

Proposal for the Creation of the UC Latino Faculty Association

Title & Description (1000-word limit)

Proposal for the Creation of the UC The Latino Faculty Association

Applicants:

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UC LEAF has encouraged and supported the networking and organizational activities of an informal Hispanic/Latino/Latina Faculty affinity group for the past two years. Faculty members met each semester to discuss shared experiences and concerns. These meetings provided a forum to network and educate both faculty and administration on key campus and community issues. The next step is to strengthen faculty commitment and to develop an overarching long-term vision and mission with sustainable oversight and structure.

National and local census data reveal a significant need to create a supportive environment for Latino faculty so that they can better serve the needs of the underserved Latino population on campus.

- By 2060, the Hispanic population is projected to grow 114% and represent 29% of the total U.S. population.
- Hispanics have been the fastest growing population in Ohio, increasing 89% since 2000.
- In 2010, Hispanics comprised 3.5% of Ohio's population and are expected to grow another 24% by 2025.
- Hamilton County is 2.6% Hispanic (up 116.6%) and Butler County is 4% Hispanic (up 207.5%).
- Latinos are the youngest major racial or ethnic group in the U.S. About one-third, or 17.9 million, of the nation's Hispanic population is younger than 18, representing a large new college-age population that will require support for success on college campuses.

Additionally, UC Office of Institutional Research data indicates that:

- Latino students steadily increased over the past six years, from 939 in 2011 to 1,439 (3.2%) in 2016.
- Latino faculty comprise only 1.8% of the total represented faculty—a mere 44 individuals.
- Office of Admissions is making efforts to recruit students in cities with historically high Hispanic/Latino populations.

UC needs to be responsive to this growing population as an urban research university. The dearth of Latino faculty contributes not only to faculty isolation, but also creates a burden of taking on the disproportionate work of committees, Latino student mentoring, and involvement in the Latino community.

Our long-term goal is to create an inclusive environment that values Latinos as an essential component of UC's diverse community by retaining the Latino talent on our campuses,

empowering our members toward action and attracting future faculty. To achieve that goal, the Latino faculty are establishing a formal university-wide organization on campus—The Latino Faculty Association (LFA). We seek university funding to solidify the structure of the organization, strategically plan for the future, and unify the university's Latino community.

Abstract (150 words)

This proposal seeks to establish a formal Latino Faculty Association (LFA) at UC. Supported by matching funds from UC LEAF, we are requesting university funding to solidify the structure of the organization, strategically plan for the future, and unify the university's Latino community. Our long term goal is to create an inclusive environment that values Latinos as an essential component of UC's diverse community by retaining the Latino talent on our campuses; empowering our members toward action; and attracting future faculty to meet the needs of the rapidly growing young Latino population in the U.S., Ohio, and the Cincinnati region. In addition to establishing LFA, this grant will assist in the creation of a sustainability plan for long-term success of the association and Latino faculty enhancement efforts. LFA will play a key role in recruiting, retaining, and recognizing Latino talent and increasing their impact on the larger UC community.

Amount requested: \$5,000

Cost Share Amount: \$5,000 from UC LEAF

Provide usage details for the requested amount and detail for each item.

Faculty photography shoot + photos \$800

LFA Launch Event \$800

Prospective Faculty Materials \$400

Promotional Materials \$250

Bienvenidos Co-sponsor \$250

Best Practice Latino Center Visit \$1000

Retreat (Facilitator + Venue) \$4000

Catering for all events \$2500

Total Budget \$10,000

Proposal Goals

Primary goals and objectives for this grant are to build upon existing developments that have been supported by LEAF, the student-developed Latino Alliance, Third Century investments in faculty, and the UC Diversity Plan.

Goal I: Launch a Latino Faculty Association to:

Objective I: Connect dispersed Latino faculty on all campuses.

Activities:

- Hold monthly leadership team meetings to ensure adequate university representation is included in all decision-making and keep to the schedule.
- Host cross-college professional networking events each semester for all Latino Faculty members. Invite faculty and administration from other institutions (NKU, Miami, Xavier, OSU, Purdue) when appropriate.
- Design and develop a website to share information, serve as a repository, and identify and connect faculty.

Objective II: Enhance opportunities for Latino faculty success in teaching, research, and service.

