that list Academic Affairs as the responsible division, however, there should be more specificity indicating the Office of Faculty Affairs as the responsible department. Dr. Hironaka-Juteau added that the level of subdivision responsibility had been captured in earlier versions of the action plan; however, Provost William Covino requested the subdivisions be removed. Dr. Michael Caldwell will follow up with the Provost regarding the level of specificity.

There were action items where Human Resources was listed as the responsible department, but those items should also list Faculty Affairs.

Further clarity should be provided regarding the role of the Center for the Recruitment and Retention of Underrepresented Faculty, Staff and Administrators as it relates to A Strategic Plan for Inclusion, Respect and Equity’s (ASPIRE) Theme Two: Recruiting, Developing and Supporting Employees. Dr. Gonzalez added that awareness and enhancing new programs are two different items. Dr. Hironaka-Juteau reminded the commission that the name of the center is still under development and ASPIRE’s action plan may need to be modified in the upcoming years.

C. Communications

Brochures:

Commission members had the opportunity to review the final copy of the overall brochure for ASPIRE. Dr. Hironaka-Juteau directed the commission to the revised President’s Diversity and Inclusion Statement which incorporates Dr. Gonzalez’s concern regarding marginalization. Chair Teniente-Matson reminded the commission that the publication underwent numerous reviews prior to completion to ensure all context was captured. Approximately 200 brochures will be printed for the launch of ASPIRE and for distribution at Diversity Awareness Week. Additional brochures will be printed upon arrival of the new campus president.

The front cover of the brochure showcases photos of Fresno State students, faculty, staff and administrators. Chair Teniente-Matson thanked the commission for their photo recommendations for the brochure and participation in the photo shoot.

A draft student version of ASPIRE’s student brochure was disseminated to commission members. The draft of the student brochure was a condensed version of the overall document and featured photos of Fresno State students. Similar versions for staff, faculty, administrators and community members will be produced for each audience. Brochures will contain a similar condensed format with ASPIRE’s strategies and actions that are relevant to the respective groups.

Dr. Hironaka-Juteau added that the student brochure was in the final phase of editing; however, the implementation team was in the process of modifying photos to ensure representation of a diverse group of people. Upon reviewing the brochure, the commission members expressed the following comments:

- African American and Caucasian student representation are missing in the student brochure.
- The statement indicating that alternative formats of the brochure was acknowledged and appreciated.

Chair Teniente-Matson reminded the commission that the action plan includes the creation of a resource guide. She asked the commission to inform Ms. Nina Palomino of upcoming diversity events so that the university photographer can plan to attend the event. The goal of the action plan is to increase the variety of diverse photos in order to create a resource guide of visual images for the university to use in the development of communication pieces.
Rise to Excellence Newsletter:

Dr. Hironaka-Juteau announced that the Rise to Excellence Newsletter had been electronically disseminated to the campus community. A hard copy of the newsletter was also provided to the commission. The newsletter presented an update on the commission’s work, a summary regarding the upcoming Diversity Awareness Week, and highlighted the establishment of the Center for the Recruitment and Retention of Underrepresented Faculty, Staff and Administrators.

Communication Plan:

Commission members were asked to review the goals, objectives and target audiences of the draft communication plan in order to offer suggestions to move it forward. The communication plan will continue to be refined.

Dr. Francine Oputa shared that Mr. Paul Yunouye and Dr. Jenelle Pitt would be featured on her radio show “Common Ground” which explores the rich cultural history of people from the Central Valley. Chair Teniente-Matson requested that a copy of the recording so that it could be featured on the PCHRE website.

Commission members had an opportunity to view a video clip featured on San Diego State’s website. The video clip highlighted San Diego States’ diversity pledge. Ms. Kathleen Schock advised the commission that a similar Fresno State video will be produced during the spring or summer.

Ms. Schock led a brief discussion about the possibilities for a Fresno State video and requested suggestions on what was envisioned for Fresno State’s video. Overall, the commission did not favor the filming style for the pledge. Commission members suggested the following ideas when creating a Fresno State video:

- Expand the population of students featured to include students from international backgrounds.
- Create a balance between natural/relaxed and diverse environments rather than a studio background. (Video should feel natural and highlight the diversity that already exists.)
- Include information related to the number of languages spoken in the Central Valley.
- Include clips from the broader community.
- Create multiple videos for different audiences and venues.
- Include military representation.
- Do not reinforce stereotypes (e.g. African American male athletes).
- Be sensitive to how certain races and ethnicities perceive an officer in uniform.
- Use a variety of camera shots (e.g. multiple people engaged in conversation and individual shots).
- Consider including theatre students.

