

**UW-L Joint Planning and Budget  
Growth, Quality and Access Plan Resource Request Template**

Date: October 16, 2008

Department/Program/Division requesting support: Office of Multicultural Student Services, Division of Student Development and Academic Services

Identify the type of position and position title (non-instructional academic staff, classified staff, tenure-track faculty or instructional-academic staff): Non-instructional Academic Staff Position, Director of Multicultural Student Services.

	<b>Dollars Requested</b>
FTE for the position (percent time)	?
Salary	15,000
Search and Screen cost estimate	1,000
Start-up funds	0
Supplies and equipment support for position	0

**A. Provide brief narrative with rationale and data to support the request**

**OMSS Mission Statement**

The office of Multicultural Student Services (OMSS) promotes intercultural learning and understanding. In particular, OMSS honors, respects, and serves American students of color from all cultural and economic backgrounds. We affirm every student's cultural tradition and we seek to challenge and prepare all students to become cultural and academic leaders in the own communities as well as in our diverse world. OMSS supports UW-La Crosse's academic mission and is committed to the development of a campus community that values and promotes diversity of thought and experience.

**History of OMSS Director Position**

The office of Multicultural Student Services (OMSS) is seeking support to utilize UW-L Growth and Access funding to create a Director level position in OMSS. The OMSS has had a Director position dating back well over 3 decades. Currently the position is vacant due to a promotion of the director to an Associate Dean position serving diversity units within the Student Development and Academic Services Division as well the office of Campus Climate. The OMSS Director will supervise and evaluate 6 full-time staff members and is responsible for several accounts across programs within the office.

**Rationale**

Funding and part of an FTE from a Growth, Quality and Access position will be used in conjunction with funding and FTE from an existing position in OMSS to create an OMSS Director position. The rationale for the acquisition of Director-level position in OMSS is multifaceted. A Director of OMSS is needed to ensure that high quality services are provided which contribute to the retention and graduation of multicultural students. The Director would ensure that aggressive and effective summer/academic year bridge programs and collaborative programs with the colleges would persist to intervene and retain students. In addition the Director would also seek to establish and promote pre college programs that are collaborative with academic colleges. Finally the Director in OMSS would serve as an ombudsperson to ensure student knowledge and use of campus services, promote the articulation of unit model of services, supervision and assessment of services and personnel, provide administrative management of conflicts, and develop effective communication and relationships with students, faculty, staff, and administration.

**B. Identify how the request will address one or more of the goals in the UW-L GQ&A plan citing specific indicators and measures from the GQ&A Assessment Plan (see description below).**

**1. Allowing more Wisconsin residents access to UW-La Crosse in order to attain a college degree by growing the undergraduate enrollment of the university by at least 500 additional students over the next three to five years;**

Over the years the Director of OMSS has been actively engaged with the office of Admissions in the recruitment and retention of multicultural and diverse students. The Director has been an ongoing member of 2 of the GQA subcommittees, a participant in campus-wide recruitment target meetings and served as co-coordinator of the Multicultural Recruitment and Team meetings for the last 3 years. OMSS has been directly involved in multiple multicultural students high school visits from students around the state, in particular visits involving high schools from the Milwaukee and Minneapolis/St. Paul, Minnesota. These visits have had an ongoing impact on the enrollment of multicultural students at UW-La Crosse.

In addition, the Director would continue to assist in the coordination of efforts to maintain and enhance the pipeline of local area students as they seek access to campus middle and high school pre college programs, Upward Bound, the Academic Success Institute and Student Support Services which will result in the matriculation and graduation of multicultural students.

Data to Support the Rationale

The Equity Scorecard Assessment Project completed at UW-La Crosse in 2007 indicated that multicultural students were NOT at Equity in achieving access to UW-La Crosse. Director-level leadership in OMSS to assist the OMSS staff and the greater campus community to increase and strengthen existing efforts is needed.

The number of students of color at UW-L has not been representative of state demographics, nor has it kept up with shifts in demographics across the state. For example, while African Americans represent 6.3% of HS graduates, they represent 1% of the 2005 UW-L freshmen class. Likewise Native Americans, Latinos, and Asians<sup>1</sup> represent 1.1%, 3.3%, and 3.4% of Wisconsin high school graduates and .8%, 1.6%, and 3% of the 2005 UW-L freshmen class, respectively (Equity Scorecard Report, 2007).

Over 15 percent of all non-Hispanic White ACT takers in the state of Wisconsin applied for admissions to the University of Wisconsin-La Crosse.<sup>2</sup> This figure is significantly lower among Native Americans (11.0%), Asians (8.72%), Hispanics (8.48%), and African Americans (4.42%). Again, it is unsurprising given the above data that the equity measure comparing UW-L applicants to WI ACT takers shows inequity (Equity Scorecard Report, 2007).

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<sup>1</sup> One must exercise caution when interpreting these numbers, since the state of Wisconsin does not disaggregate Asian origin as is mandated for Plan 2008. Thus the Asian numbers represent all Asians, and not just post-1975 Southeast Asians, which is the targeted Plan 2008 population.

<sup>2</sup> This is assuming that all applicants to UW-L come from the state of Wisconsin.