Activities:

- Organize a retreat in Spring 2018 to obtain feedback on the needs of current Latino talent on our campus and the long-term strategic plans of the group.
- Identify, develop and offer training for both faculty and administration on topics that disproportionately affect Latino and other underrepresented faculty (e.g., student mentoring). Advocate on behalf of faculty and work toward policy changes that promote equity.
- Develop material to give to prospective Latino faculty that highlight inclusion and support systems for underrepresented faculty.

Objective III: Ensure the Latino community is an essential part of UC's inclusive environment by raising the visibility of Latino faculty on campus.

Activities:

- Create a communication plan to increase the visibility of Latino faculty. Specific strategies will include a new website, a semesterly e-Newsletter (USf), colloquiums, *NewsRecord* articles, social media, and participate in Latino student activities (e.g., Ohio Latino Education Summit).
- Work toward the establishment of a Latino resource center on UC's campus.
- Utilize the new website to create a virtual presence on campus. This site will be a visible diversity resource for the university and contain a comprehensive list of all Latino/a faculty; a list of institutional Latino groups; and a schedule of leadership team meetings, guest speakers, student recruitment events, and related community efforts and events. It will serve as a central hub to not only increase Latino awareness, but also to communicate ongoing Latino activities.

Objective IV: Promote Latino leadership and advocate the interests of Latinos at UC.

Activities:

- Meet regularly with upper administration to discuss current issues and develop solutions.
- Meet confidentially with faculty to provide guidance on issues unique to Latino scholars.

Objective V: Support the student-founded Latino Alliance and contribute to success of Latino students on campus.

Activities:

- Co-sponsor the 2017 Bienvenidos event.
- Promote and attend Hispanic Heritage month activities.
- Participate in the *Hermanitos* Mentorship Program.
- Meet regularly to identify issues and brainstorm solutions unique to Latino students.

Objective VI: Strengthen UC's relationship with the Greater Cincinnati Latino community.

Activities:

- Develop a process by which all faculty can share in the responsibility of attending student recruitment and community events.
- Work with the Hispanic Chamber, Su Casa, GCLC, Prospanica, OCHLA and other Latino organizations to find synergies and ways to support and integrate students and faculty into the Cincinnati community.

GOAL II: Create a sustainability plan for long-term Latino faculty enhancement efforts.

Objective I: Work with campus stakeholders to determine administrative and budgetary structures for long-term success of the Latino Faculty Association.

Activities:

- Meet with department heads, deans and upper administration to discuss potential organizational structures and funding models.
- Work to establish a stronger relationship with the Latino undergraduate and graduate population.
- Collaborate with the UC Foundation to plan an alumni/fundraising event and investigate potential external funding opportunities.

Objective II: Research and develop a strategic plan to recruit, retain, and recognize Latino talent and increase their impact on the larger campus community.

Activities:

- Visit a benchmark institution's Latino center to use as a model for long-term planning, including examining the feasibility of establishing a UC Latino center or similar resource on campus.
- Meet with department heads, deans and upper administration to develop strategies to boost the number of and increase support structures for Latino faculty at UC.
- Pending the results of the LEAF Action Planning Survey, conduct focus groups or surveys to gain input from Latino faculty.

Timeline

This planning process is already underway. LEAF is bringing Dr. Rubén Martínez, Director of the Julian Samora Research Institute at Michigan State University, to campus in March 2017 to facilitate conversations on establishing a Latino center on campus. Subsequent grant activities will begin summer 2017 and extend over the course of the 2017-2018 academic year. We intend to launch the website by the Fall 2017 semester and host meetings and events over the course of the academic year. It is our goal to develop a long-term plan for the establishment of a UC Latino resource center by Spring 2018. A more specific timeframe follows.

March 2017: [UC LEAF's Rubén Martínez campus visit](#); Meeting with the Black Faculty Association leadership team

April: Photography day to capture Latino faculty images; LFA Leadership Team Meeting; LEAF Action Planning Survey results presented at the HFA lunch

May/June/July: Website development, LFA Leadership Team Meeting, Event planning, Development of prospective faculty materials; Strategic plan development; Schedule the Benchmark Institution visit for Fall 2017.

