



**THE UNIVERSITY OF  
NORTH CAROLINA SYSTEM**

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## **Diversity and Inclusion Annual Report to Board of Trustees**

**Institution:** Appalachian State University  
**Report Cycle:** Fiscal Year 2020-21  
**Submission Date:** 2022

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In accordance with the UNC Policy Manual Sections 300.8.5 and 300.8.5[R], "Regulation on Diversity and Inclusion," the constituent institutions of the UNC System are required to present to their Board of Trustees (BOT) an annual report on the institution's diversity and inclusion (D&I) operations and activities.

## **PART 1: The impact of the institution's diversity and inclusion (D&I) programs and activities with respect to System-wide D&I metrics and institutional D&I goals**

*Describe institutional D&I goals and provide relevant available data on outcomes. If institutional D&I goals have not yet been developed or implemented, then describe the institution's plan to collect this data and expected date of implementation. The System-wide D&I metrics are in development and not required to be reported for FY 2020-21.*

Appalachian State University adopted a bridge strategic plan during the year 2020-21. The 2022-2027 Strategic Plan was approved in June 2022. The plan will have D&I metrics for each institutional goal. App State defines racially underrepresented to include Hispanic/Latino, American Indian/Alaska Native, Asian, Black or African American, Native Hawaiian or Other Pacific Islander, Foreign National, and two or more races.

### **Institutional D&I Goal: Ensure campus is an inclusive and welcoming community**

App State strives to promote a welcoming climate for all members of the community, recognizing that students, staff and faculty learn and work better when they feel valued. Additionally, App State continues to support a campus that is inclusive and equitable for all community members through further development of resources, services, policies and programs. Across campus we offered more than 250 professional development opportunities related to diversity, equity and inclusion in the 2020-21 fiscal year.

*Rename Hoey and Lovill residence halls:* During a meeting in June 2020, the App State Board of Trustees approved a motion brought forth by Trustee James Reaves '93 to support the renaming of Hoey and Lovill halls in accordance with the university's current process.

- Notable Data/Outcomes
  - Signage was removed from Hoey and Lovill residence halls in June 2020.

*Diversity and Inclusion training for App PD:* In September 2020, the Appalachian Police Department (APD) hosted and sponsored implicit bias training for APD and regional officers.

- Notable Data/Outcomes
  - 15 High Country police offices participated, including 5 APD officers

### **Institutional D&I Goal: Continue recruitment efforts for students, staff and faculty**

App State focused continued efforts and resources towards effectively recruiting students, staff and faculty. Diversity-related recruitment activities and events for students included the following:

- Tuesday, October 27, 2020 - Mountaineer Fusion (virtual) - **330 attendees**
- Thursday, February 11, 2021 (5:30-6:30 p.m.) - **14 student attendees**
  - Topic: *More than Stepping and Strolling - The History and Significance of Historically Black & Brown Sororities and Fraternities on Campus (virtual)*
- Monday, February 22, 2021 (4-5 p.m.) - **17 student attendees**
  - Topic: *Thriving at a Predominantly White Institution (PWI) - How to Transition to College (virtual)*
- Wednesday, March 10, 2021 (4-5 p.m.) - **23 student attendees**
  - Topic: *Getting Involved in Diverse, Inclusive and Multicultural Clubs & Organizations (virtual)*
- Tuesday, March 23, 2021 (5:30-6:30 p.m.) - **19 student attendees**
  - Topic: *Becoming Part of the Boone Community (virtual)*
- County-Wide Diversity Events (counties in high-concentrated areas) (all virtual)
  - Forsyth County (**4 student attendees**)
    - Tuesday, February 16, 2021 6-7 p.m.
  - Guilford County (**4 student attendees**)
    - Thursday, February 18, 2021 6-7 p.m.
  - Wake County (**6 student attendees**)
    - Thursday, February 18, 2021 6-7 p.m.
  - Cumberland County (**1 student attendee**)

- Thursday, February 25, 2021 6-7 p.m.
- Mecklenburg County **(14 attendees)**
  - Thursday, February 25, 2021 6-7 p.m.
- The Appalachian African-American Alumni Network (AAAN) has become an integral component to help address the needs of Black student enrollment.
  - The annual African American Admitted Student Reception held in Charlotte, Greensboro and Raleigh has an over 90% yield rate for Black students. Efforts to continue to support this event and expand it will help yield our future Black Mountaineers. (All of the events below were held in person.)
    - Sunday, April 11, 2021 (Charlotte) **(5 student attendees)**
    - Sunday, April 18, 2021 (Greensboro) **(6 student attendees)**
    - Sunday, April 25, 2021 (Raleigh) **(4 student attendees)**
- Notable Data/Outcomes
  - Fall 2020, App State welcomed 20,023 students — the largest, most diverse enrollment in university history.
  - Between 2014 and 2020, Chancellor Everts led the university's increase in racially underrepresented students by 56% and first-year racially underrepresented students by 97%.
  - As of fall 2020, 18% of App State students are from racially underrepresented populations, 30% come from rural areas, and 34% of the total undergraduate population are first-generation college students. First-year to second-year retention rates exceed the national average by 12 percentage points.

