HEED Award Institutions Comparison Report
Your School
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INTRODUCTION

2019 HEED AWARD RECIPIENTS

HEED INSTITUTION CHARACTERISTICS
Type of Institution
Public vs. Private
Institutional Designations

STUDENT DEMOGRAPHICS
Full-Time Students
Gender of Full-Time Students
Race/Ethnicity of Full-Time Students

LEADERSHIP DEMOGRAPHICS
Gender of Administrative Leadership
Race/Ethnicity of Administrative Leadership

FACULTY AND STAFF DEMOGRAPHICS
Gender of Full-Time Tenured and Tenure-Track Faculty
Race/Ethnicity of Full-Time Tenured and Tenure-Track Faculty
Gender of Full-Time Non-tenured Faculty
Race/Ethnicity of Full-Time Non-tenured Faculty
Gender of Governing Board Members
Race/Ethnicity of Governing Board Members

STUDENT RECRUITMENT AND RETENTION
Efforts to Recruit Historically Underrepresented and First-Generation Students
Efforts to Improve Retention and Graduation Rates for Historically Underrepresented Students
Clubs, Organizations, and Efforts Available on Campus for Students
Retention Rates of Full-Time Freshman Students
Retention Rates of Full-Time Sophomore Students

STUDENT GRADUATION RATES
Baccalaureate-Granting Institution Six-Year Graduation Rates for Full-Time Undergraduate Students
Community College Three-Year Graduation Rates for Full-Time Students

FACULTY RECRUITMENT AND RETENTION
Strategies Used to Recruit Diverse Faculty
Strategies Used to Retain Diverse Faculty
Search Committees

LEADERSHIP AND ACCOUNTABILITY
Role the Chancellor or President Plays in Campus Diversity Policies
Strategies in Place to Ensure Diversity Planning and Accountability
Diversity Training Programs
Sexual Harassment Training
Unconscious Bias Training
Activation of Institutional Diversity Plan
Diversity-Focused Financial Strategies
Response to Campus Incidents

INSTITUTIONAL BRANDING
Multicultural Branding and Communication Techniques
Diversity-Related Offices on Campus
Diversity-Related Information on Institutional Website

CHIEF DIVERSITY OFFICER ROLE
Tactics Used to Understand Issues of Campus Climate, Inclusion, and Satisfaction
Diversity Council
Chief Diversity Officer’s Role Positioned for Success
Strategies for Helping Students Develop Cultural Competence
Campus Celebrations
Affinity or Employee Resource Groups
Offerings for Students with Disabilities
LGBTQ Issues

INSTITUTIONAL DIVERSITY PROGRESS
Increases in Underrepresented Students and Employees

ABOUT INSIGHT INTO DIVERSITY
Introduction

As colleges and universities play increasingly important roles in our society, it becomes even more critical for them to perform effectively when it comes to matters of diversity, equity, and inclusion. In response, higher education leaders have demonstrated a growing interest in strategic diversity leadership practices and principles that will help them build high-performing diverse institutions.

Despite this new emphasis, little information is available about what works and what does not in regard to building organizational diversity capabilities at colleges and universities. This is largely due to the sector’s historic inattention to diversity-themed capacity-building and leveraging the most promising practices to advance diversity. However, this situation is changing as a growing community of diversity leaders is engaging nationally in exciting dialogue around the topic and sharing what works as part of a growing community of practice.

HEED Award Institutions Comparison Report

This report highlights the characteristics and diversity capabilities of Your School compared to the 94 HEED Award recipients of 2019. Leaders at INSIGHT Into Diversity created the HEED Award to annually recognize institutions that meaningfully strive to be leaders in the higher education diversity and inclusion arena.

Every institution that receives the HEED Award has applied a strategic diversity leadership approach to advancing diversity, equity, and inclusion efforts at their institution. The award is open to all colleges and universities throughout the U.S. The application process considers an institution’s level of achievement and intensity of commitment to broadening diversity and inclusion on its campus through strategic initiatives, programs, and outreach; student recruitment, retention, and completion; and hiring practices for faculty and staff. Applications are comprehensive and cover numerous aspects of campus diversity.
2019 INSIGHT Into Diversity
HEED Award Recipients

