

**Plan 2008 Phase II Programs & Initiatives  
Outcomes Reporting Form  
January 2007**

<b>Your Institution:</b> University of Wisconsin-La Crosse College of Business Administration	
<b>Program/Initiative:</b> Recruiting for Diversity	<b>Year Established:</b> 9/08/06
<b>Target Audience (check all that apply):</b> Administration: <input checked="" type="checkbox"/> Faculty: <input checked="" type="checkbox"/> Academic Staff: <input type="checkbox"/> Classified Staff: <input type="checkbox"/> Students: <input type="checkbox"/> Campus Community: <input type="checkbox"/> Other: <input type="checkbox"/> If other, please specify:	
<b>Race/Ethnic Groups Affected by this Program/Initiative (check all that apply):</b> African American/Black: <input checked="" type="checkbox"/> American Indian: <input checked="" type="checkbox"/> Latino/Hispanic: <input checked="" type="checkbox"/> Southeast Asian: <input checked="" type="checkbox"/> Other Asian: <input checked="" type="checkbox"/> European American: <input type="checkbox"/> Other: <input checked="" type="checkbox"/> If other, please specify: Women	
<b>Cost of Program/Initiative:</b> Lunch; \$97.00	<b>Funding Sources:</b> College of Business Administration
<b>Description:</b> This workshop was focused on learning more about how to recruit faculty and staff of color, and recruiting for diversity. A member of the Communications Studies department on campus with an expertise in this area conducted the session which was attended by the chairs of the search and screen committees for each of the College of Business Administration's academic departments: Accountancy, Finance, Economics, Information Systems, Management and Marketing.	
<b>Point Person(s):</b> Dr. Bruce May	<b>Department/Unit(s):</b> Interim Dean, College of Business Administration
<b>Departments/Units/Groups Involved:</b> College of Business Administration -- Six academic department Search and Screen committee or department chairs; Small Business Development Center Director; Dean, Associate Dean	
<b>Goals &amp; Expected Outcomes:</b> Increased number of minority applicants for faculty and staff positions in the College of Business Administration	
<b>Actual Measurable Outcomes for Plan 2008 Goals, Including Impact on Enrollment, Retention, and/or Graduation, and/or long term potential thereof:</b> Twenty-two were finalists for 8 different teaching and administrative positions in the CBA this academic year. Of these 22, 10 (50%) were women; 7 (35%) were of color (one African, four Asian, two Hispanic).	
<b>Intersections Across Plan 2008 Goals:</b> This effort is in response to <i>Recruitment and Retention</i> , Goal 5, Action Step 2.	
<b>Assessment Practices and Program Changes in Response to Challenges:</b> The Departments and Dean will continue to employ strategies to attract applicants of color to faculty and staff positions. Difficulties continue in these business disciplines due to the lack of minority doctoral candidates, and the difficulties competing with salary offers from other institutions.	
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