National Inclusive Excellence Webinar Summit™:
Empowering Leaders | Renewing Hope

September 2017
www.drdamonawilliams.com
www.inclusiveexcellencetour.com

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Center for Strategic Diversity Leadership & Social Innovation

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Diversity Leadership Set

The Inclusive Excellence National Tour

Inclusive Excellence Tour
Damon A. Williams, PhD
• Goal:
  – Empower 1 million leaders and 5000 organizations to achieve real and meaningful change in their lives and communities by using more evidence informed diversity equity, and inclusion
  – Contact:
  – Dr. Damon A. Williams
  – info@drdamonawilliams.com

Tour Program Components

1. Organization Wide - Motivational Keynote Speech
2. Facilitated Dialogue with Executives, Deans, Faculty, Community, Students
3. Executive Coaching Session
4. Diversity Champions Session
5. Tools & Resources
6. Diversity & Inclusion Capabilities
7. Campus Climate & Inclusion Study
Who should activate the tour?

1. Colleges & Universities
2. Public & Private, Large or Small
3. Companies & Private Sector Organizations
4. National Associations
5. Government Organizations
6. Law-Enforcement Agencies
7. K-12 Institutions
8. Non-Profit Institutions

How to Activate?

1. Keynote & Residency Experience
2. Conferences, Retreat, Summit, Institute
3. MLK, Black History, Women’s History, etc.
4. Special Training Institute
5. Campus Webinar Event
6. Campus Activation Toolkit
# Inclusive Excellence Tour First Host Sites

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<thead>
<tr>
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<th>First Host Sites</th>
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<tbody>
<tr>
<td>1</td>
<td>SUNY System of HE</td>
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<td>2</td>
<td>University of Dayton</td>
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<td>3</td>
<td>Private Law-Firm</td>
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<td>4</td>
<td>Clemson University</td>
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<td>5</td>
<td>Murray State University</td>
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<td>6</td>
<td>National Black MBA Annual Meeting &amp; Conference</td>
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<td>7</td>
<td>UC San Diego</td>
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<td>8</td>
<td>CSU Fullerton</td>
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<td>9</td>
<td>Auburn University</td>
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<td>10</td>
<td>Cleveland State University</td>
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<td>11</td>
<td>Colorado State University</td>
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<td>12</td>
<td>SUNY - Cortland</td>
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<tr>
<td>13</td>
<td>Oneonta College</td>
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<td>14</td>
<td>Morrisville State College</td>
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## Section #1: The Summit & Innovation
The National Inclusive Excellence Webinar Summit™

- The Climb
- Inclusive Excellence
- Summit: Base Camp
  - Get New Tools
  - New Strategy
  - New Resources
  - New Guides
  - Community
- Continue the Climb

Future National Inclusive Excellence Webinar Summits™

- Diversity, Equity, & Inclusion in the Technology Sector
- Corporate Responsibility
- Diversifying STEM Fields
- Public Private Partnerships
- Youth Development & Pre-College Programs
- Workforce Development
- Faculty Retention & Engagement
- Multicultural Marketing
- More
Tripartite Solution Framework:

Solutions: Data To Tighten Understanding

Solutions: Frameworks to Help You to Innovate the Problem

Solutions: Tactics – To Help You Jump Start or Validate What Works

Strategic Diversity DNA

1. Strategic Diversity Idea
2. Diversity Infrastructure
3. Senior Leadership Support
4. Planning Systems
5. Change Activation Techniques
6. Resources

Develop Pockets of Excellence

1. If you are in a context of low commitment
2. Go small – develop pilots
3. Elevate the good work already being done
4. Be focused
5. Apply tons of rigor
6. Measure + Report + Tell the Story of Greatness
7. Until new energy emerges
8. Until DNA Starts to Shift

Innovate Diversity

1. Questioning?
2. Search & Reapply Solutions
3. Engaging Other Innovators
4. Experimenting – With New Ideas
5. Taking Ideas to Scale
6. Leading with Courage

Adapted from Hayden & Christenson, (2012). Innovators DNA.
Section #2: What is Inclusive Excellence?

Inclusive Excellence Tour Damon A. Williams, PhD

The pursuit of a set of balanced diversity objectives, which repositions diversity and inclusion as fundamental to institutional excellence.

