

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

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| <b>Your Institution:</b> University of Wisconsin-La Crosse   |   |
| <b>Program/Initiative:</b> College of Business Administration Curriculum Infusion Seminar  |   |
| <b>Year Established:</b> 2006-07   |   |
| <b>Target Audience (check all that apply):</b><br>Administration: X <input type="checkbox"/> Faculty: X <input type="checkbox"/> Academic Staff: X <input type="checkbox"/> Classified Staff: <input type="checkbox"/> Students: <input type="checkbox"/> Campus Community: <input type="checkbox"/><br>Other: <input type="checkbox"/> If other, please specify:  |   |
| <b>Race/Ethnic Groups Affected by this Program/Initiative (check all that apply):</b><br>African American/Black: X <input type="checkbox"/> American Indian: X <input type="checkbox"/> Latino/Hispanic: x <input type="checkbox"/> Southeast Asian: X <input type="checkbox"/> Other Asian: X <input type="checkbox"/><br>European American: <input type="checkbox"/> Other: <input type="checkbox"/> If other, please specify:   |   |
| <b>Cost of Program/Initiative:</b> \$300 for presenter; lunch for 25-30 Professional Development Grant; College of Business Administration   | <b>Funding Sources:</b> Academic Staff                        |
| <b>Description:</b><br><br>This seminar provided the College of Business Administration (CBA) faculty and academic staff with information to help enhance the curriculum content of their courses to include multicultural and diversity topics, particularly racial diversity.  |   |
| <b>Point Person(s):</b> Amelia Dittman (CBA)   | <b>Department/Unit(s):</b> College of Business Administration |
| <b>Departments/Units/Groups Involved:</b><br><br>All faculty and academic staff of the College of Business Administration; Campus Climate Office.  |   |
| <b>Goals &amp; Expected Outcomes:</b><br><br>This event is focused on improving the Campus Climate, and has been undertaken to help the CBA and ultimately the university, reach Goal I : Formally and systemically integrate racial and ethnic diversity into teaching.<br><br>We expect that the faculty teaching in the business curriculum will begin to or continue to strengthen coursework for content integration, equity pedagogy and transformative changes in the knowledge construction process.   |   |
| <b>Actual Measurable Outcomes for Plan 2008 Goals, Including Impact on Enrollment, Retention, and/or Graduation, and/or long term potential thereof:</b><br><br>Curriculum infusion is one of UW-L's Plan 2008 Phase II goals in improving the campus climate which is intended to lead to better retention of minority students as a result of the inclusive nature of the programs. The CBA also continues to try to create a culturally relevant business curriculum that is accessible and responsive to a diverse community of learners.<br><br>This seminar just took place January 19, 2007; we do not have outcomes at this point that measure success in retaining or increasing enrollment in our business programs. |   |
| <b>Intersections Across Plan 2008 Goals:</b><br><br>This activity works toward improving the campus climate for students, and the classroom climate for students and faculty. As indicated above, Plan 2008 Campus Climate Goal 1, Action Steps 1 and 2 are addressed.   |   |

**Assessment Practices and Program Changes in Response to Challenges:**

At this point the CBA only has feedback from participants on satisfaction and recommendations for follow-up meetings. The seminar was a good first step for faculty and teaching academic staff who found it instructive. It also proved a starting point for continued discussion among colleagues about differing approaches to classroom material and course expectations.

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