

**President Commission on Diversity  
Retreat – May 22<sup>nd</sup>, 2013**

**SWOT Analysis**

***Strengths***

- Passion for PCD Mission
- Welcoming
- Expertise in various fields
- Valuable personal experiences/strong identity
- Commitment – Current members are committed to each other
- Work well as a team

***Weaknesses***

- Records poorly – archived records
- Don't meet frequently enough
  - no summer meetings
- Don't work well outside of meetings – not productive
- Lack of purpose
- Lack of action; Objectives are not SMART
- Meetings are not structured enough
- Discussions go off on tangents (even destructive)
  - Complex relationship with administration
  - Lack of assessment
- Too emotional

***Opportunities***

- MC Center
- Increased support from the admin
- More talk on campus about diversity
- We have data
- More funding available via MC Ctr.
- ABC initiative/program
- Student body make-up/demographics are changing.
- Support more diverse recruiting efforts
- Do more work on elements of diversity which get less focus

***Threats***

- Apathy among the constituencies
- Lack of relevance/awareness
- No intrinsic motivation
- Faculty think it's someone else's job (no self-accountability/self-initiative)
- Diversity culture doesn't exist on this campus
- Constituents may not feel supported in speaking out when issues come up
- Lack of conflict resolution on campus
- Backlash from the community
- Lack of community initiative

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### S.M.A.R.T. Objectives

(Specific – Measurable – Actionable – Relevant – Time bound)

#### 1. CREATE a TEMPLET = an assessment tool

- ✓ given at Diversity Events
- ✓ audience members complete
- ✓ event facilitators collect them
- ✓ Its “HOME” is on PCD webpage
- ✓ Brainstorm at 1<sup>st</sup> PCD meeting to create the template
- ✓ Who? Whitney and Roxy will finalize + present
  - When? - 2<sup>nd</sup> meeting

#### 2. GET ON DEPARTMENT MEETING AGENDAS + CONDUCT a S.W.O.T. ANALYSIS on DIVERSITY (in those departments)

- ✓ Identify departments 
- ✓ When to get on the agendas;
- ✓ Who? PCD faculty members do this first, then identify other departments
  - Report back to PCD
- ✓ Allow PCD to collect data
- ✓ It's an awareness-raising exercise + evaluation for each department.
  - When? Complete by end of the fall semester

#### 3. WEBSITE (PCD pages)

- ✓ Update pages “regularly”
- ✓ Link effectively to other PSU pages
- ✓ **Upload:**

- FIVE SMART Goals,
- Meeting Minutes,
- Annual Reports,
- Strategic Plan

- Bios
- Calendar
- Photos
- Student achievements

- ✓ Who? Kyle + Jane + Delilah will facilitate
- ✓ For When? - On agenda each month

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**4. CREATE GUIDELINES for PCD OPERATIONS & FUNCTIONS**

- ✓ Meeting frequency
- ✓ Framework + Expectations of PCD membership
- ✓ Written framework for running the meetings
- ✓ Agenda Items – for September 2013
- ✓ Kyle, Ali – writing draft
- ✓ **For when?** - September 2013

**5. WRITE PROPOSAL FOR UPDATING PRESIDENT'S CHARGE**

↓ (...+revision of)

- ✓ Careful phrasing
- ✓ Feedback on current charges
- ✓ Re-visiting + revision + re-aligning
- ✓ Kyle + Njelle facilitate + write proposal
- ✓ **By when?** - end of the semester