Gaylord College Diversity and Inclusivity
2019 Report
Gaylord College Diversity and Inclusivity

The Gaylord College of Journalism and Mass Communication is committed to cultivating an environment and atmosphere of diversity of people and thought for all students, faculty and staff. Gaylord College adopted a diversity plan in 1996, then referred to as an affirmative action plan, which has been updated throughout years (most recently in 2015). However, the college has pushed its charge to be an even more diverse school in recent years.

History of Diversity at Gaylord

**Diversity Committee:** The college has had a Diversity Committee since at least 2002, made up of faculty, staff and student leaders.

**Summer diversity workshop:** Since 2004, the Oklahoma Institute for Diversity in Journalism (OIDJ) program has offered an opportunity for promising high school students to participate in its annual workshop. Valued at about $2,000 per participant, the program is funded by the college and several organizations including the Ethics and Excellence in Journalism Foundation, the Oklahoman, and other media outlets. OIDJ’s mission is to provide opportunities for students who would otherwise lack access to journalism training or who face other barriers to pursuing careers in journalism.

**Foreign fellows:** Gaylord’s Professional Fellows Exchange Program fosters global diversity through a relationship with the U.S. State Department. Twice a year since 2012, Gaylord has facilitated the hosting of foreign journalists and entrepreneurs from Southeast Asia, Bangladesh, India and Pakistan with local businesses and university organizations. Each semester, the fellows live in Norman for a month, after which they travel to Washington, D.C., before returning to their countries. As part of the program requirements the participants stay with local families for a weekend so they can experience American life.

Diversity in the Strategic Plan

The college created a College Strategic Plan, passed by the faculty in 2017, made up of 11 college objectives. Diversity was #4: *Develop programs that advance inclusion and infuse multicultural perspectives in all areas of the college.* The objective addressed faculty resources, student body enrollment and creating a diverse culture. (See addendum.)

To accomplish the strategies and goals set down in the plan, we have completed the following:

- One member from the diversity committee serves as the “diversity advocate” in each search committee.
Increase diversity of faculty (and staff – recent searches have successfully resulted in the hiring of an African American undergraduate professor and an Asian-American graduate professor.)

Increase diversity in undergraduate enrollment by reaching out to underrepresented student groups in high schools, etc. (See below in Recruitment section.)

Implement minority mentorship program with Gaylord faculty and staff (soft launch was this spring).

Invite a diverse group of professionals as guest speakers to our classes.

Recognize and support faculty scholarship related to issues of diversity with diversity fellowship.

Include in Committee A’s annual review a section on how each faculty has contributed to diversity learning in the classroom.

Give annual award to a faculty member who has led with innovative diversity efforts in the classroom and beyond.

An annual diversity report submitted to the faculty for feedback on improvement.

**Inclusivity Coordinator:** Coordinator of Community Inclusivity for Gaylord College was created in 2015 on a yearly contract to coordinate recruiting, with diversity and inclusivity in mind. Dorion Billups has since been promoted to the head of the university’s Diversity Enrichment Program. Gaylord plans to continue the good work he started.

**Student recruitment**

Gaylord recruits both inside and outside of Oklahoma to underrepresented student groups, including ethnic minority, gender, small-town and first-generation college students. We host a summer camp, Oklahoma Institute for Diversity in Journalism, for underrepresented student groups (mentioned above), as a mechanism to introduce students to Gaylord and media programs.

Not only has Gaylord seen an increase in enrollment overall, we are seeing increasing numbers in diversity of students. (SEE NEXT PAGE)
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Faculty/staff recruitment

As stated in the Strategic Plan, recruiting a diverse faculty and staff is of utmost importance.