**Institutional D&I Goal: Support retention of students, staff and faculty**

App State continues to focus efforts and resources towards effective student, staff and faculty retention and works to develop strategies to address equity gaps in retention and other success measures for diverse students, staff and faculty populations. First-year to second-year racially underrepresented student retention for 2020-21 was 82.7%. Year-over-year retention of racially underrepresented tenure track faculty was almost 99%, and we retained 100% of the fall 2020-21 cohort.

*Faculty Retention Dashboards:* Institutional Research Assessment and Planning created a faculty retention dashboard with race/ethnicity filters as well as tenure cohort data for the chief diversity officer.

- Notable Data/Outcomes
  - Enables focused quantitative analysis on sub-populations.

*Establish a Diversity and Inclusion Accountability Team:* The Chancellor's Cabinet held a meeting on July 21, 2020 to bring together a [Diversity and Inclusion Accountability Team](#). The meeting's central purpose was to acknowledge each item in a petition to university leadership from a group called BlackAtAppState, to identify additional university strategic diversity and inclusion priorities, and to present the action plan for addressing these collectively identified priorities and their broader themes.

- Notable Data/Outcomes
  - Enables a group to focus on issues impacting the Black student community.

*National Coalition Building Institute's Train the Trainer:* Trainers worked with cohorts of campus leadership to reinforce strategies to resolve campus crises in a manner that helps build coalition and mitigate division.

- Notable Data/Outcomes
  - Membership with NCBI for the 2020-21 fiscal year.

*Prioritize hiring staff for Intercultural Student Affairs:* Hiring a new director for Intercultural Student Affairs was a key priority and the Division of Student Affairs partnered with an executive search firm to identify top candidates. The new director comes to the university having previously served as the associate vice president for diversity of

the University of South Dakota. Additionally, to ensure continuity in diversity resources for students, an additional staff position was added in the administration office of Intercultural Student Affairs. The office now includes a director, two assistant directors, one coordinator and an administrative support professional as well as student workers.

- Notable Data/Outcomes
  - Increased support for underrepresented students.

**PART 2: The number of positions and FTEs with D&I responsibilities, indicating the percentage of each associated with D&I responsibilities**

*Indicate the staffing provided to support the institution’s D&I program. This includes positions that have designated D&I-related work duties, whether centrally administered or located in various schools, colleges, or divisions. **This report is not intended to capture portions of positions less than half-time (0.50 FTE) unless the part-time position is fully dedicated to D&I functions.** It is recognized that many faculty and staff throughout the institution may spend some degree of effort on or contribute to institutional D&I activities, even though these activities do not represent the primary focus of their position; however, these should not be included in this report. Service- or compliance-related activities should not be included (eg, ADA accommodations compliance would not be included, but programming and outreach about or for disabilities communities would be included).*

Position Title	School/Division	Percent of Work Time Assigned to D&I Activities	Brief Description of D&I Related Activities
Chief Diversity Officer	Office of Diversity	100%	Responsible for advising the chancellor on strategic diversity matters, and facilitating campus-wide policies and initiatives related to diversity and inclusion.
Director of Intercultural Student Affairs	Intercultural Affairs/Student Affairs	100%	Provides mentoring, advocacy, community and identity affirmation for marginalized and underrepresented students. The office also offers opportunities such as the Diversity Lecture Series, Equity in Action conference, MLK Celebration and other events so that all Appalachian students can develop an appreciation for diversity and different perspectives, enhance their self-awareness, increase their multicultural knowledge and strengthen their intercultural competency.
Assistant Director	Intercultural Affairs/Student Affairs	100%	
Assistant Director	Intercultural Student Affairs/Student Affairs	100%	
Program Coordinator	Intercultural Student Affairs/Student Affairs	100%	
Administrative Assistant	Intercultural Student Affairs/Student Affairs	100%	
Director of Student Veteran Resource Center	Office of the Dean of Students/Student Affairs	100%	Provides programming, services, and resources to assist military affiliated students in their educational journey
Psychologist/ Coordinator of Multicultural Services	Counseling & Psy Services/Student Affairs	100%	Provides programming, services, training resources, and collaboration opportunities to the campus community that focus on the needs of traditionally underrepresented students.
Sr. Associate Director for Diversity Initiatives	Enrollment Mgmt/ Admissions	65%	Provides strategic direction and support for both Graduate and Undergraduate diversity recruitment initiatives.
Assistant Director, Hispanic/Latinx Recruitment	Enrollment Mgmt/ Admissions	65%	Full-time admissions counselor dedicated to supporting new Hispanic/Latinx students from prospect to enrolled status. Bi-lingual (Spanish/English)

