MASTER PLANNING OUTREACH STRATEGIES FOR UNDERREPRESENTED STUDENTS

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WHAT DOES EQUITY, DIVERSITY & INCLUSION MEAN ON YOUR CAMPUS?
PORTRAIT OF CHANGING DEMOGRAPHICS AT WASHINGTON UNIVERSITY IN ST. LOUIS
ENVISION AND PLAN FOR THE NEXT GENERATION STUDENT EXPERIENCE AT WASHINGTON UNIVERSITY
% of WashU students by race/ethnicity

- Black: 6% vs. 6%
- Hispanic: 10% vs. 6%
- Native Am/Pacific Isl: 1% vs. 1%
- International: 8% vs. 8%
% of first year undergraduates who are Pell eligible

<table>
<thead>
<tr>
<th>Year</th>
<th>Male (49%)</th>
<th>Female (51%)</th>
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</thead>
<tbody>
<tr>
<td>2009</td>
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<td>77</td>
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<tr>
<td>2018</td>
<td>Male (47%)</td>
<td>Female (53%)</td>
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<td></td>
<td>263</td>
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PELL GRANT RECIPIENTS*

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<tr>
<th>Year</th>
<th>Pell Grant Recipients</th>
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<tr>
<td>2009</td>
<td>80</td>
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<tr>
<td>2018</td>
<td>125</td>
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1ST GENERATION*

*Incoming 1st year students
INITIAL OUTREACH SESSION FEEDBACK

EQUITY
DIVERSITY
INCLUSION

Serve Diverse Needs

cultural + religious inclusivity

gender inclusivity

food/diet inclusivity

Online and Real Time

Wi-fi

casting capability

charging stations

labs and studios
WHAT’S MISSING FROM YOUR WASHU EXPERIENCE?
CRAFTING BETTER ENGAGEMENT TO DELIVER BETTER OUTCOMES
DEFINING SOCIAL EQUITY & INEQUITY

**EQUITY** [eq·ui·ty]

The active acknowledgement of past disparity as a means to appropriately distribute resources, and opportunities, in relationship to the barriers faced by individuals and groups who have Historically been disinheriteds from the privileges of existing systems.

**EQUALITY** [e·qual·i·ty]

The state of being equal, especially in status, rights, and opportunities. Equality assumes a position of fairness in and from any given moment in time moving forward without regard for proceeding inequality.
**Justice** [jus’tıs]
The active acknowledgement of disparity and the meaningful restoration of resources, opportunities, and privileges to account for systemic disadvantage.

**Culture** [kul’tür]
Culture is the consequence of persistent collective circumstance and immediate individual conditions. It is the subtle adaptation of mental and physical processes in order to manage those immediate conditions and adhere to a path of least resistance, ultimately manifesting habitual tendencies and leading to entrenched cultural values.

**Diversity** [di’ver’sı’tı]
The state of being diverse or having variety. Diversity and inclusion are the byproducts of Justice and equity.

**Race** [rās]
Race is the classification of humans into groups based on physical traits, ancestry, genetics, or social relations, or the relations between them.
EVALUATING THE OUTREACH & ENGAGEMENT PROCESS
**Women's Building**

The place I feel safest/welcomed is the Women's Building. It houses many affinity groups like the Association of Latin American Students, our only space on campus. The Deneb Suite (for low income, 1st gen students) is also here. However, these spaces are small, cramped & inaccessible. These spaces often feel full of emotional support but could prompt physical discomfort.

**Brookings**

Brookings is a confusing space for me (mostly negative). It serves as the “face” of WashU, but is full of administrators + gives off an invite-only vibe to students. Also, the construction surrounding this area is inconvenient, eerie, and sometimes scary.

**Frat Row**

Isolated, exclusionary, + scary for a lot of people. Probably one of the most inequitable places on campus.
Different sets to meet the needs of different students & staff

More accessibility.

Broaden washu's representation of diversity

Does CDI only focus on race? If not, it really feels like it.

Diversity ≠ Race

More spaces for people to be alone.

What if a person lives in a double/triple and doesn’t have a space to be alone? Where can they go if they need time to re-center themselves to cope at something?
What is WashU relationship to St. Louis?

Why isn’t equity centered in diversity conversation?

What are we defining as WashU?

What is WashU doing to “attempt” to be more equitable?

How do you measure equity?

Whose voices will inform what equity looks like?

Will steps be performative or general?

What will it cost/who will pay?

Will steps toward equity last?

Does equity apply only to WashU students or to anyone with a stake at WashU?

How does funding affect ability to achieve equity?

How to enforce equity in peer-to-peer interactions?

Can WashU be equitable with its exclusive nature?

Is it in WashU’s interests to be equitable?

To what extent does WashU prioritize equity?

How do WashU’s surroundings play into pursuit of equity?

How is WashU’s organizational structure able to support equity?

Who does WashU currently support in terms of equity?

Why has WashU already made steps towards equity?

Is equity beyond just students?

Is equity self-sustaining?

Why does the burden to achieve equity fall on students bs. paid staff?

Does WashU acknowledge discrepancies between equity and equality?

Will WashU pursue/fight for equity only when convenient?