August: Launch website; LFA Leadership Team Meeting; Event planning; Co-sponsor Bienvenidos; Conduct surveys or focus groups; Strategic plan development

September: Hispanic Heritage Month LFA Launch event; Participation in other Hispanic Heritage month activities; Distribution of prospective faculty materials, Distribution of e-Newsletter; LFA Leadership Team Meeting; Strategic plan development

October: Ohio Latino Student Summit presentation; Hispanic Heritage month activities, LFA Leadership Team Meeting, Event planning; Planning meetings with administration; Strategic plan development

November: LFA Leadership Team Meeting; Event planning; Planning meetings with administration; Strategic plan development

December: LFA Leadership Team Meeting; Event planning; Planning meetings with administration; Strategic plan development

January 2018: Facilitated HFA strategic planning retreat

February: LFA Leadership Team Meeting; Strategic plan development

March: Strategic plan presentations for campus constituents; Presentation at the UC Equity & Inclusion conference; Participate in the Ohio Latino Education Summit

April: Submit final written report to UC upper administration

Intended Audience

The primary audience for the UC Latino Faculty Association is the current Latino faculty at UC. As mentioned previously, the number of Latino faculty has declined and is critically low. In the past two years alone, UC lost nine Latino faculty members. The current 37 of the 44 current faculty have academic homes spread across main campus, 2 are at UC Clermont, and 5 are at UC Blue Ash.

We plan to reach the intended audience through a fully developed communication plan that will include monthly Latino Faculty Association meetings, networking sessions, invited speakers, a Latino newsletter (*USÍ*), listserv, and a website.

In addition to faculty-specific activities, we believe the activities will impact the UC community as a whole as we increase our coordination, communication, and interaction with student groups and the Greater Cincinnati community.

Anticipated Outcomes

A unifying Latino organization does not currently exist at UC; however, there have been pockets of success—the Hispanic/Latino/Latina Faculty Affinity Group, STEMs with Latin Roots lecture series, UCBA's Hispanic and Latino Affairs, hiring of several key Latino staff members, and the student-driven UC Latino Alliance award. We are building upon these efforts by establishing the Latino Faculty Association and joining the newly established UC Latino Alliance. We hope to increasingly interfacing with staff, students, and the community thereby creating a united Latino front at UC. We will also continue to champion efforts to establish a physical Latino center on campus.

An LFA leadership team already exists and will continue to drive activities and strategic planning forward, taking into consideration input from all Latino faculty and in partnership with UC's upper administration. UC LEAF will continue to administratively support the LFA until a permanent structure is in place.

One of the goals of this grant is to hold discussions with upper administration about the details of sustainability; however, we anticipate the Latino Faculty Association will be organizationally

affiliated with the Office of Equity and Inclusion or the Provost's Office with permanent funds for ongoing activities.

Assessment

- Surveys and Focus Groups: The surveys and focus groups will be considered a success if the moderator can obtain concrete and achievable tactics for developing a long-term strategic plan for the LFA.
- Trainings, Events, Speakers: Participant surveys will determine the degree to which these events increased knowledge and networking opportunity.
- Prospective Faculty Materials: Anecdotal feedback from candidates will be obtained.
- Visibility/Communication Plan: Measured by the coverage by campus and local media, and inclusion in campus decision-making.
- Website: Unique visitors, page views, and search engine traffic will indicate the degree to which the website is effective.
- Community Activities: Invitations to events and partnerships with NGOs will be tracked to help determine long-term success.
- Strategic Plan: The strategic plan will be based on the results of the surveys and focus groups, and developed in collaboration with various campus constituencies (president, VP for I&E, Provost, Deans, Department Heads, UC Foundation, etc.). Buy-in and partnership from UC leadership will indicate if the plan is a success.

Identify Diversity Plan Goal/Objective:

- Goal II: All colleges and departments at the University of Cincinnati will attract, retain, and promote an increased number of historically underrepresented and other diverse faculty in tenure and clinical track positions, including faculty at advanced ranks.
- Objective A: In five years, every college will increase the percentage of African American, women and other traditionally underrepresented faculty of color in tenure-track positions consistent with college goals established as part of the implementation of the UC Affirmative Action Plan.
- Objective B: Colleges and departments will develop and implement strategies to retain a diverse faculty through the probationary period leading up to and beyond the tenure decision.
- Goal V: The University of Cincinnati will increase supplier diversity and strengthen its community partnerships with particular focus on the inclusion of historically underrepresented and other diverse constituents for the benefit of both the community and the university.
- Objective B: Develop and strengthen partnerships with diverse communities and groups locally, nationally and internationally.

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