**2. Hiring at least 75 additional faculty [instructional positions] and 20 additional staff over the next five years in order to improve academic quality and enhance the undergraduate experience.**

The undergraduate experience for all students will be enhanced by the ongoing programs directed through the office of Multicultural Student Services. In addition, the Director provides leadership and direction regarding issues of race, ethnicity and other diversity issues. Specifically the Director serves as a liaison with faculty and staff, provides support for campus-wide cultural and academic initiatives, and maintains outreach to the greater La Crosse and Seven Rivers region. For example, the OMSS pre college tutoring program(s) provide opportunities to many non multicultural students to engage in community service and also develop cultural competencies needed to compete in an increasingly multicultural nation.

OMSS also supports the UW-La Crosse undergraduate experience by providing the majority of multicultural and diversity programming on campus. Over 50 programs were sponsored or co-sponsored through OMSS or through the multicultural student organizations that are coordinated through the office. Through out the year, several hundred faculty, staff and students participated in these programs.

The OMSS director has partnered directly with the Director of International Education office to confront the barriers students of color face went contemplating studying abroad. Through those coordinated efforts the Equity Scorecard Report (2007) indicated that at UW-La Crosse students were at equity with their white counterparts in studying abroad. It is this type of direct intervention that can assist our students have an excellent undergraduate experience.

**Growth, Quality and Access Indicators Impacted by OMSS**

***UW-L will intensify recruiting in WI inner city high schools***

Director level leadership in OMSS will assist the multicultural recruiter and the Admissions office to access WI inner city high schools and assist to provide a welcoming, nurturing environment that will encourage applying to and ultimately attending UW-La Crosse. Specifically, The OMSS director can assist with recruitment in WI inner city high schools by:

- Working closing with the Admissions office to provide another touch point of information and support in reaching out to inner city youth.
- Assist in providing feedback and guidance in regard to promotional materials highlighting the UW-La Crosse experience from a multicultural perspective.
- Assist with making and sustaining direct outreach with urban community leaders to help them understand how students could benefit from a college experience at UW-La Crosse.

***Access to UW-La Crosse for local students will maintained or increased***

Director level leadership will assist the Pre College Coordinator in OMSS to seek additional funding for grants, to increase the number of local students that have access to pre college programs and also address the issue of support of gifted and talented multicultural local students to obtain access to college. Specifically, the OMSS director can assist to provide access to UW-La Crosse by:

- Working with local school district administrators to seek out grants and other financial support to promote additional programming for local youth.
- Work with current UW-La Crosse faculty and staff to bring the UW-La Crosse classroom to the community and assisting local youth to meet and interact with our faculty and staff through mentoring programs, particularly around the STEM areas of Science, Technology, Engineering and Math.
- Work with community leaders to establish a funding source to help rural youth to access UW-La Crosse through exchanges, visits and mentoring programs.

***Improved Student learning/UW-L will sustain its competitive retention rates***

UW –La Crosse is second only to Madison in its retention of students of color from first year to second year 85.2% vs. 90.6% (UW-System Achieving Excellence Report 2007-08). It is imperative that we work to provide services and staff to maintain and increase our retention rates of students of color. Some of the services that the OMSS director directly impacts are:

- Managing a freshmen caseload of 15-20 students who are deemed “at risk”.
- Coordinating with other student services providers to work with students of color that is having academic difficulties so that they may be retained.
  - The OMSS Director works directly with UW-System Office of Academic Development and Diversity to propose and new and innovative retention and other “pipeline” around the STEM areas of Science, Technology Engineering and Math.

***Overall value of the position to the university***

The OMSS Director position is integral to the enhancement and progress of the UW-La Crosse diversity initiatives. The Director is involved directly with staff, faculty and students as well as working with the greater La Crosse community to make UW-La Crosse a first choice and destination for students of color. The OMSS Director is also involved directly with the recruitment and retention of faculty and staff of color. Listed below you will see the types of committees and campus involvement related to the Director of Multicultural Student Services (OMSS End of Year Report, 2007-08).

**OMSS DIRECTOR  
COMMITTEE AND PROJECT PARTICIPATION**

SAA Graduate Program-Thesis Committees for Nhia Yang and Emily Salava  
 CCWG Campus Climate Study Co-Chair with Beth Hartung  
 MUFASO member  
 Multicultural Student Recruitment Group Meeting – Co-convener  
 Enrollment Management Target Group Committee – member  
 Campus Climate Council

ATP – Cultural Guide  
OPID/IRE Conference – Presenter/Attendee  
SDAS Out of State Travel – subcommittee  
Mentoring Students of Color - subcommittee  
Centennial Special Events committee member  
UW-L Capital Campaign Leadership Team member  
MEPD Assistant to Director – Chair of Search and Screen  
School of Education Recruiter/Advisor position – Chair  
UW-La Crosse MC Alumni Award Selection Committee  
Joint Minority Affairs Committee- (JMAC)  
Multicultural Disadvantaged Coordinator Meetings – participant  
Equity Scorecard Team member  
Presented various lectures/sessions on diversity for faculty  
E-Mentor Grant Committee Member  
Title III Grant Committee Member