Director, International Student and Scholar Services and Outreach	Office of International Education and Development/Academic Affairs	100%	Provides mentoring, advising, advocacy, and community for international students and scholars. The office also offers opportunities such as Cultural Ambassadors, International Education Week, Global Perspectives Panel, and International Meet & Greet for students to develop an appreciation for diversity and different global perspectives, enhance their self-awareness, increase their intercultural knowledge and strengthen their intercultural competency.
Assistant Director, International Student and Scholar Services and Outreach	Office of International Education and Development/Academic Affairs	100%	Provides mentoring, advising, advocacy, and community for international students and scholars. The office also offers opportunities such as Cultural Ambassadors, International Education Week, Global Perspectives Panel, and International Meet & Greet for students to develop an appreciation for diversity and different global perspectives, enhance their self-awareness, increase their intercultural knowledge and strengthen their intercultural competency.
Assistant Director, International Student and Scholar Services and Outreach	Office of International Education and Development/Academic Affairs	100%	Provides mentoring, advising, advocacy, and community for international students and scholars. The office also offers opportunities such as Cultural Ambassadors, International Education Week, Global Perspectives Panel, and International Meet & Greet for students to develop an appreciation for diversity and different global perspectives, enhance their self-awareness, increase their intercultural knowledge and strengthen their intercultural competency.
Director of Education Abroad	Office of International Education and Development/Academic Affairs	50%	Provides mentoring, advising, advocacy, and community for education abroad participants. Provides opportunities for students to develop an appreciation for diversity and different global perspectives, enhance their self-awareness, increase their intercultural knowledge and strengthen their intercultural competency.
Assistant Director of Education Abroad	Office of International Education and	25%	Provides mentoring, advising, advocacy, and community for education abroad

	Development/Academic Affairs		participants. Provides opportunities for students to develop an appreciation for diversity and different global perspectives, enhance their self-awareness, increase their intercultural knowledge and strengthen their intercultural competency.
Assistant Director of Education Abroad	Office of International Education and Development/Academic Affairs	25%	Provides mentoring, advising, advocacy, and community for education abroad participants. Provides opportunities for students to develop an appreciation for diversity and different global perspectives, enhance their self-awareness, increase their intercultural knowledge and strengthen their intercultural competency.
Education Abroad Advisor	Office of International Education and Development/Academic Affairs	25%	Provides mentoring, advising, advocacy, and community for education abroad participants. Provides opportunities for students to develop an appreciation for diversity and different global perspectives, enhance their self-awareness, increase their intercultural knowledge and strengthen their intercultural competency.
Program Budget Specialist	Office of International Education and Development/Academic Affairs	25%	Provides mentoring, advising, advocacy, and community for education abroad participants. Provides opportunities for students to develop an appreciation for diversity and different global perspectives, enhance their self-awareness, increase their intercultural knowledge and strengthen their intercultural competency.
Director of ACCESS Program	University College	100%	Provides mentoring, advising, advocacy and community for ACCESS program participants. ACCESS is a program to allow very low income students to graduate debt free.
Assistant Director of ACCESS Program	University College	100%	Provides mentoring, advising, advocacy and community for ACCESS program participants. ACCESS is a program to allow very low income students to graduate debt free.
Director of TRIO Student Support Services Program	University College	100%	Provides mentoring, advising, advocacy and community for SSS program participants. TRIO Student Support Services is a DOE funded program that

			provides comprehensive support to first generation and/or low-income students.
Assistant Director of TRIO Student Support Services Program	University College	100%	Provides mentoring, advising, advocacy and community for SSS program participants. TRIO Student Support Services is a DOE funded program that provides comprehensive support to first generation and/or low-income students.
Advisor/Lecturer for TRIO Student Support Services Program	University College	100%	Provides mentoring, advising, advocacy, community, and instruction in freshman level courses for SSS program participants. TRIO Student Support Services is a DOE funded program that provides comprehensive support to first generation and/or low-income students.