Association of American Colleges and Universities

Innovate the Diversity Discussion in a Post-Michigan Supreme Court Environment

Toward a Model of Inclusive Excellence and Change in Postsecondary Institutions

By Damon A. Williams, Joseph B. Berger, and Shederick A. McClendon

Inclusive Excellence Tour Damon A. Williams, PhD
Section #3: Setting the Strategic Context & Solutions
The Strategic Context

The Perfect Storm Elevating Access, Diversity, & Economic Opportunity

21st Century: Inclusive Excellence Goals Framework

### DAW National Scorecard

- **Student Diversity Recruitment**: B-
- **Student Diversity Achievement**: D
- **Faculty Diversity Recruitment**: D
- **Faculty Diversity Success**: D
- **Research, Knowledge, Creativity**: B
- **Preparing Students to Lead**: D
- **Campus Climate & Inclusion**: D

### Exhibit 3: Inclusive Excellence Discussion Kick Starter

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
<th>Indicator</th>
<th>Status</th>
<th>Score</th>
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<tbody>
<tr>
<td>Creativity, &amp; Innovation</td>
<td>Creative academic community of students, faculty, and staff</td>
<td>% of the classes that are diverse</td>
<td>A</td>
<td>B-</td>
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<tr>
<td>Diversity, Research, and Global World</td>
<td>Recruitment of historically underrepresented students</td>
<td>Number of historically underrepresented students</td>
<td>A</td>
<td>D</td>
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<tr>
<td>Cultural Competence</td>
<td>Cultural Competence</td>
<td>% of students who have participated in cultural competence activities</td>
<td>A</td>
<td>D</td>
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<tr>
<td>Faculty Diversity</td>
<td>Faculty Diversity</td>
<td>% of tenured historically underrepresented minority faculty</td>
<td>A</td>
<td>C</td>
</tr>
<tr>
<td>Student Diversity</td>
<td>Recruitment of historically underrepresented students</td>
<td>Number of historically underrepresented students</td>
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<td>D</td>
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<tr>
<td>Campus Climate</td>
<td>Inclusive Multicultural</td>
<td>Positive campus climate for historically underrepresented minority students</td>
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A New Reality TV Show: 
• "The Hate that Hate Produced"

Presidential Leadership through Social Media

“Assault” on Diverse Communities
• Race, ethnicity, gender, sexual orientation, nationality, disability, economic access

Threats to Dismantle Traditional & New Infrastructures of Opportunity

A Renewal of Hate Groups and Open Opposition to Diversity
• “Free Speech Dynamics v D& I

Political, Legal, Cultural, Psychological & Physical Threats

1. Racially Charged Theme Parties & Incidents
2. Alternative Right: Free Speech Events & Controversies
3. Heightened Feelings of Exclusion for Diverse Groups
4. Campus Activism & Protests: Safety | Demands | Action
5. Diversity Crisis Management versus Proactive Engagement
6. Policy Challenges: DACA, Title IX, Race Conscious Admissions, OCR Strategic Shift, And More
# Recommendations for Action

1. Clarify Your Why:
   - Develop A Clear Manifesto: A Declaration of Diversity, Equity, Inclusion, & Community


3. Establish “Diversity Rapid Response Team” & Prepare


5. Leaders Must Step Up & Step Out – They Must Lead At All Levels

6. International Association of Campus Law Enforcement Administrators (IACLEA) – “Hate Comes to Campus Training”

7. Strengthen Campus Diversity Infrastructure, Psychological Support Structures, & Culturally Relevant Approaches in All Areas

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### Who are the Centennials?