Will WashU [administration] be the one to take the 1st step?
EMOTIONAL HEAT MAPPING
Legend

Using the sticky dots, mark how you feel when you’re occupying or passing through various areas on and around campus. Each color dot represents a different feeling one may have in a space. Use the numbers 1, 2, 3, or 4 to mark more specifically why you feel that way.

For instance, placing a blue dot with a 3 written on it means you feel serenity in a space.

1 = Annoyance
2 = Apprehension
3 = Fear
4 = Anger

1 = Boredom
2 = Distraction
3 = Pensive
4 = Sadness

1 = Interest
2 = Surprise
3 = Anticipation
4 = Amazement

1 = Acceptance
2 = Trust
3 = Serenity
4 = Joy
6. Where do you go to meet your friends on campus?
What do you need/want @ WashU?

Please answer by adding your dot stickers on top of the photos below.

SERVE DIVERSE NEEDS
- Cultural + religious inclusivity
- Food/diet inclusivity
- Gender inclusivity

WE SPACE
- Cultural + religious inclusivity
- Food/diet inclusivity
- Gender inclusivity

EVENT SPACE
- TED talk space
- Dancing
- Event space

ONLINE & REAL TIME
- Innovation space
- WiFi charging stations, power pedestals
- Digital interactive space
YOUR VOICE COUNTS

We need your input to envision the future student experience at WashU to:

- Cultivate a welcoming, diverse, and inclusive experience for the next generation of students
- Inform plans for the future
- Build a better, stronger community for everyone

1. Text WASHUPLAN to 555888 to sign up once, then...
2. Text a ZONE# to 555888 to provide your thoughts and ideas.

IT ONLY TAKES 2 MINUTES!

JOIN THE CONVERSATION
VALIDATING RESULTS
COMPARING QUALITATIVE AND QUANTITATIVE DATA
DATA GATHERING & ASSESSMENT

COLLECT

REVIEW

SORT
<table>
<thead>
<tr>
<th>Outreach Group</th>
<th># Participants</th>
<th>Top Ranked Images</th>
<th>Desires/Needs</th>
<th>Votes</th>
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<tbody>
<tr>
<td><strong>Student</strong></td>
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<td>1. Serve diverse needs</td>
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<td>3. Disability inclusivity</td>
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<td>4. Gender inclusivity</td>
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<td><strong>Academic &amp; Student Engagement Staff</strong></td>
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<td>1a. Serve diverse needs</td>
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<td>1b. Cultural + Religious inclusivity</td>
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<td>2. Gender inclusivity</td>
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<td>3b. Disability inclusivity</td>
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<td><strong>Res Life, Dining &amp; Student Affairs Staff</strong></td>
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<td>1. Serve diverse needs</td>
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<td>2. Cultural + Religious inclusivity</td>
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<td>4. Gender inclusivity</td>
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</table>
» Regularly convening as a full residential college would help build community.

» Student-centric care needs to extend beyond first year experience.

» Diversity is a barrier to student healthcare; reveals significant inequity in marginal populations.

» Better orientation is needed to identify services and promote their use in an ongoing manner.

» Solving for diversity doesn’t necessarily address inclusion and equity.

» Think about the kind of person that will graduate from WashU as a result of this plan.

» Profound desire for transparency and inclusion in conversations.

» Crucial need for dedicated, student-controlled spaces.

» Access is the greatest barrier to an equitable experience.
STUDENT EXPERIENCE SUMMIT
<table>
<thead>
<tr>
<th>EQUITY/ DIVERSITY/ INCLUSION</th>
<th>WASHINGTON UNIVERSITY IN ST. LOUIS</th>
<th>CORNELL UNIVERSITY</th>
<th>DUKE UNIVERSITY</th>
<th>BROWN UNIVERSITY</th>
<th>ELON UNIVERSITY</th>
<th>UNIVERSITY OF MIAMI</th>
<th>UNIVERSITY OF MICHIGAN</th>
<th>PITZER COLLEGE</th>
<th>MASSACHUSETTS INSTITUTE OF TECHNOLOGY</th>
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<td><strong>ON-CAMPUS Residential Life</strong></td>
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<td><strong>ON-CAMPUS Residential Life</strong></td>
<td><strong>ON-CAMPUS Residential Life</strong></td>
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<td><strong>ON-CAMPUS Residential Life</strong></td>
<td><strong>OFF-campus (self-governed)</strong></td>
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<td>IFC, NPC, NPHC, MGFC</td>
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<td>9 IFC</td>
<td>30 IFC</td>
<td>13 IFC</td>
<td>1 (res hall)</td>
<td>8 IFC</td>
<td>1 (res hall)</td>
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<td><strong>GREEK MEMBERSHIP</strong></td>
<td>2,500 +/-</td>
<td>4,500 +/-</td>
<td>1,980 +/-</td>
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<td>2,500 +/-</td>
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<td><strong>RATIO TO ENROLLMENT</strong></td>
<td>35%</td>
<td>30%</td>
<td>31%</td>
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<td>43%</td>
<td>25%</td>
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<td>• Hamsini House</td>
<td>• Akwes:son</td>
<td>• Arts Theme House</td>
<td>• Living learning communities - some faculty/staff-led, some student-directed</td>
<td>NONE</td>
<td>• Living Communities</td>
<td>• Substance-free</td>
<td>• New House</td>
<td>• Chocolate City</td>
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<td>• Casa Machado Environmental House</td>
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<td>• Just About Music</td>
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<td>• Latinos Living Center</td>
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<td>• Adelia Cheever Program</td>
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<td>• Risley Residential College</td>
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<td>• Sustainable Living</td>
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### EQUITY/DIVERSITY/INCLUSION

