

Annual Report
The Office of Multicultural Student Affairs (MSA)

Student Affairs Division
Texas State University
2006-2007

Major Accomplishments/Retention Initiatives for 2006-2007

1. Support Programs & Services

- MSA provided multicultural programs and services to underrepresented students through culturally relevant programming. This was accomplished by **restructuring the Underrepresented Student Advisory Council (USAC)** into 5 cultural representatives representing African American, Asian/International, Hispanic, LGBTQ, disabilities, and Native American communities. These students increased networking, direct contact and information distribution to 16 organizations involved in USAC.
- An **Interfaith Council** was formed to address the needs of students from all faiths (i.e. Jewish, Islamic, Christian, Buddhist, Hindu, etc.).
- A **Native American Students Association** was established for students who self identified as Native American or Indigenous.
- Needs of the **LGBTQ community** were addressed through the formation of a needs survey.
- A **Lavender Graduation Ceremony** was established to celebrate the graduation of students from the Texas State LGBTQ community
- **MSA's Welcome Back Mama's Kitchen** distributed ethnically diverse home cooked meals to over 600 students at the beginning of the fall semester
- The **First Friday of Every Month Mama's Kitchen** fed over 300 students to help them connect with the campus, build community and feel at home.
- Co-sponsored **Tim Wise**, national speaker, anti-racism activist and columnist presented on white privilege as part of MSA's participation in the Race, Place and Ethnicity Conference.
- Other Support Programs and Services included MSA sponsored leadership development and cultural programs such as **Martin Luther King & Cesar Chavez celebrations, Hispanic Heritage Month, Black History Month, Diversity and Native American History Months**. MSA/USAC supported **38** major cultural events and served **5, 715** students.

2. Retention and Degree Completion

- **Hired a Coordinator to service underrepresented males**
- **Latino and African American support groups** were formed to meet the needs of these students.
- **LBJ Achievement Award Scholarship Program** awarded 41 achievement and 10 need-based scholarships.
- **Fresh Encounters Program made 238 student contacts with first generation underrepresented students.**
- Oversaw the **submission of a Rural Talent Search and Upward Bound Grant** both received perfect scores and a five year funding cycles. (see individual program grant reports).
- **MSA's Trio programs**, Educational Talent Search (ETS), Rural Talent Search (RTS), and Upward Bound (UB) Programs supported over 1,500 potential college

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- students in high school and junior high and assisted all senior-level students in their transition to higher education.
- MSA sent all new parents of all underrepresented students **a letter written in both English and Spanish congratulating them on their son/daughter's acceptance** at Texas State. In addition **300 letters of support were sent to the parents** of first generation underrepresented students providing them with information about programs and services sponsored by the MSA office and Texas State for first generation students and parents.
 - MSA provided **a reception for the families of first generation students involved in the Fresh Encounters Program**
 - MSA staff members participated in the **Welcome Bobcats Call Program** which welcomes new students to campus and in an effort to offer continual support
 - MSA co-sponsored the **Committee on Institutional Cooperation (CIC) Graduate Recruitment Fair** with the Graduate College which offered workshops for potential graduate students.
 - MSA sponsored fall and spring **Multicultural Graduation Celebrations** which provided an opportunity for families of graduates to be publicly recognized and thanked by their students.

3. Life Long Success

- MSA's sponsored the **2nd Annual All Male Leadership Conference (AMC) for underrepresented males**
- MSA & Texas State Trio Programs "**The Texas State Hip Hop Trio Exchange**" for High School students (produced and implemented by Texas State's Hip Hop Congress student organization).
- Hip Hop Congress produced a new and innovative **Diversity presentation designed for incoming freshmen participating in the PAWS Preview Program** shifting the presentations rating from last to 2nd from the previous year with a 42% rating of excellent for fall 2005 Diversity session and 51% for spring 2006.

Progress on 2004-2009 Administrative Support Plan (Strategic Plan)*

- MSA developed and maintained retention and support programs for underrepresented students.
- Enhanced Technology Resources for students and staff.
- Maintained a higher level of quality programming that impacted retention for first-generation and underrepresented students.
- Provided first generation and underrepresented students with opportunities that will support degree completion.
- Provided first generation and underrepresented students with skills that will allow students to achieve life long success.

(*See attachment for specific details)

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Assessments for 2006-2007

Assessment: MSA Service Quality Survey revealed **Administered:** Spring 2007.

Finding: 72% of Participants perceived Texas State as diverse and welcoming to students of various backgrounds, however had limited understanding or knowledge of the services provided by MSA.

Improvement: MSA will look at new and innovative ways to advertise their programs and services as well as update and maintain the newly constructed MSA website which will be used to distribute information.

Finding: Participants suggest that MSA's should increase visibility through email, public advertisement, and promotions. 43% of respondents stated that they became aware of MSA via email and suggested that promotions should be centered in locations with a high concentration of students such as the Quad, commuter parking lots, and the Round Rock Higher Education Center. Responses also indicate that students receive much of their awareness of MSA from multiple resources such as self-discovery, information provided by others (students, faculty, and staff), and programs/events hosted by the university and MSA.