Adelphi University
Arkansas State University
Augustana College (IL)
Ball State University
California State University East Bay
California State University Northridge
California State University San Marcos
California State University, Fresno
California State University, Fullerton
California State University, Los Angeles
Case Western Reserve University
Central Washington University
Clemson University
Columbia University in the City of New York
Cuyahoga Community College
Davenport University
DePaul University
East Carolina University
Eastern Washington University
El Paso County Community College District
Florida State University
Framingham State University
Georgia Institute of Technology
Georgia State University
Grand Valley State University
Greenville Technical College
Hillsborough Community College
Indiana University Bloomington
Indiana University-Purdue University Indianapolis
Kansas State University
Kent State University
Lehigh University
Louisiana State University
Maryville University
Metropolitan State University
Metropolitan State University of Denver
Millersville University
Minnesota State
Mississippi State University
North Carolina State University
Northeast Wisconsin Technical College
Northeastern University
Ohio University
Oklahoma State University
Oregon State University
Pikes Peak Community College
Princeton University
Rochester Institute of Technology
Santa Rosa Junior College
School of the Art Institute of Chicago
Seminole State College of Florida
Southern Illinois University Edwardsville
State University of New York College of Cortland
SUNY Buffalo State College
SUNY Old Westbury
Swarthmore College
Texas A&M University
Texas Christian University
Texas Tech University
The University of Alabama at Birmingham
The University of Tulsa
Union College, NY
University at Albany – State University of New York
University of Central Florida
University of Cincinnati
University of Colorado Boulder
University of Georgia
University of Houston
University of Houston Law Center
University of Houston-Downtown
University of Illinois at Chicago
University of Illinois at Urbana-Champaign
University of Kentucky
University of Louisiana at Lafayette
University of Louisville
University of Maryland School of Public Health
University of Michigan - Ann Arbor
University of Missouri-Kansas City
University of North Carolina at Greensboro
University of North Florida
University of North Texas
University of Pittsburgh of the Commonwealth System of Higher Education
University of South Carolina
University of South Florida
University of West Florida
University of West Georgia
Virginia Commonwealth University
Virginia Polytechnic Institute and State University
Washington State University Vancouver
West Virginia University
Western Michigan University
William & Mary
William March Rice University
Winston-Salem State University
HEED Institution Characteristics
**Type of Institution**

- Baccalaureate-granting schools (84)
- Community colleges (8)
- Graduate schools only (1)
- System Administration Office (1)

**Public vs. Private**

- Public (77)
- Private (17)
Gender of Full-Time Students - HEED Winners

- Male: 53.90%
- Female: 45.85%
- Non-binary: 0.13%
- Transgender: 0.06%
- Other/Unknown: 0.06%

Gender of Full-Time Students - Your School

- Male: 48.5%
- Female: 51.5%
Gender of Administrative Leadership (Deans and Above) - HEED Winners

- Male: 53.35%
- Female: 46.47%
- Non-binary: 0.05%
- Other/Unknown: 0.13%

Gender of Administrative Leadership (Deans and Above) - Your School

- Male: 67.3%
- Female: 32.7%
Faculty Recruitment and Retention
## Strategies Used to Recruit Diverse Faculty

<table>
<thead>
<tr>
<th></th>
<th>Your School</th>
<th>HEED Winners</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisements in diversity-only publications and/or job boards</td>
<td></td>
<td>93</td>
<td>99%</td>
</tr>
<tr>
<td>Participation in diversity recruitment events</td>
<td>✓</td>
<td>74</td>
<td>79%</td>
</tr>
<tr>
<td>Faculty diversity strategic plan</td>
<td></td>
<td>62</td>
<td>66%</td>
</tr>
<tr>
<td>Mentors for diverse faculty</td>
<td>✓</td>
<td>79</td>
<td>84%</td>
</tr>
<tr>
<td>Pipeline programs for future faculty</td>
<td></td>
<td>61</td>
<td>65%</td>
</tr>
<tr>
<td>Host future faculty diversity symposiums on campus</td>
<td>✓</td>
<td>56</td>
<td>60%</td>
</tr>
<tr>
<td>Grant-funded initiatives to increase retention (e.g., NSF Advance program)</td>
<td>✓</td>
<td>64</td>
<td>68%</td>
</tr>
<tr>
<td>Strategic funds to hire diverse candidates</td>
<td></td>
<td>75</td>
<td>80%</td>
</tr>
<tr>
<td>Dedicated faculty diversity recruitment specialist</td>
<td>✓</td>
<td>39</td>
<td>41%</td>
</tr>
<tr>
<td>Diversity-themed postdoctoral fellowships</td>
<td></td>
<td>43</td>
<td>46%</td>
</tr>
<tr>
<td>Diverse faculty exchange programs with HBCUs, MSIs, etc.</td>
<td>✓</td>
<td>27</td>
<td>29%</td>
</tr>
</tbody>
</table>
Chief Diversity Officer Role
### Tactics Used to Understand Issues of Campus Climate, Inclusion, and Satisfaction