#### FRATERNITIES (IFC)
- **DEDICATED SPACES**
  - Total area of dedicated on-campus space: +/- 104,000 sf
  - Number of student members: +/- 580
- **BUILDING ACCESS**
  - Lower - fully accessible
  - Upper - no elevator
- **CAPACITY**
  - 180 sf/student
- **ACCESSIBILITY/ SUITABILITY**
  - Northwest village
  - Inflexible; adequately suited
- **APPROACHABILITY/ CONNECTION TO ENTRY**
  - Direct from campus

#### SORORITIES (WPA)
- **DEDICATED SPACES**
  - Total area of dedicated on-campus space: +/- 4,700 sf
- **BUILDING ACCESS**
  - Lower row - universal
  - Upper row - no elevator
- **CAPACITY**
  - 3.6 sf/student
- **ACCESSIBILITY/ SUITABILITY**
  - Accessible entry
- **APPROACHABILITY/ CONNECTION TO ENTRY**
  - Direct from campus

#### MULTI-CULTURAL FSL GROUPS; NPHC
- **DEDICATED SPACES**
  - Total area of dedicated on-campus space: +/- 13,000 sf
- **BUILDING ACCESS**
  - Lower - no elevator
- **CAPACITY**
  - 0 sf/student
- **ACCESSIBILITY/ SUITABILITY**
  - Not well suited
- **APPROACHABILITY/ CONNECTION TO ENTRY**
  - Remote

#### AFFINITY GROUPS
- **DEDICATED SPACES**
  - Total area of dedicated on-campus space: +/- 7,000 sf
- **BUILDING ACCESS**
  - Lower - no elevator
- **CAPACITY**
  - 3.5 sf/student
- **ACCESSIBILITY/ SUITABILITY**
  - Somewhat welcoming
- **APPROACHABILITY/ CONNECTION TO ENTRY**
  - Remote

#### STUDENT INTEREST LEADERSHIP GROUPS
- **DEDICATED SPACES**
  - Total area of dedicated on-campus space: +/- 5,200 sf
- **BUILDING ACCESS**
  - Lower - no elevator
- **CAPACITY**
  - 0.7 sf/student
- **ACCESSIBILITY/ SUITABILITY**
  - Not well suited
- **APPROACHABILITY/ CONNECTION TO ENTRY**
  - Remote

#### GRADUATE STUDENTS
- **DEDICATED SPACES**
  - Total area of dedicated on-campus space: +/- 7,400 sf
- **BUILDING ACCESS**
  - Lower - no elevator
- **CAPACITY**
  - None
- **ACCESSIBILITY/ SUITABILITY**
  - Somewhat welcoming
- **APPROACHABILITY/ CONNECTION TO ENTRY**
  - Remote

### REPRESENTATION LEGEND
- **HIGH**
- **MEDIUM**
- **LOW**

### VISIBILITY
- **VISUAL CONNECTIONS INTO/ FROM SPACES**
- **CAMPUS AWARENESS OF PROGRAM/ SPACES**
- **IDENTITY**
- **ACCEPTABILITY/ PROPERITY**

### PHYSICAL CONNECTIONS
- **ENTRY CONDITION**
- **OPENNESS TO COMMON AREAS**
- **RELATED/SUPPORTIVE SPACE PROXIMITY**
- **SECURITY AND SAFETY**
- **CONNECTION TO CO/ CURRICULAR PROGRAMS**
- **ALIGNMENT WITH RESIDENTIAL LIFE**
- **CAMPUS RESOURCES**
- **STUDENT OWNERSHIP**

### SCORE LEGEND
- **GOOD**
- **WEAK**
- **POOR**
EXECUTIVE COMMITTEE GOALS

Create a physical plan that maintains and advances WashU’s standing as one of the highest ranking student life experiences among its peer institutions by:

- Creating a cohesive living-learning experience for all students and promoting community building through all years.
- Creating and enhancing spaces that are broadly accessible and promote equity, diversity, and inclusion.
- Creating a place for holistic health and wellbeing.
- Fostering better social and physical connections between graduate, undergraduate students, faculty and staff, across and within the WashU campus and St. Louis community.
TAKEAWAYS AND LESSONS LEARNED
BUILD TRUST — QUICKLY
ENGAGE IN MULTIPLE TOUCH-POINTS
CONSISTENCY IS KEY

ASK THE SAME QUESTIONS AND
DON’T CONTAMINATE THE DATA
INTENTION VS OUTCOME

PASSIVE ENGAGEMENT
CREATE ADVOCATES AND CHAMPIONS
THANK YOU