**By Dr. Damon A. Williams**

- Digital Intuitives: Mobile First Digitally Engaged
- 9 Hours + Consuming Digital Content
- Most Diverse Generation Ever
- Fearful for Future: Seek real Pathways to Workforce
- Comfortable with “Diversity” In Theory
- Influenced Heavily by Social Media, Hip-Hop, Pop-Culture
- Can Detect “BS Mile Away” Authenticity is Everything
- Conflicting Ideas Around Diversity & Inclusion
- First Out Group of LGBTQ Teen Youth
Recommendations for Action

1. Voice, Choice, Access & Passion – to Drive Your Student Development Philosophy

2. Establish A Social Media Plan

3. Hire Students As Social Media Interns & Student Ambassadors

4. Proactively Identify & Map Potential Hot Spots & Pre-Emptively Engage – Free Speech, Special Seasons, Special Groups, Conservative Groups, & Faculty

5. Jump Start Review of Controversial Policies, Monuments, & Activities

Section #4: Best Practices from Higher Education Excellence in Diversity Schools (HEED)
The 2015-2016 HEED Benchmarking Report: Telling the HEED Institutional Success Story

**Research Methodology**

1. 2015 HEED Award Winners (n=92)

2. Strategic Diversity Leadership (SDL) Research Framework
   - Based on Williams, D. (2013). *Strategic diversity leadership: Activating change and transformation in higher education.*

3. Developed new HEED Instrument for 2016 grounded in SDL Framework

4. Built Secondary Data Set from U.S. Department of Education National Center of Educational Statistics
   - Institutional Background, Student, Staff, & Faculty Data

5. Tell Big-Picture Story Using HEED Institutions Quantitative and Qualitative Data

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PRESIDENTIAL LEADERSHIP FOR CAMPUS DIVERSITY EFFORTS

Exhibit 3

- Establishes the Campus Vision for Diversity
- Infuses Diversity into Speeches, Remarks, and Correspondence
- Charges the Campus-Wide Diversity Committee
- Ensures Senior Leadership is Engaged in Campus Diversity
- Involved in Campus-Wide Diversity Implementation
- Creates a Culture of Accountability
- Ensures Resources are Available for Diversity
Leaders Inspire with Why

- Why does it matter to you and to your institution?
- How are you going to bring your why to life?
- What are the specific tactics?
  - Common book program
  - Campus speaker policy
  - Summer Orientation
  - First-Year Experience
    - New Employee Orientation
  - New Diversity & Inclusion Plan
  - New Capital Campaign


DIVERSITY INCENTIVE & ACCOUNTABILITY SYSTEMS

- Awards for Diversity Leadership on Campus
- Board-Level Report on Campus Diversity
- Annual Diversity Report
- Diversity Scorecard or Measurement System
- Diversity Is Part of the Annual Review of Administrators
- Competitive Grant Fund to Seed New Diversity Initiatives
- Diversity Is Part of the 5-Year Review of Administrators
- Diversity Is Part of the Annual Activity Report of Faculty
- Diversity Leadership Is Part of the Tenure and Promotion Process

Exhibit 5
COMPARISON OF 2015 HEED INSTITUTIONS TO A NATIONAL COMPARISON GROUP

<table>
<thead>
<tr>
<th>Accountability Dimension</th>
<th>2015 HEED Institutions</th>
<th>National Comparison Group</th>
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</thead>
<tbody>
<tr>
<td>Annual Diversity Report</td>
<td>85%</td>
<td>39%</td>
</tr>
<tr>
<td>Board Report on Diversity</td>
<td>89%</td>
<td>46%</td>
</tr>
<tr>
<td>Diversity Scorecard</td>
<td>69%</td>
<td>17%</td>
</tr>
<tr>
<td>Diversity is Part of Annual Review of Administrators</td>
<td>67%</td>
<td>21%</td>
</tr>
<tr>
<td>Diversity is Part of Annual Activity Report of Faculty</td>
<td>49%</td>
<td>10%</td>
</tr>
</tbody>
</table>

CAMPUS CLIMATE RESEARCH CAPABILITIES

- Campus Climate Research on Students
- Campus Climate Research on Employees
- Exit Interviews for Departing Employees
- Exit Interviews for Departing Students
Challenge of Current Campus Climate Studies

1. Unclear the Impact they are having?

2. Campus Climate Studies as the “End” & ”Not the Means?”

3. Low Response Rates | Lack of Culturally Relevant Research Techniques

4. Weak Translation Moments:

5. No Communication Plan to Build Narrative of Change

6. To work with Dr. Williams & The Center for Strategic Diversity Leadership & Social Innovation on your Campus Climate Research – contact: info@drdamonawilliams.com