<table>
<thead>
<tr>
<th>Activity</th>
<th>Your School</th>
<th>HEED Winners</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus climate survey administered in the past two years</td>
<td>✔</td>
<td>55</td>
<td>59%</td>
</tr>
<tr>
<td>Exit interviews for students</td>
<td></td>
<td>51</td>
<td>54%</td>
</tr>
<tr>
<td>Exit interviews for employees</td>
<td>✔</td>
<td>78</td>
<td>83%</td>
</tr>
<tr>
<td>Diversity mapping of institutional capabilities</td>
<td>✔</td>
<td>36</td>
<td>38%</td>
</tr>
<tr>
<td>Diversity benchmarking efforts</td>
<td></td>
<td>69</td>
<td>73%</td>
</tr>
<tr>
<td>Follow-up with job candidates who declined job offers</td>
<td></td>
<td>41</td>
<td>44%</td>
</tr>
</tbody>
</table>

### Diversity Council

<table>
<thead>
<tr>
<th>Activity</th>
<th>Your School</th>
<th>HEED Winners</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversity council reports to the president</td>
<td>✔</td>
<td>59</td>
<td>63%</td>
</tr>
<tr>
<td>Diversity council meets at least quarterly</td>
<td></td>
<td>83</td>
<td>88%</td>
</tr>
<tr>
<td>Diversity council members include administrators</td>
<td></td>
<td>87</td>
<td>93%</td>
</tr>
<tr>
<td>Diversity council members include faculty</td>
<td>✔</td>
<td>90</td>
<td>96%</td>
</tr>
<tr>
<td>Diversity council members include staff</td>
<td>✔</td>
<td>89</td>
<td>95%</td>
</tr>
<tr>
<td>Diversity council members include students</td>
<td></td>
<td>78</td>
<td>83%</td>
</tr>
<tr>
<td>Diversity council members include governing board members</td>
<td></td>
<td>18</td>
<td>19%</td>
</tr>
<tr>
<td>Diversity council has input on campus-wide diversity planning</td>
<td>✔</td>
<td>88</td>
<td>94%</td>
</tr>
<tr>
<td>No diversity council</td>
<td></td>
<td>5</td>
<td>5%</td>
</tr>
</tbody>
</table>
### Chief Diversity Officer’s Role Positioned for Success

<table>
<thead>
<tr>
<th>Description</th>
<th>Your School</th>
<th>HEED Winners</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief diversity officer has input in the budget allocated to their office</td>
<td>✓</td>
<td>87</td>
<td>93%</td>
</tr>
<tr>
<td>Chief diversity officer has their own budget</td>
<td>✓</td>
<td>88</td>
<td>94%</td>
</tr>
<tr>
<td>Chief diversity officer position is an executive-level or cabinet position</td>
<td></td>
<td>82</td>
<td>87%</td>
</tr>
<tr>
<td>Chief diversity officer can attend governing board meetings to present the case for campus diversity</td>
<td>✓</td>
<td>80</td>
<td>85%</td>
</tr>
<tr>
<td>Chief diversity officer reports to the president</td>
<td></td>
<td>71</td>
<td>76%</td>
</tr>
<tr>
<td>Chief diversity officer has a deciding vote on the diversity council</td>
<td></td>
<td>64</td>
<td>68%</td>
</tr>
<tr>
<td>No dedicated chief diversity officer</td>
<td></td>
<td>7</td>
<td>7%</td>
</tr>
</tbody>
</table>

### Strategies for Helping Students Develop Cultural Competence

<table>
<thead>
<tr>
<th>Description</th>
<th>Your School</th>
<th>HEED Winners</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>General education diversity requirement</td>
<td></td>
<td>55</td>
<td>59%</td>
</tr>
<tr>
<td>Faculty are requested, where applicable, to incorporate diversity into their curriculum</td>
<td>✓</td>
<td>74</td>
<td>79%</td>
</tr>
<tr>
<td>Diversity courses for students</td>
<td></td>
<td>89</td>
<td>95%</td>
</tr>
<tr>
<td>Multicultural events on campus</td>
<td>✓</td>
<td>93</td>
<td>99%</td>
</tr>
<tr>
<td>Multicultural student clubs and organizations</td>
<td>✓</td>
<td>93</td>
<td>99%</td>
</tr>
<tr>
<td>Issues of diversity are woven into first-year experience program</td>
<td></td>
<td>82</td>
<td>87%</td>
</tr>
<tr>
<td>Opportunities for Pell Grant students to study abroad</td>
<td></td>
<td>82</td>
<td>87%</td>
</tr>
</tbody>
</table>