Ms. Palomino provided an update on the status of the PCHRE website. One of the recent changes includes the addition of the “Across the Campus” webpage, which features a link to the diversity statement for each division.

Commission members suggested adding the PCHRE website link to the Fresno State Jobs webpage. Another suggestion was made to create a button that could be displayed as a footer on all Fresno State webpages, similar to the button that was created for the centennial celebration. Chair Teniente-Matson and Dr. Paul Oliaro will propose the item to Integrated Marketing and Communications Council (IMCC) for review/approval.
D. Diversity Awareness Week

Dr. Oputa provided an update on the final Diversity Awareness Week calendar. She encouraged all members to participate in events and recommended that they register for the Diversity Conference. Dr. Hironaka-Juteau reminded the commission that PCHRE will host a table at selected events. She asked the commission to provide his/her availability to Ms. Darlene Murray.

Dr. Hironaka-Juteau shared the promotional items that would be offered as giveaways at the Diversity Awareness week events. Each individual visiting the PCHRE table will have an opportunity to participate in the Diversity Wheel of Fortune. In return, participants would receive one of the following ASPIRE items: Post It Notes, key chain carabiner or a tote bag. Lapel pins would also be provided to the commission so that each member could show support for ASPIRE.

E. Reporting Framework

Dr. Hironaka-Juteau announced that she is currently working with Dr. Angel Sanchez on the reporting framework for the indicators. A draft will be available for review at the next meeting.

F. Next Steps

Dr. Hironaka-Juteau announced that the next commission meeting will be held on May 3, 2013 in the Haak Center Boardroom, 4115. Dr. Hironaka-Juteau requested that suggestions for the communication plan be emailed to Ms. Murray by April 26, 2013. The suggestions will be incorporated into the plan and will be shared at the next meeting.

Final Comments

Dr. Oputa briefly discussed the new LGBTQ Allies Network sticker. She also advised the commission of an upcoming community resource guide that could be shared with new faculty hires.

Dr. Brian Tsukimura reported that his volleyball team won the National Championship. Chair Teniente-Matson congratulated Dr. Tsukimura and recommended photographing the team for future ASPIRE publications.

Meeting Adjourned at 1:05 p.m.

III. Diversity Definitions

- **Diversity**: Individual differences (e.g., personality, language, learning styles, and life experiences) and group/social differences (e.g., race/ethnicity, class, gender, gender identity, sexual orientation, sexual identity, country of origin, and ability status as well as cultural, political, religious, or other affiliations) that can be engaged in the service of learning.

- **Inclusion**: The active, intentional, and ongoing engagement with diversity—in people, in the curriculum, in the co-curriculum, and in communities (intellectual, social, cultural, geographical) with which individuals might connect—in ways that increase one’s awareness, content knowledge, cognitive sophistication, and empathic understanding of the complex ways individuals interact within [and change] systems and institutions.
• **Equity (student focus):** The creation of opportunities for historically underrepresented populations to have equal access to and participate in educational programs that are capable of closing the achievement gaps in student success and completion.

  Source: Association of American Colleges & Universities Website, 2011

• **Equity (employee focus):** The creation of opportunities for historically underrepresented populations of employees (faculty and staff) to have equal access to professional growth opportunities and resource networks that are capable of closing the demographic disparities in leadership roles in all spheres of institutional functioning.

  Source: Clayton-Pedersen, 2011 Adapted from the University of Southern California’s Center for Urban Education’s Equity Scorecard™

• **Cultural Competence:** The state of having and applying knowledge and skill in four areas: awareness of one’s own cultural worldview; recognition of one’s attitudes toward cultural differences; realization of different cultural practices and worldviews; and thoughtfulness in cross-cultural interaction. Over an extended period of time individuals and organizations develop the wisdom and capability to: 1) examine critically how cultural worldviews influence perceptions of power, dominance and inequality; and 2) behave honorably within the complex dynamics of differences and commonalities among humans, groups and systems.

### IV. Parking Lot Items:

1. 9/23/11 - College – specific reports on the website? (Juan Carlos)
2. 9/23/11 - NCAT (Course Redesign)
3. 9/23/11 - Do we have peer institutions by which we compare ourselves in terms of our work on institutional diversification? (Juan Carlos)
4. 9/23/11 - Publicize cultural benefits of globalizing Fresno State, not just focus on $ benefits (Juan Carlos)
5. 9/23/11 - President Welty & BOT endorsement of Fresno State Diversity Plan?
6. 10/07/11 - Potential Research Projects for Graduate Students (Juan Carlos)
7. 11/4/11 – Include the word – “Inclusion” in the name of this document (Francine)

### V. Next Meeting: 

Friday, May 3rd, from 11:30 a.m. – 1:00 p.m. in the Haak Center Boardroom, HML 4115