

KELLEY SCHOOL OF BUSINESS

DIVERSITY PLAN 2007-2008

Diversity Goal 1: Recruitment, academic achievement, persistence and graduation of a diverse student body.

Current Status:

Student Recruitment – Several programs have been attempted and/or are underway to promote the availability and benefits of a Kelley Indianapolis education to area minority youth. Among them are:

- Center For Leadership Development (CLD) - Kelley has taken a very active approach to fund and provide accommodations and guest speakers for the Business Opportunity Program, or BOP. BOP exposes students to the many facets of the business world, ranging from aligning various majors with career titles and occupations to summarizing the keys to success in various fields. The program is led by volunteer business professionals and business school faculty. Other CLD programs emphasize developing character traits, such as the value of punctuality, respect for elders, honesty, dining etiquette, and the value of striving for academic excellence.
- Project Stepping Stone (PSS) – Kelley personnel and students have played a lead role in bringing the PSS program to the IUPUI campus. PSS, guided by the local chapter of the National Society of Hispanic MBAs, identifies and motivates Hispanic youth statewide. The program's purpose is to expose students to the importance of striving for college. A campus-wide planning committee is conducting the summer 2007 week-long program.
- IPS and Township School Contact – Kelley personnel and students have hosted several high school groups and have attended several activities at secondary schools.
- Kelley Junior Executive Institute – Kelley personnel and students attend week-long immersion experiences on the Bloomington campus for students from across the country.
- Scholarship Promotion – A list of the available school or campus scholarships is distributed and discussed at all Kelley prospect meetings.

Academic Achievement –

- This year's IUPUI Top 100 Students celebration recognized six Kelley minority students for their academic excellence and community involvement. This is believed to be the largest number ever for Kelley. In 2005 the Top 100 recognized two Kelley minority students.
- Below is a table that shows the number, percentage of total minority students in each category and trend of our minority students graduating with cumulative GPAs of 3.0 or better. Unfortunately, this overall trend line is declining:

Diversity Goal 1: Recruitment, academic achievement, persistence and graduation of a diverse student body.

Current Status (Continued):

Kelley Students Graduating with GPA 3.0 and above

	2007	2006	2005	2004 (Dec. Only)
American Indian	1	0	1	NA
Asian	6	8	9	4
African American	2	10	7	2
Hispanic	6	0	1	NA
Total Minorities	15	18	18	NA
Total in Kelley	143	162	184	49

	2007	2006	2005	2004 (Dec. Only)
American Indian	100%	0%	100%	NA
Asian	37.5%	40.0%	52.9%	66.7%
African American	7.7%	28.6%	26.9%	22.2%
Hispanic	75.0%	0.0%	25.0%	0.0%
Total Minorities	10.5%	11.1%	9.8%	NA
Total in Kelley	43.6%	46.7%	50.1%	41.2%

Persistence – Several Kelley School activities encourage the retention and advancement of all of our students. In addition to campus and school clubs and activities, Kelley strives to keep our minority students informed, motivated and successfully moving toward graduation:

- Minorities in Business Club – The Club encourages the professional development for all participants and for the Club officers in particular. Monthly meetings with local professionals as guest speakers, networking opportunities and company tours are among the many attractions of this organization.
- Periodic e-mails and a newsletter on upcoming activities are sent to identified minority students.
- The Kelley Diversity website contains an updated list of scholarships, both school and campus-wide, available to our students. A calendar of events is also available.
- Meet the Recruiter events planned with the Career Placement Office.
- Regular support for such events as the Beacons of Opportunity, put on jointly by the local National Society of Hispanic MBAs, National Black MBAs, and the American Asian Alliance. This annual event provides:
 - * a Diversity Career Fair;
 - * Destination MBA (formerly MBA 101);
 - * Lighting the Way: professional education.

Diversity Goal 1: Recruitment, academic achievement, persistence and graduation of a diverse student body.

Current Status (Continued):

Currently, our minority student population by number and percentage of all Kelley students is:

Total Minority Students in Kelley

	Spring 2007	2007 Percentage	Fall 2006	2006 Percentage	Spring 2006	2006 Percentage
American Indian	3	0.3%	4	0.4%	3	0.3%
Asian	50	5.2%	51	5.2%	46	4.9%
African American	79	8.3%	81	8.3%	82	8.6%
Hispanic	20	2.1%	20	2.1%	15	1.6%
Total Minorities	152	15.9%	156	16%	146	15.4%
Total Kelley	956		975		948	

Graduation – If our persistence efforts and the student’s circumstances remain supportive, our students will graduate in the following numbers. The chart below also summarizes two other years of graduates:

Minority Students Graduating From Kelley

	2007	2006	2005	2004 (Dec. Only)
American Indian	1	2	1	0
Asian	16	20	17	6
African American	26	35	26	9
Hispanic	8	2	4	4
Total Minorities	51	59	48	NA
Total in Kelley	328	347	367	119

	2007	2006	2005	2004 (Dec. Only)
American Indian	0.3%	0.6%	0.3%	0.0%
Asian	4.8%	5.8%	4.6%	5.0%
African American	7.9%	10.1%	7.1%	7.6%
Hispanic	2.4%	0.6%	1.1%	3.4%
Total Minorities	15.5%	17%	13.1%	NA

1.1 School/Department Goal or Implementation Strategy for Diversity Goal 1

Educate and inform diverse students to consider:

- 1) choosing Business as a course of study; and,
- 2) attending the Kelley School of Business Indianapolis.

