

MARKETING

Campus Climate

- Evaluate and revise the web page for easier access to Institutional Diversity.

Current Status of Goal

9-27-07:

Goal was completed before Sept. 2007 by Matt Mueggenborg of University Marketing by establishing a link from the OSU home page to OSU's Institutional Diversity website.

Projected Status of Goal by April, 2008

Done

Projected Status of Goal by April 2010

Done

- Evaluate and revise the Spanish link to the web page by using a human translator to address software malfunctions.

Current Status of Goal

9-26-07

Matt Mueggenborg, web master for University Marketing, is working on templates for Institutional Diversity's website. Content management software has been purchased and Matt is in the process of implementing it. Matt will set up boxes for the Spanish text, but it is still undecided what specific information should be translated into Spanish (general OSU info? enrollment information?).

Projected Status of Goal by April, 2008

Goal: To confer with the Diversity Advisory Committee (which is the 3rd goal) about what general information about OSU should be translated into Spanish on the OSU website. Kyle Wray and Gary Shutt will be asked for input. Dr. Thomas suggested Ivan Figueroa will be able to translate the English text into Spanish text.

Projected Status of Goal by April 2010

- Develop a Diversity Advisory Committee made up of faculty, staff and students.

Current Status of Goal

9-26-07

Cornell Thomas offered the services of his staff to suggest names of people willing to help us develop our Diversity Advisory Committee.

11-15-07

During staff meeting, Janet asked for University Marketing volunteers to serve on the committee. Suggestions: Matt Mueggenborg, web designer; Paul Woodard (student rep. who designed the diversity brochure); Janet Varnum, Eileen Mustain and Matt Elliott (marketing writers); Phil Shockley and/or Gary Lawson (university photographers); Erika Contreras (recent grad and former university photographer, Hispanic); Mark Pennie, assistant director; and also a representative from Athletics, as both departments often work together (athletic marketing and university marketing);

Projected Status of Goal by April, 2008

Goal: To organize the committee in January and meet a couple of times by April '08. University Marketing has identified some issues for the committee to address (see next goal, below).

Projected Status of Goal by April 2010

Professional Development

- All full-time employees attend at least one diversity seminar developed by the Division of Institutional Diversity.

Current Status of Goal

9-26-07

Begin planning process for this seminar, designed specifically for concerns facing university marketing. Dr. Thomas and his staff will assist us in planning the seminar.

11-15-07

University Marketing staff discussed some concerns and issues facing our department, such as how to illustrate campus diversity without misrepresenting the number of minorities on campus (percentage of whites, blacks, Asians, etc. in photos); and how to portray areas of diversity such as physical handicaps and sexual orientation in our photographs and publications.

Projected Status of Goal by April, 2008

Projected Status of Goal by April 2010
