




## LEARNING OUTCOME


### After participating...

...you will be able to take a more strategic approach to your diversity and inclusion efforts.


**AGENDA**

- What Does a Holistic and Strategic Approach Look Like?
- Key Components of Programs & Initiatives:
  - Internal considerations and programming examples
  - External considerations and programming examples

 **ACADEMIC IMPRESSIONS** 3

 **POLL**

**How far along is your institution in its diversity programming?**

 **ACADEMIC IMPRESSIONS** 4

#Altraining

WHAT DOES A HOLISTIC AND STRATEGIC  
APPROACH LOOK LIKE?




DEFINING DIVERSITY



**DEFINING DIVERSITY**

**DIVERSITY: A MIX OF DIFFERENCE**



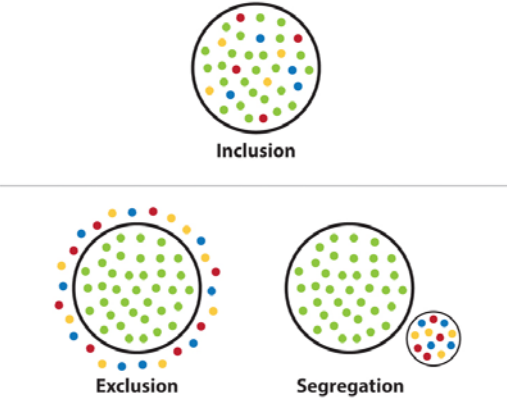
Thinking Styles, Language, Ethnicity, Religion, Perspectives, Experiences, Nationality, Job Level, Race, Culture, Skills, Gender, Physical Abilities, Sexual Orientation, Age

Definition from IDI, LLC

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**DEFINING DIVERSITY**

**INCLUSION: MAKING THE MIX WORK**



Inclusion

Exclusion

Segregation

Definition from IDI, LLC

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**MAKE THE BUSINESS CASE FOR  
DIVERISTY**



**■ WHAT QUESTIONS KEEP  
YOU UP AT NIGHT?**

*In the next 30-40 years, Baby Boomers are expected to transfer \$30 Trillion in financial and non-financial assets to their heirs and organizations. How will we better articulate and focus our transformational ideas to capture some of this wealth?*



■ WHAT QUESTIONS KEEP  
YOU UP AT NIGHT?

*How will universities and other nonprofits stay relevant with the evolution of the new mega donor who want to solve the world's problems on their own?*

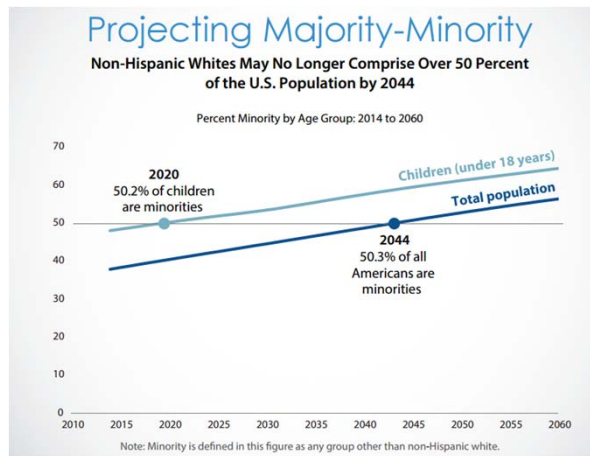


HOW WILL DIVERSITY HELP SOLVE  
THESE FUNDRAISING PROBLEMS?



