



**ALUMNI RELATIONS
COUNCIL**

WELCOME TO THE ARC FEBRUARY SESSION

Uncovering the Value of DEI + Alumni Engagement
February 25, 2019

AGENDA

- Networking & Breakfast
- Welcome & Announcements
- Keynote presentation
- Q&A



Welcome

Ayanna McConnell, Senior Director
University/Student Engagement & LEAD



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ANNOUNCEMENTS



New ARC Community Members

Louise Jackson
Associate Director
Alumni Career Program
Alumni Association



Caitlin Johnson
Director of
Alumni Engagement
Ross School of Business



- Alumni Relations unit updates/news

ALUMNI CENTER RENOVATION

Creating an immersive and engaging destination for alumni to engage with each other and students.

May 2019	Staff Relocates
June 2019	Groundbreaking
August 2020	Estimated return
Fall 2020	Official reopening



ALUMNI EDUCATION GATEWAY

Connecting **all Michigan alumni** to relevant educational resources across the University.

Opportunities for S/C/U:

- Share your content with alumni
- Share news about the gateway
- Event collaboration or sponsorship

[Alumni Education Gateway Toolkit](#)

Content submission form

Customizable logos

Copy & images



ARC Announcements



BTARI 2019 KEYNOTE SPEAKERS



Sue Cunningham,
President of CASE



Marcus Collins '02 '09



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Keynote Presenter

Rob Henry

CASE Vice President, Education



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ROB HENRY

VP, Education CASE

Rob Henry is vice president of education at CASE where he is responsible for creating an overall global strategy for achieving CASE's vision and mission related to talent management and for guiding conference programming, diversity/inclusion initiatives, research and the CASE Library.

Formerly an active CASE volunteer speaker and adviser, Rob joined the CASE staff in 2006 as head of emerging constituencies, later adding the responsibility for online educational programs. He previously held advancement management positions at Yale University, the University of Connecticut Foundation and Michigan State University.

Rob is a graduate of Murray State University and has a master's degree from Eastern Michigan University. In 2006, he received the prestigious CASE Crystal Apple Award for Teaching Excellence.





Won't you be my neighbor? Power of Diversity and Inclusion

Rob Henry, Vice President, Education

February 2019



AGENDA

- ❑ Understanding Diversity and Inclusion
 - What is Diversity/Inclusion?
 - Definitions
- ❑ The business case for diversity
 - Why does Diversity matter?
- ❑ Break
- ❑ Archie Bunker's Neighborhood
- ❑ Next steps