List of Gaylord College Staff Leadership and Faculty with gender and/or ethnic diversity

Staff Leadership with gender and/or ethnic diversity
Yvette Walker, Assistant Dean, African American female
Lee Reynolds, Director of Development, female
Davenna Stratton, Financial Director, African American female
Kathy Sawyer, Director of Advising, female

Faculty with gender and/or ethnic diversity
Elanie Steyn, Associate Professor, Journalism Area Head, female
Debbie Yount, Associate Professor, Paul Massad Chair in Strategic Planning, Strategic Communication Area Head, female
Meta G. Carstarphen, Professor, Gaylord Endowed Professor, African American female
Jennifer Barnes, Associate Professor, female
Deborah Chester, Professor, female
Mary Anna Evans, Assistant Professor, female
Kathleen Johnson, McMahon Centennial Professor in Journalism, female
Adjunct Faculty with gender and/or ethnic diversity
Katie Amber Owen, female
Randi Leigh Thomas, female
Ashley Christina Sanchez, Hispanic female
Margarita Tapia, Hispanic female
Jennifer C. Dennis-Smith, female
Pamela G Gutel, female
Angela Michelle Smith, female
Bianca Gordon, female
Naree Kim, Asian male
Leo Z. Wong, Asian male
Janelle Danae Bevan, female
Graham Brewer, Native American male
Heather Howard, female
Sherry Kast, female
Ja’Rena Lunsford, African American female
Seth Prince, Native American male

Faculty Awards
Two women were awarded Gaylord College awards last semester:

**Julie Jones:** Teacher of the Year
**Melanie Wilderman:** Diversity and Inclusion Award

Faculty searches are diverse: In Fall 2018, three women (two white and one Asian) were selected to interview for the position of Public Relations Ethics professor (tenure-track).

- Two women serve as area heads over Journalism and Strategic Communication.
- One member from the diversity committee serves as the “diversity advocate” in each search committee.
- Minorities and women serve in leadership, staff and faculty at Gaylord.
- We also have begun to create relationships with strong potential employees who have an interest in Gaylord, so that when the right opportunities arise we will have a strong, diverse candidate pool.

Gaylord’s Assistant Dean serves on the University Community’s Diversity Council.
Culture

After the recent blackface incident, Gaylord posted the following slides on its media screens throughout the building for one full week.

Gaylord College offers nearly 30 student organizations and practicums for students to network and grow professional skills. Six are dedicated to ethnic, gender and cultural diversity:

- National Association of Black Journalists
- National Association of Hispanic Journalists
- Asian American Journalists Association
- Native American Journalists Association
- Association of Women in Sports Media
- First-Generation College Students
A multiethnic organization, UNITY, draws from the leaders of these groups to plan inclusive events.

Presidential Dream Courses

Gaylord has two dream courses this fall that reflect or promote diversity:

Sports PR and Marketing
Jensen Moore, Gaylord College of Journalism and Mass Communication

“This Dream Course focuses on understanding the myriad of communication efforts utilized in the dissemination of information in today’s sport world. Throughout the semester students will interact with sport promotion, branding, and communication experts from all over the world. The course will enhance student’s chances of success in the sport industry by discussing the various techniques, strategies, and technologies available to sport organizations, athletes, and venues when attempting to build positive relationships with consumers, corporations, and the media.”

Four of eight speakers represent women and minorities.

Women in Media Leadership
Elanie Steyn, Gaylord College of Journalism and Mass Communication

“Traditionally and across cultures, the tendency has been (and in many cases, continues to be) to “think leader, think man.” Women are late to the leadership and management tables in many industries. In some countries, women have no “formal leadership” role to play and many girls grow up having no idea of their dreams, capacities or contributions to the societies they live in. Yet, in many of these societies, women “hold up half the sky,” to paraphrase the late Chinese leader Mao Zedong. Not in formalized ways. And often not in glamorous ways either. But in ways that contribute to the strength of their people’s cultural, political, and economic fiber.