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Goal and Implementation Strategy (Continued):

Performance Indicators for this Goal/Strategy

1. Monitor fulfillment postcard to track interest of students.
2. Track interest through the KSB website.

Tasks

- 1.1 Development and execution of Kelley-branded presentation:

Tactical Details —

- * 30 minute presentation will consist of —
 - o PowerPoint presentation delivered by Todd Roberson or Kim Donahue along with input from 2 students.
 - o Embedded 2 min video testimonials from people of color attesting to Kelley's open and inclusive environment.
 - o Testimonials will feature —
 - Minority student from Kelley
 - Minority business leader
 - Minority faculty member
- * Script for presentation and graphic elements will be created by Todd Roberson and Kim Donahue.
- * 15 minute Q & A session will follow the presentation.
- * A bounce-back fulfillment postcard will be developed for distribution at the presentations.

Target Market & Delivery — Presentation will be delivered to secondary schools in the IPS and Township school districts with a high percentage of minority and at-risk students.

- 1.1B **International Delivery** — A close-captioned version of the presentation will be developed for streaming and DVD delivery to international recruits and visitors to the KSB website.
- 1.1C The branding presentation requires no funding as existing materials and resources are available; faculty, staff, students and business professionals intend to volunteer their time for the effort.

Persons Responsible

- 1.1A Team Leaders: Todd Roberson along with a task-force of 2-4 Kelley students
- 1.1B Todd Roberson

Timeline for Completion (within plan period)

- 1.1A Presentation to be completed by September 1, 2007 and delivered to area secondary schools during the fall semester of 2007 and spring semester of 2008.
- 1.1B Posted to the KSB website in early fall 2007.

Diversity Goal 4*: Regularly assess, evaluate, improve and communicate diversity efforts of the Kelley School.

Current Status:

Associate Dean's Advisory Board and Women's MBA Advisory Board: Minority members of the community are invited to participate on the Advisory Board. In an effort to increase the number of women seeking an MBA degree, the Kelley School formed the Women's MBA Advisory Board, resulting in a change of 5% women in the MBA program in 2000 to 25.2% women in the 2007 incoming MBA class. Kelley highlights diverse members of the business community in commencement speakers and other speaking engagements.

Kelley Diversity Council: The Diversity Council adopted a broad mission statement to aid in the diversity efforts beyond the tasks required by the Kelley Diversity Plan. (See the Diversity Council Charter attached.)

Funding: The Kelley School's budget includes funding for a Director of Student Diversity with funding for programs under supervision of the Director.

Assessment: The Kelley School's Associate Dean for the Indianapolis Campus regularly assesses diversity among faculty and staff and plans for increasing diversity through hiring opportunities. Currently, of the 49 full-time faculty, 3 faculty members are African-American, 2 are Indian, 1 is Native American and 14 are women including 3 of the 9 full professors. The professional and clerical staff currently includes 1 African-American and 1 person of Asian descent.

4.1 School/Department Goal or Implementation Strategy for Diversity Goal 4

Assess and evaluate faculty and staff attitudes concerning diversity.

Performance Indicators for this Goal/Strategy

Each Kelley School faculty and staff member will complete an on-line attitudinal survey guided by the IUPUI Diversity Values. A report summarizing the results will be shared with the faculty and staff to engage all respondents in a discussion of diversity.

Tasks

- 4.1A Create and administer survey.
- 4.1B Summarize results and create survey report.
- 4.1C Include discussion of the results of the survey in faculty and staff meetings.

Persons Responsible

- 4.1A Marketing faculty of the Kelley School
- 4.1B Diversity Council
- 4.1C Diversity Council

Timeline for Completion (within plan period)

- 4.1A November 2007
- 4.1B February 2008
- 4.1C April 2008

Diversity Goal 4: Regularly assess, evaluate, improve and communicate diversity efforts of the Kelley School.

4.2 School/Department Goal or Implementation Strategy for Diversity Goal 4

Create a repository of demographic data by which the Kelley School can assess and evaluate its diversity relative to local, regional and national standards.

Performance Indicators for this Goal/Strategy

Current demographic data collected for:

1. Business schools' faculty
2. Professional and clerical staff
3. Graduate business programs
4. Undergraduate business programs

Tasks

- 4.2A Data collection and review.
- 4.2B Summarize and reconcile data.
- 4.2C Compare data to Kelley School.

Persons Responsible

- 4.2A Russell Vertner
- 4.2B Julie Manning Magid
- 4.2C Diversity Council

Timeline for Completion (within plan period)

- 4.2A January 2008
- 4.2B February 2008
- 4.2C April 2008

*Please note: The Kelley Diversity Council chose to focus on IUPUI Diversity Goals 1 and 4 for the 2007-2008 academic year. The Kelley School Diversity Plan 2007-2008 does not report on IUPUI Diversity Goals 2 and 3.