DIVERSITY

Diversity = Differences

Inclusion = Equal access to opportunities and resources

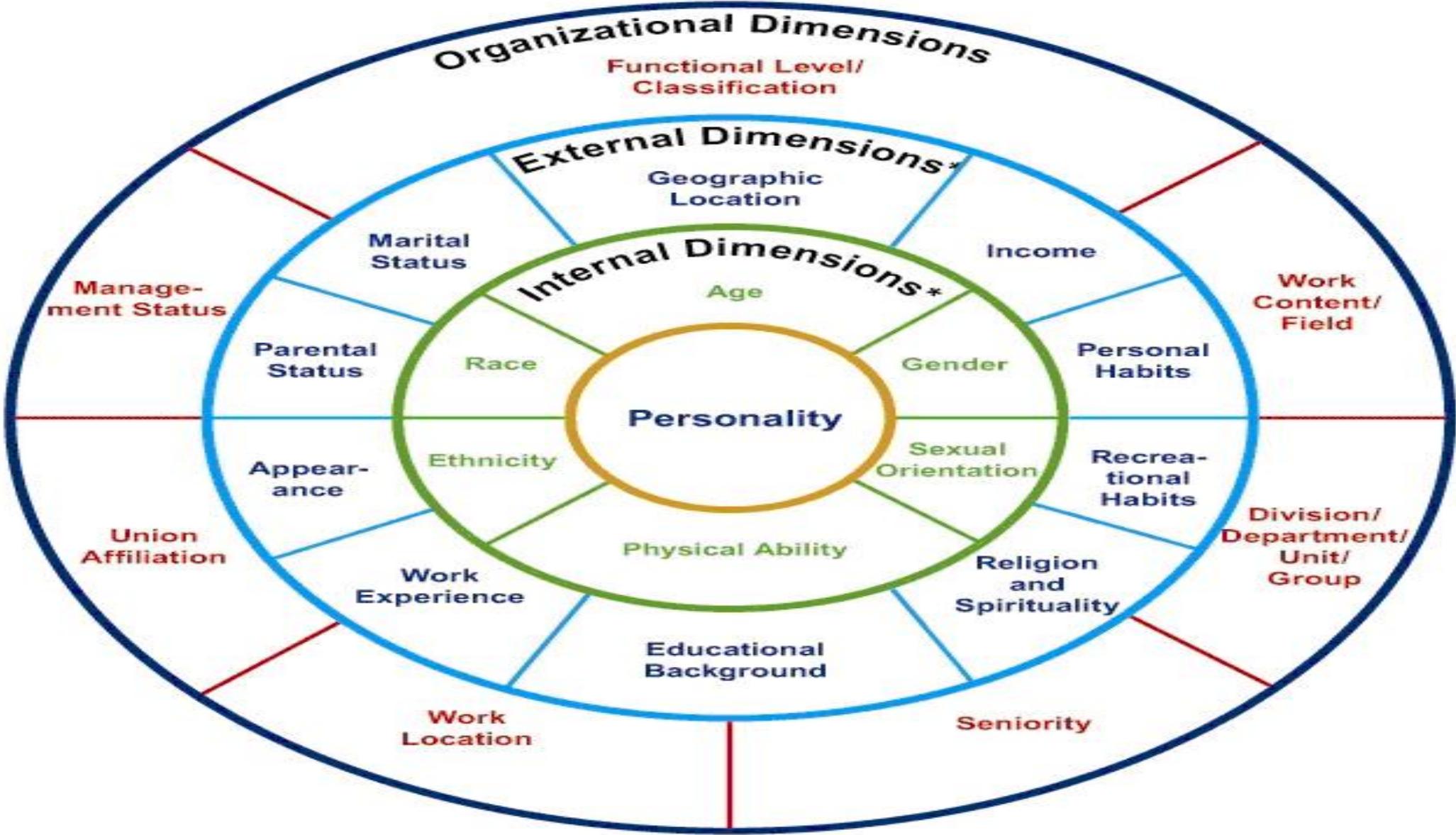
Diversity Doesn't Stick Without Inclusion (Harvard Business Review - Laura Sherbin/Ripa Rashid, 2017)

How are we different?

How do we define diversity?



The 2016 Barbie 'Fashionistas' doll line includes four body types (the original and three new sizes), seven skin tones, 22 eye colors, 24 hairstyles and an array of outfits seeking to appeal to modern kids, tweens, and adult collectors.





Business CASE for Diversity and Inclusion

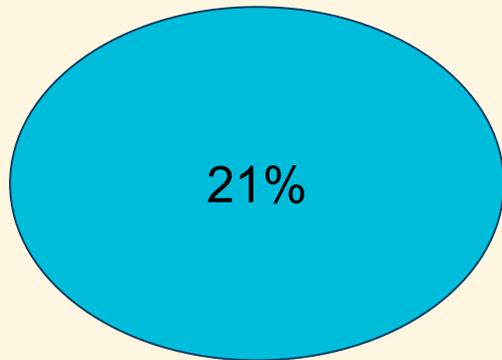


QUALITATIVE BENEFITS OF DIVERSITY

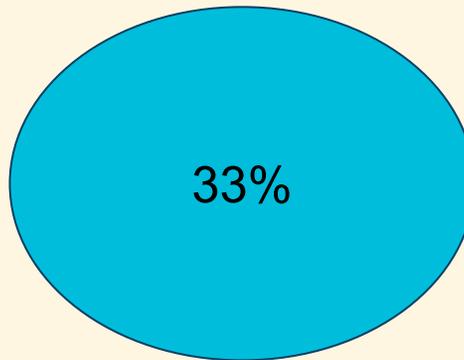
- Enhances Creativity
- Leads to breakthrough innovations
- Fosters empathy
- Builds connections
- Changes the way you think!

Better Business Performance

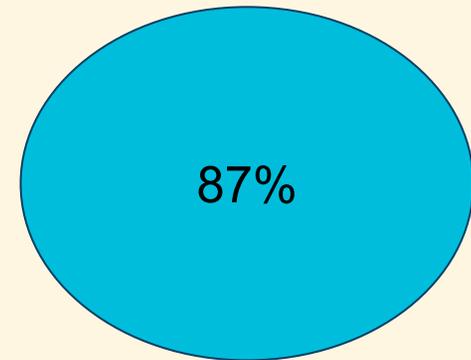
Openness to diversity widens our access to the **best talent**. Inclusion allows us to **engage talent** effectively. Together, this leads to enhanced **innovation, creativity, productivity, reputation, engagement** and **results**.