**PART 3: An accounting of institutional budget expended on D&I operations and activities, broken out by personnel and non-personnel costs and by funding source**

*This section must include all staff included in Part 2 above. Personnel costs should reflect only the portion of the position's time associated with D&I activities over the fiscal year. Distinguish expenses by funding source.*

Type of Expense	State Funds	Non-State Funds	Total Expenditures
<b><u>Office of Diversity</u></b>			
Personnel Expenditures <sup>1</sup>	\$243,817	\$0	\$243,817
Non-Personnel Expenditures	\$31,023	\$103	\$31,126
<b><u>Academic Affairs-Admissions</u></b>			
Personnel Expenditures	\$96,751		\$96,751
Non-Personnel Expenditures			
<b><u>Academic Affairs-OIED</u></b>			
Personnel Expenditures	\$292,718	\$0	\$292,718
Non-Personnel Expenditures	\$80,903	\$25,050	\$105,953
<b><u>Academic Affairs-First Gen. Rural &amp; Low Income Student Success</u></b>			
Personnel Expenditures	\$149,906	\$222,013	\$371,919
Non-Personnel Expenditures	\$5,900	\$81,342	\$87,242
<b><u>Student Affairs</u></b>			
Personnel Expenditures	\$99,253	\$502,828	\$602,081
Non-Personnel Expenditures	\$8,231	95,520	\$103,751
<b>Total Expenditures</b>	<b>\$1,008,502</b>	<b>\$926,856</b>	<b>\$1,935,358</b>

<sup>1</sup> Personnel expenditures include employee benefits

**PART 4: A list of signature D&I programs that serve a critical role in helping the constituent institution accomplish its learning and D&I objectives, along with their purpose and any data on outcomes, including relevant participant feedback**

*This list is not intended to be exhaustive but should reflect the most significant D&I programming. If feedback or related data on outcomes is not available, indicate how this data may be captured in the future.*

The 2020-21 fiscal year took place during the height of the COVID-19 pandemic. Many traditional signature programs were canceled or moved online during this time period. Moving forward, the campus is making a conscious effort to utilize tools, such as workshop scheduler and Engage, to catalog event attendance and feedback.

*Diversity Celebration:* The Diversity Celebration provides a venue where diverse perspectives, cultures and values are accepted, appreciated and celebrated. The event also supports and enhances the university's commitment to be actively involved in addressing the educational, economic, cultural and societal needs of the changing region, state, nation and world. This year's 20th annual celebration featured award winning poet and author, Paul Tran. Tran treated participants to a live virtual performance of their poetry that centers the experiences of people of color and gender. Tran also had facilitated a creative writing workshop for students. The Diversity Celebration closed with an outdoor festival on Sanford Mall, which provided an open-air space for students, faculty and staff to participate in demonstrations, learn about campus resources and celebrate through food and dance.

The two-day celebration included:

- The Black Student Association's [Black Arts Gallery Walk](#), available through May 5 in Plemmons Student Union.
- A performance by Paul Tran, an award-winning slam poet and author. Tran also presented a creative writing and poetry workshop during the celebration.
- An opportunity to listen and share stories through the Way of Council-facilitated dialogue.
- A lecture focused on the role of environmental racism in amplifying health inequities in minoritized and underserved communities.
- A festival on Sanford Mall with a live DJ, museum displays, dance lessons, giveaways and global cuisine offered through Campus Dining's partnership with local food trucks.
- Virtual presentations by two App State students — one who shared a personal experience of living on three different continents and one who described the cultures, languages and ethnicity, food and music of the Democratic Republic of Congo.
- A lecture by an App State professor about the importance of diversity, equity and inclusion within the academic fields of science, technology, engineering and mathematics.
  
- Notable Data/Outcomes
  - 16 students attended the Paul Tran virtual performance; 3 students participated in the creative writing workshop.
  - Many people stopped by the Diversity Celebration Festival. People were amazed that this was the 20th Annual celebration. Covid restrictions were still in place and limited the engagement of students, faculty, and staff.

*4th Annual Inclusion Infusion Summer Diversity Institute:* The event was hosted by then Chief Diversity Officer Willie Fleming. The theme was "[Culturally Responsive Pedagogy: Towards Making Excellence Inclusive.](#)" The program encouraged inclusionary practices and relationships and was facilitated by Dr. Timothy Forde, chair of the School of Education, Human Development and Consumer Sciences at Kentucky State University.

- Notable Data/Outcomes
  - 189 App State faculty, staff and administrators attended the event.

*MLK Celebration:* App State's 36th Annual Dr. Martin Luther King Jr. Commemoration featured Dr. Michael Eric Dyson, one of the nation's great thinkers, distinguished writers, renowned orators, celebrated cultural critics and most penetrating media commentators. His talk on Jan. 26, 2021, was presented by the N.C. Cultural Center Consortium consisting of Appalachian State University, East Carolina University, University of North Carolina Wilmington and Western Carolina University. App State's event sponsors are the Office of the Chancellor, Office of Diversity and Office of Intercultural Student Affairs.

- Notable Data/Outcomes
  - 82% of respondents to the post-event survey indicated that they learned something new.
    - Examples: "I learned about the black churches role in the civil rights movement," "The term United States of Amnesia, coined by Gore Vidal, is a most apt phrase," "MLK was supportive of protesting and condemned police brutality," and "I gained a greater picture of MLK."
  - The event was livestreamed on YouTube and Facebook Live.