This Presidential Dream Course will focus on women in appointed leadership and management positions as well as the “silent” or “behind-the-scenes” women leaders. This class will “tell the stories” of “Being a Woman in the 21st Century” by collaborating with departments across campus and inviting women from different sectors of society as experts and guests. We will focus on media, business, education, STEM, entertainment, health, sport, politics, tourism, public service, religion, the non-profit sector, the military, fashion, and the LGBTQ+ sectors, to name a few.

“We will invite women experts to share with students and faculty from across campus and with the community their stories of being a woman in these sectors. Students across the five focus areas of Gaylord College will utilize their storytelling skills to produce products that display these stories: whether through a photo exhibition; a multimedia storytelling platform; journalism pieces in various written, electronic and online formats; social and digital media campaigns;
podcasts; and more. Through this class, women in leadership across various sectors and from all walks of life will share their stories with the campus audience and students, while students will use their storytelling skills to share these stories with a national and international audience.”

Other speakers:

Gaylord College also invites a diverse group of speakers (Either gender or ethnic diversity):

- Alison Bethel, executive director of Society of Professional Journalists
- South Asian journalists under our State Department visitor program
- Jessica Bruno, KFOR reporter/alum, talking about unwelcome stalking/attention while working
- Dr. Karlos Hill, OU professor, and Dr. Mirelsie Velazquez, OU professor, for Race, Gender and Media class
- Taylor Ketchum of Jones PR
- Kristin Boulder, OU Librarian
- Breea Clark, formerly Academic Integrity Director
- (coming this semester)
  - Native American Journalism Association’s Indian Child Welfare Act Reporting Symposium
  - Student discussion on race following recent events

Gaylord College continues to seek ways to foster a diverse student and employee culture. Additional future resources will be needed to further this goal.

Addendum

(From College Strategic Plan, Adopted 2017)

**#4 COLLEGE OBJECTIVE:** Develop programs that advance inclusion and infuse multicultural perspectives in all areas of the college.

(Note: Strategies and action steps are taken from the initiatives outlined in the Gaylord Diversity Plan adopted in Spring 2015 to renew commitment to diversity and inclusion in both the faculty/staff and student body.)

**Strategy 1:** Continue to develop a diverse faculty.

**Action Step:**
- One member from the diversity committee will serve as the “diversity advocate” in each search committee.

**Expected Outcome:**
- Increase and develop diversity of faculty.

**Strategy 2:** Continue to develop a diverse student body.

**Action Steps:**
- Increase diversity in undergraduate enrollment by reaching out to underrepresented student groups in high schools, etc.
- Implement mentorship program with Gaylord ambassadors.
• Implement minority mentorship program with Gaylord faculty and staff.

**Expected Outcome:**
• Increase and develop diversity of student body.

**Strategy 3: Continue to develop a diverse culture.**

**Action Steps:**
• Form a group of advisers for faculty diversity support.
• Create speaker series at faculty meetings (through Skype) on incorporating a diverse culture in academia.
• Invite a diverse group of professionals as guest speakers to our classes.
• Recognize and support faculty scholarship related to issues of diversity with diversity fellowship.
• Include in Committee A’s annual review a section on how each faculty has contributed to diversity learning in the classroom.
• Give annual award to a faculty member who has led with innovative diversity efforts in the classroom and beyond.
• Use the hashtag #dailydiversity in conjunction with the Gaylord Twitter handle to promote stories of diversity to share.

**Expected Outcome:**
• Foster a more diverse culture at Gaylord College.

**#4 Objective Success Metrics:**
• Increase racial diversity among faculty and adjunct faculty with new hires by 25 percent.
• Increase the hiring of female faculty with new hires toward goal of reflecting 50/50 gender balance.
• Raise the number of diversity events and hosting of underrepresented speakers inside and outside the classroom by 10 percent annually.
• Encourage faculty to maintain the specific diversity component in their syllabi.
• Increase enrollment of racial minority students in Gaylord by one percent toward the goal of reflecting the general Oklahoma population.
• An annual diversity report submitted to the faculty for feedback on improvement by May 1 of each year.