Men and Women

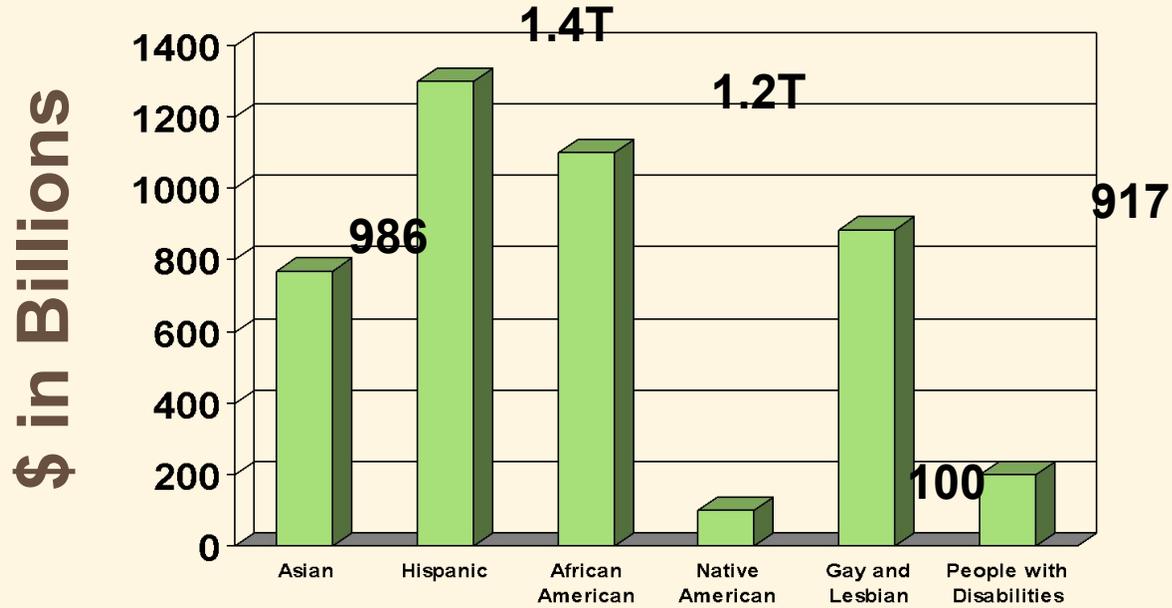


Ethnicity



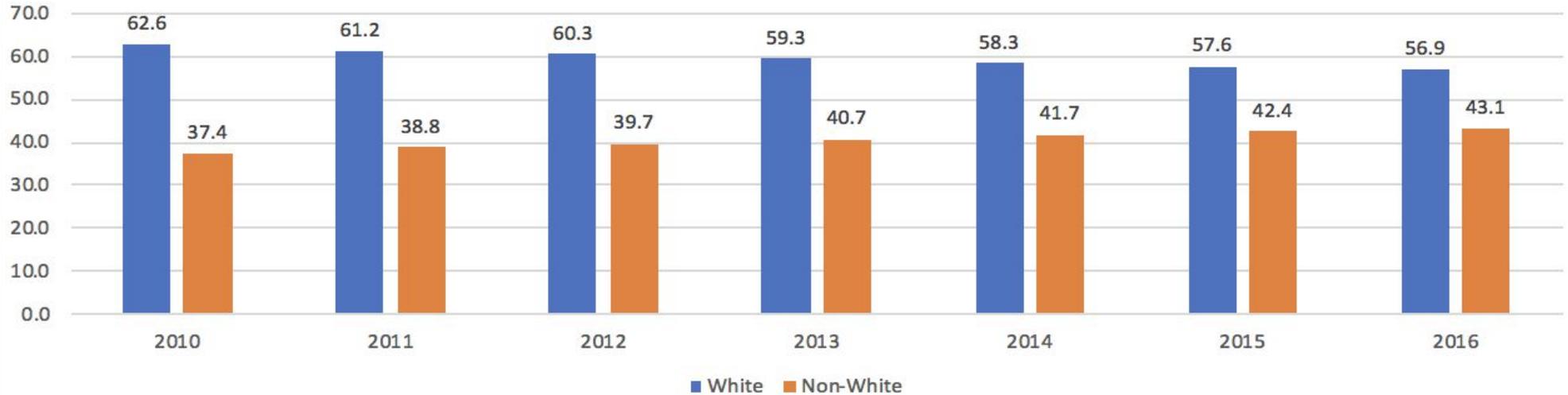
Gender, Age, Ethnicity

Why Now?



