

Communication and Education

Goal

To disseminate diversity related data the President's Diversity Implementation Committee; to improve ongoing communication regarding diversity on-campus, in the community and in the region; and to organize diversity workshops and seminars designed to improve communication with service region communities.

Objectives

1. Regularly and systematically gather, analyze and widely distribute data regarding progress toward minority faculty, staff and student recruitment, employment, enrollment, and retention goals.
 - Data regarding student enrollment and faculty/staff employment are regularly disseminated to the campus, community and region via the Web in reports from the Office of Institutional Research and Computer Applications ("Nutshell"), The Office of Enrollment Services, and the Office of First-Year Programs. Input was also solicited from the campus and community via the Web regarding MSU's Strategic Enrollment Plan.
2. Utilize University and local print media, radio, television and Web sites to continually educate the campus, community and region to diversity related issues.
 - Articles are regularly published in Lexington and local papers regarding activities at, or sponsored by the Office of Multicultural Student Services.
 - Diversity programming is regularly offered by MSPR and the University's television station.
 - Diversity related programming is offered on in-house TV Channel 50 in the residence halls and residence assistants are supplied with related programming materials to facilitate group discussions regarding the offered programs.
3. Develop, assess and adjust advertising campaigns and strategies focused on addressing diversity related problems faced by the campus, community and region.
 - Funding has been made available to develop advertising campaigns and commercials are being developed. This objective is still a work in progress.