Improvement: MSA will at not only show but where programs and services are advertised and experiment with non-traditional forms of communication as well as maintain current effective communication practices.

Finding: respondents were pulled from specific racial groups in order to collect a sampling of each group. 27% of Hispanic students 22% of and Black students responded, whereas the response rate from the White student body was low. The survey sample was comprised of 65% female and 35% male. 61% of female respondents and similarly 64% of male respondents reported never using services or attending programs or been supported by MSA. 79% of survey participants reside of the Texas State campus, with 49% of those participants commuting from outside of the city of San Marcos.

Improvement: MSA will implement a new initiative addressing programming inclusive of white students and underrepresented males.

Finding: Trends in the written responses from survey participants suggest that the MSA office struggles in servicing the needs of multiple groups, specifically Whites, Indians, and Asians. More conservative responses from survey participants suggest that services and programs for white middle class males are constricted and limited. Other written responses suggest that MSA limits services and reserves preferential treatment for the needs of Hispanic and Black students.

Improvement: MSA will make a concerted effort to utilize this information to be inclusive and service the underrepresented populations on campus, and address cultural issues related to white students.

Finding: MSA should consider programming that incorporates various student faith based practices. A portion of students either attended daily (27%), weekly (32%), or monthly (15%) faith based practices. When asked if Texas State is a welcoming campus

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for persons of various religions and spiritual backgrounds, 75% agreed Texas State was welcoming. 45% of student survey respondents indicated that ethical/moral decisions are determined by their faith and social norms are side considerations for those decisions. An additional 39% of respondents reported that ethical or moral decisions are strictly determined by their faith.

Improvement: MSA will expand on its Interfaith Council and will incorporate additional programming.

Finding: Mama's Kitchen with a 16% response rate received the most student attendance in cultural programs that did not emphasize a particular race, group, or religion. No other academic, cultural, student organization or leadership program was attended by more than 10% of student survey participants. 60% of respondents indicated that MSA was effective in heightening cultural awareness on the Texas State campus.

Improvement: MSA will examine including a cross-cultural approach to future programs.

Educational Outreach/Presentations by Dept. Staff to Institutions and Communities for 2006-2007

- MSA Director and Hip Hop Congress Diversity Presentation for PAWS Preview
- MSA Director and Hip Hop Congress Presentation at the Texas Association for Black Personnel in Higher Education (TABPHE)
- MSA Director and Hip Hop Congress *Congress Kidz* Presentations at Travis Middle School in San Marcos, Navarro Elementary in Seguin, and AISD
- MSA staff provided presentations for Office of Admissions
- Keynote speaker for Leadership San Marcos (Dr. Benn), community leaders and participants of Leadership San Marcos
- Keynote speaker for Educational outreach luncheon at Gary Job Corp.(Ms. Wilson)
- Presentation at Promise Land San Marcos Church, women's retreat (Ms. Wilson)
- Presentation for the Social Work Department (Ms. Wilson) for Social Work students
- Presentation for Black Women United (Ms. Wilson) BWU students
- 3rd Annual Hip Hop TRiO Student X-Change (Trio participants)
- Presentation for Jack Yates High School as Advisor to HHC- Mr. Silva
- Presented in School of Social Work class-Dr. Silva, undergraduate Social Work Students
- MSA Director: Fall Keynote for Executive Women in Texas Government Luncheon
- MSA Director: Black Women United Spring 07 speaker
- MSA Director: Keynote Luncheon for USAC Leadership Retreat

Any Diversity Initiatives for 2006-2007

- Outreach to Underrepresented Males
 - All Male Conference (LBJSC)

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- Conference on the Plight of the Minority Male (LBJSC)
- White Privilege (campus wide): Race, Ethnicity and Place Conference
 - Tim Wise-National Columnist and Activist (LBJSC Teaching theater)
- Lavender Graduation Celebration (LGBTQ) 3-13.1
- Welcome Back Mama's Kitchen (campus wide, LBJSC ballroom)
- Monthly Mama's Kitchen (campus wide, LBJSC George's)
- Native American Student Association was established
- 1st Annual Native American Cultural Awareness Conference
- Diversity Month, Hispanic Heritage Month, Native American History Month, Women's History Month
- Cesar Chavez, MLK Celebrations
- USAC Cultural Programming (38 cultural programs)
- PAWS Preview (Diversity Presentation)
- Hispanic and African American support groups

Major Objectives/Retention Initiatives for 2007-2008

1. Outreach to Underrepresented Males
2. All Male Conference
3. Conference on the "Plight of the Minority Male"
4. Whiteness Programming
5. Expand on Lavender Graduation Celebration for LGBTQ students
6. Develop, implement, and support a multicultural conference to incorporate the all racial and ethnic groups at Texas State University

*All grant programs have provided separate reports due to the volume of information reported by these areas (see attached reports).