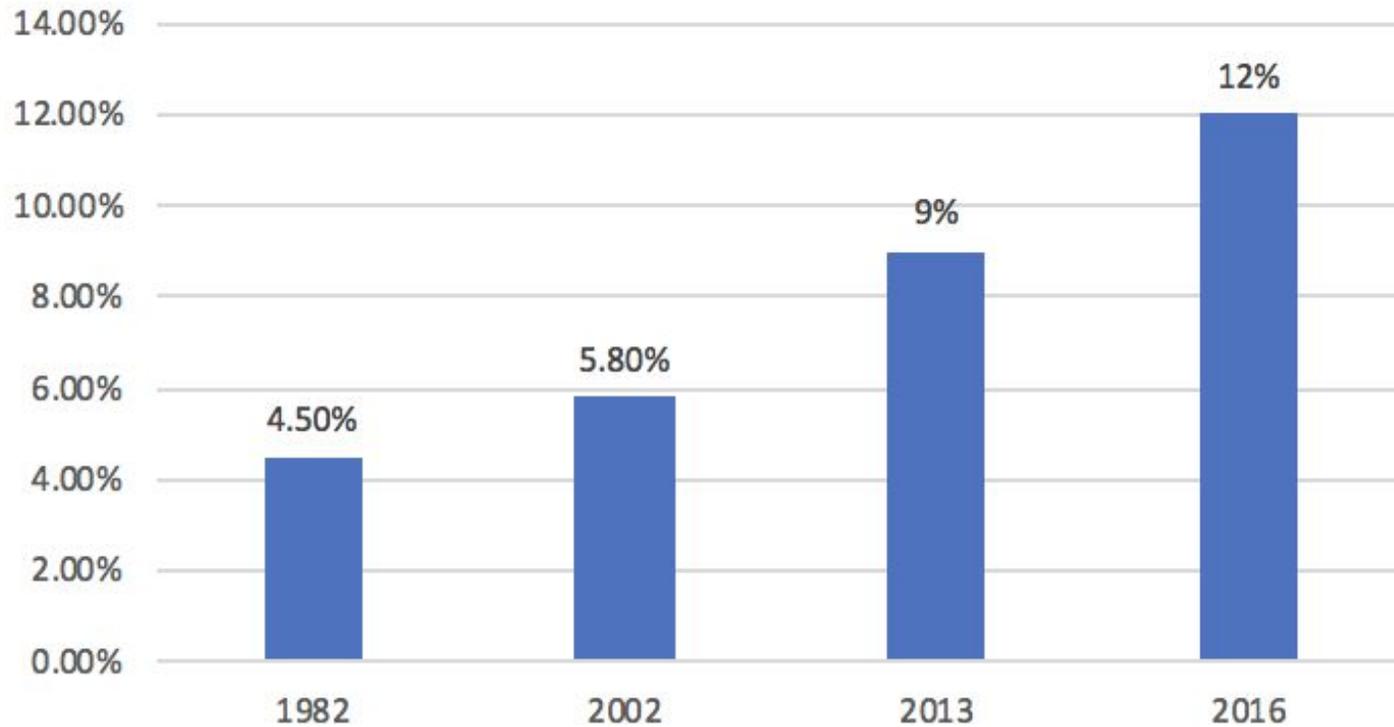
DEMOGRAPHY IS DESTINY

Fall Enrollment in Degree-granting postsecondary institutions

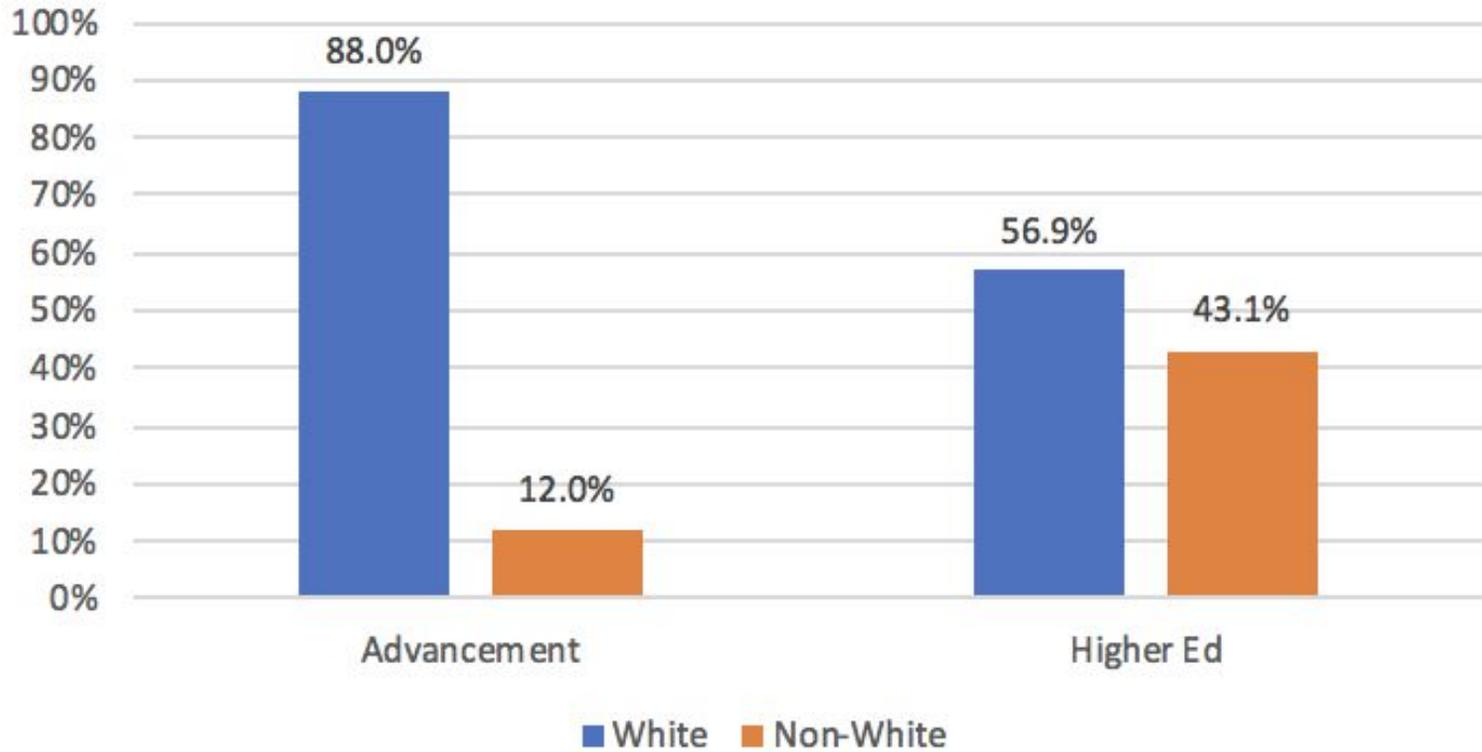


Source: National Center for Education Statistics
https://nces.ed.gov/programs/digest/d17/tables/dt17_306.10.asp?current=yes

% Diversity in Advancement



2016



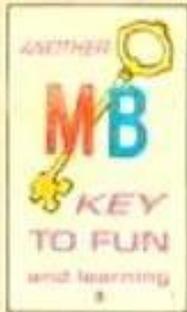
Why Now?

- Diversity is everywhere
- The Census projects in 2045, the U.S. will become a majority minority population.
- Google spent \$150M in 2016 on diversity and inclusion related efforts
- Hiring diverse candidates was the #1 challenge for hiring managers at nonprofits in 2016



What does diversity and inclusion mean to you?





“ALL IN THE FAMILY”

Archie Bunker's

card game

AGES
10 to
ADULT

OBJECT

WIN THE
EXACT
NUMBER
OF TRICKS
BID

**MILTON
BRADLEY
COMPANY**

SPRINGFIELD
MASSACHUSETTS

4239

MADE IN USA





Wrap up



Why Now?

- Recruit and retain professionals that reflect the student/alumni body.
- Engage alumni in the life of the institution.
- Establish a donor and ambassador base that reflects individual institutions.
- Foster a culture where all professionals have the opportunity to succeed.

Diversity Leadership

1. Ensuring that team members and volunteers speak up and are heard;
2. Making it safe to propose novel ideas;
3. Empowering team members to make decisions;
4. Taking advice and implementing feedback;
5. Giving actionable feedback; and
6. Sharing credit for team success.



THANK YOU!

Rob Henry

CASE

1307 New York Ave, Suite 1000

Washington, DC 20005

ON THE HORIZON...

Webinar: Attracting Mentors for Minority Students: Strategies and Best Practices
Thursday, February 28, 1-2 p.m., Student Activities Bldg. Room 1221

Sponsored by Mentoring Consortium, MESA and Alumni Association.

RSVP to Ayeza Siddiqi at ayezars@umich.edu



Resources

Alumni Affinity Groups

- [University of Michigan Black Alumni](#)
- [University of Michigan Latino Alumni](#)
- [University of Michigan LGBTQ Alumni](#)

Campus Resources

- [HR DEI Training and Resources](#)
- [Office of Diversity, Equity and Inclusion](#)
 - S/C/U Strategic Plans
 - Campus Events



THANK YOU & GO BLUE!

