Diversity Council Minutes  
April 21, 2008

Present: Lee Barrentine, Jeffrey Faust, Allen Gainer, Corine January, Susan McBride, Sherry Martin, Maurice Moore, Marilyn Nicholson

Absent: Kathleen Hall, David Jones, Cornelia Miller

Diversity Council Charge:

Create and assist in the implementation of a plan to foster a campus climate in which there is a proactive commitment to diversity as a basic value of the college. This will include coordinating awareness and training activities. In all our initiatives, we must emphasize the development of good character and must model the values of inclusion, mutual respect, and cooperation.

The minutes from the March meeting were approved as submitted.

Women’s History Month — March

- The Women’s History Month Theme was emphasized Women’s Art: Women’s Vision with a display of artwork by Sue Chapman and Holly Fowler and Carrie Johnson, two students who are being mentored by Sue in an effort to strengthen their art skills.

- There were 20 attendees at the Art Exhibit held on March 31, 2008 in the Fine Arts Center Art Gallery.

National Poetry Month and Confederate History Month — April

- Confederate History Month is being commemorated by an exhibit entitled "Camp Pollard, C.S.A." in the Thomas E. McMillan Museum.

- The library has advertised National Poetry Month on its blog. They also had a display of interesting poetry-related books & videos and a poetry resource web page.

Lee Barrentine will check on the possibility of having diversity themed bookmarks printed. The will be selected from Our Commitment to Diversity, the Universal Human Rights Pledge, the Birmingham Pledge, and so forth.

A discussion followed of Chapter 14 ("Reaching the Segments") in Loden’s book. This chapter’s implementation principle is: Not only will adoption be more likely to occur as a result of segmentation, it will also happen more quickly, with less confusion and less
conflict. The discussion verified that implementation of diversity will be enhanced by working with the segments: innovators, change agents, pragmatists, skeptics, and traditionalists.

### REACHING THE SEGMENTS: KEY VARIABLES (p 149)

<table>
<thead>
<tr>
<th>Variables</th>
<th>Innovators</th>
<th>Change Agents</th>
<th>Pragmatists</th>
<th>Skeptics</th>
<th>Traditionalists</th>
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<tbody>
<tr>
<td>Segment predisposition:</td>
<td>Want to experiment and create</td>
<td>Want to try early</td>
<td>Want to wait initially</td>
<td>Want to delay</td>
<td>Want to avoid entirely</td>
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<td>Level of perceived risk:</td>
<td>Lowest</td>
<td>Low</td>
<td>Moderate</td>
<td>High</td>
<td>Highest</td>
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<td>Primary motivation for adoption:</td>
<td>Increased innovation</td>
<td>Status, self-knowledge, helping others</td>
<td>Economic benefit and peer acceptance</td>
<td>Authority endorsement and majority inclusion</td>
<td>Reduced discomfort and meeting revised organization standards</td>
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<td>Key messages for communication to the segments:</td>
<td>It enhances innovation and leads to continuous improvement</td>
<td>You can make a difference by leading this change.</td>
<td>It's good for business.</td>
<td>It's supported by organization leaders.</td>
<td>It's now an organization standard.</td>
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<td>It's a proven success.</td>
<td>If you don't adopt, you'll be left behind.</td>
<td>To succeed, you need to adopt this change.</td>
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Future diversity efforts should include a focus on mentoring. With that in mind, in addition to the diversity council meetings, mentors should meet and discuss the core dimensions and their impact on the workplace.

Dr. McBride mentioned that new committee assignments are being considered now and will be made at the beginning of the academic year. She encouraged members to think about other faculty and staff members who might be a good fit for the college’s diversity efforts.

The next meeting will be held on Tuesday, May 20, at 1:30 pm in the library’s Multimedia Resource Center. The reading assignment is Chapter 15, *The Diversity Curriculum*. 