

UTC Chancellor's Multicultural Advisory Council
September 22, 2015

MINUTES

PRESIDING: MR. TRAVIS LYTLE, CHAIR

I. Welcome/Introductions

- Chairman Lytle welcomed new and returning members and thanked Past Chair Joyce Hardaway for her service and asked others present to introduce themselves.

II. Overview of CMAC and UTC Strategic Plan

- Chancellor Angle presented an overview of UTC. His PowerPoint can be found [here](#). His presentation focused on:

Explanation of the vision for the future and how it will be implemented. He also referenced the strategic plan – specifically, Goal 4, “embrace diversity and inclusion as a path to excellence and societal change.” He also discussed how CMAC fits in with UTC’s vision and strategic plan. For example, CMAC should assist the Chancellor and Leadership Team in forging campus relationships with our diverse community. It should also help integrate students and faculty into the broader Chattanooga community. CMAC also provides input on campus goals and plans. Chancellor Angle requested that feedback be both candid and honest.

The presentation also discussed student facts, including enrollment, average tuition cost, and average high school GPA. He referenced academic colleges and capital investments, including new housing, Engel Intramural Complex, and McKenzie Arena addition.

III. CMAC Objectives

- Chairman Lytle discussed possible CMAC objectives for this year. The group will discuss issues and consult the Chancellor on those topics discussed. These discussions should happen before things take place so that CMAC’s input can be used to make good decisions.
- CMAC will focus on the following four objectives:
 1. Retention after graduation
 - UTC can do better retaining minority students. Internships play a key role in this, and CMAC could be a point of contact for students to get internships and become involved with community service.

2. CMAC awareness
 - Possible ways to increase awareness about CMAC include, involvement in rededication of Mapp Building, serving as conduit between UTC and Lincoln Park, working with the Hispanic, Islamic, and Indian communities and the organizations that serve those populations growing and maintaining CMAC's diverse membership, continuing the Brainerd Debate, involvement with MLK Day and involvement in Black History Month.
3. Economic development
 - The minority community needs to know how to do business with UTC. For example, how can businesses on MLK connect with students? Maybe students should be able to make purchases at those businesses using their Mocs Cards.
4. Faculty and staff diversity

IV. UTC Student Profile

- Assistant Provost for Enrollment Services, Yancy Freeman discussed the profile of UTC students, including the following:
 - TN Promise did have an impact on UTC – our enrollment this year is down about 2% (11,388 this year compared to 11,670 last year).
 - This year's average high school GPA is 3.48 compared to 3.42 last year.
 - This year's average ACT score is 23.4, which is above the county, state, and national averages.
 - Last year's graduation rate increased by 4%.
 - First-time freshmen enrollment decreased this year.
 - The retention rate (1st year to 2nd year students) increased this year.
 - There was a 100 (pure number, not percentage) student increase of transfer students this year.
 - TN Promise forges partnerships between 4-year and 2-year institutions, and this is a good thing.

- UTC is unique in the state because we have 2 community colleges nearby, Chattanooga State and Cleveland State.
- Questions from the members:

Q: How does UTC's decrease in enrollment this year compare with that of other universities in the state?

A: UT Knoxville was even in overall enrollment but down in in-state enrollment; UT Martin was down in enrollment, as were MTSU and ETSU. Most community colleges saw enrollment increases in the double digit percentages (Stacey Lightfoot quoted that the average was 14%).

Q: What can public universities do to increase Latino enrollment?

A: Build relationships with community outreach organizations who work with those populations, such as CMAC. We are working on doing this better, as Goal 4 of UTC's strategic plan focuses on diversity and inclusion.

We need to address questions like whether we should offer FAFSA sessions in Spanish and whether we should have a phone line in Spanish for parents to utilize. Providing information and options is a good thing. We want students to make informed decisions.

It was pointed out that many of UTC's recent hires, including Takeo Suzuki, the new Executive Director for International Programs, are working toward some of these issues. Chatt State is seeing an increase in Latino enrollment; there is a developing pipeline for these populations. Partnership to address these changes are key.

Q: What is the enrollment number of minority students at UTC (of the African American students, how many are from Chattanooga), and how can we work to fix issues in local minority schools?

A: African American students are 12% of enrollment, Caucasian are 73%, and Latino is 3-4%. The number of students who identify as multiracial is growing. Many of our students are from the Memphis area, but Chattanooga remains the leader in where UTC's students are from. UTC is partnering with local schools to try to make positive impacts.

- Chairman Lytle wrapped up this topic by ensuring that CMAC would make diversity in recruitment/enrollment one of its initiatives to further discuss.

V. UTC DAC Report

- Given by Drs. Valerie Rutledge & Bryan Samuel
 - Dr. Rutledge – DAC is looking at the campus to see where we are and where we fall short. They need to hear observations from the community too.
 - DAC will work with each college to ensure that they have a diversity plan, including retention goals. They will also recommend where to look for diverse candidates when hiring for faculty/staff positions.
 - Dr. Samuel – some activities that DAC has undertaken to ensure UTC's plans/goals are SMART (specific, measurable, attainable, realistic, and timely) include:
 - The process began by looking at last year's employee survey and recommendations. DAC also looked at best practice indicators in the business world and identified where UTC is in each indicator. One indicator was cultivating and sustaining relationships with community partners. UTC does this through groups like CMAC and the Chancellor's Roundtable, but we could do a better job. We need to tell our accomplishment stories.

VI. Other

- Rosite George, Assistant Dean of Students for Multicultural Affairs, provided information on the following upcoming events:
 - International Festival – September 24
 - Diversity Dialogue – monthly open discussions in the Multicultural Center
 - Diversifest – October 1 – tables are still available if any businesses and/or organizations would like to participate
 - Native American Luncheon – in November, but more details to come soon

VII. Closing Remarks/Adjournment

- If anyone has any other questions or topics for discussion, send them to Chairman Lytle.
- Next meeting will take place on November 10th at 12 noon in the Chickamauga Room.