**BUSINESS  
CASE FOR  
DIVERSITY**

**DEMOGRAPHIC REASON**



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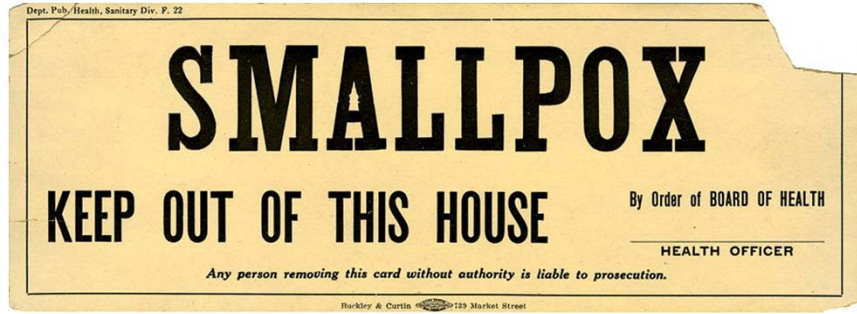
**BUSINESS  
CASE FOR  
DIVERSITY**



**DR. SCOTT PAGE,  
UNIVERSITY OF MICHIGAN**

- Diverse perspectives and tools enable collections of people to find more and better solutions and contribute to overall productivity.
- Diverse predictive models enable crowds of people to predict values accurately

**BUSINESS  
CASE FOR  
DIVERSITY**



**BE STRATEGIC IN YOUR APPROACH**





## ■ ASSESS THE CULTURE

### GATHER FEEDBACK

- Culture Engagement Survey
- Focus Groups/Conversation Circles
- Town Hall
- Exit Surveys/Off boarding Conversations
- Anonymous Feedback

## ■ ASSESS DATA NEEDS

### IDENTIFY DATA GAPS


- What data exists? What data doesn't exist?
- Do you have a partnership with the Registrar's Office?
- Do you have a policy around data usage?
- How are you assessing your work?

**RESOURCING**

**LEVERAGE STAFF TO PLAN AND EXECUTE STRATEGY**

**Potential Approaches:**

- Strategic Planning Committee
- Internal Working Group
- Frontline Fundraising Taskforce



*#Altraining*

**KEY COMPONENTS OF PROGRAMS AND INITIATIVES**



## INTERNAL CONSIDERATIONS & PROGRAM EXAMPLES



### ■ UNIVERSITY OF MICHIGAN STRATEGIC PLANNING PROCESS

#### PLANNING PROCESS

- Distributive rather than centrally-focused to promote collective ownership.
- 1 University-wide plan, 49 unit plans

#### LEADERSHIP

- Vice Provost for Equity and Inclusion and Chief Diversity Officer (VPEI-CDO) Rob Sellers
- Launch Date: October 6, 2016

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**HIGHLIGHTS OF  
THE UNIVERSITY  
DEVELOPMENT PLAN**

**FUNDRAISING**

- Diversify donor base and volunteer base
- Effective and efficient fundraising mechanism for DEI initiatives

**RECRUITMENT AND RETENTION**

- Diversify workforce and create inclusive and equitable work environment


**TRAINING**

- Develop culturally competent workforce

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**TACKLING THE  
STRATEGIC PLAN**

- Dedicate staff and financial resources to Diversity, Equity, and Inclusion (DEI) Initiatives
- Establish internal working group
- Establish development community DEI taskforce (external)
- Hire major gift officer focused on DEI initiatives

 **ACADEMIC  
IMPRESSIONS** 24

## RECRUITMENT & HIRING



CMAJ 2009 Dec 8; 181(12): 933.  
doi: 10.1503/cmaj.091546

PMCID: PMC2789141

### Rainy weather and medical school admission interviews

Donald A. Redelmeier, MD and Simon D. Baxter, BSc

Author information ► Copyright and License information ►

#### Abstract

Go to 

Mood can influence behaviour and consumer choice in diverse settings. We found that such cognitive influences extend to candidate admission interviews at a Canadian medical school. We suggest that an awareness of this fallibility might lead to more reasonable medical school admission practices.

Admission offers to medical school are competitive and sometimes based on an interview. Psychology research suggests, however, that interviews are prone to subconscious biases from extraneous factors unrelated to the candidate.<sup>1</sup> One of the most fundamental observations is that people interviewed on rainy days tend to receive lower ratings than people interviewed on sunny days.<sup>2</sup> We studied whether this bias also extends to admission interviews at a large Canadian medical school.

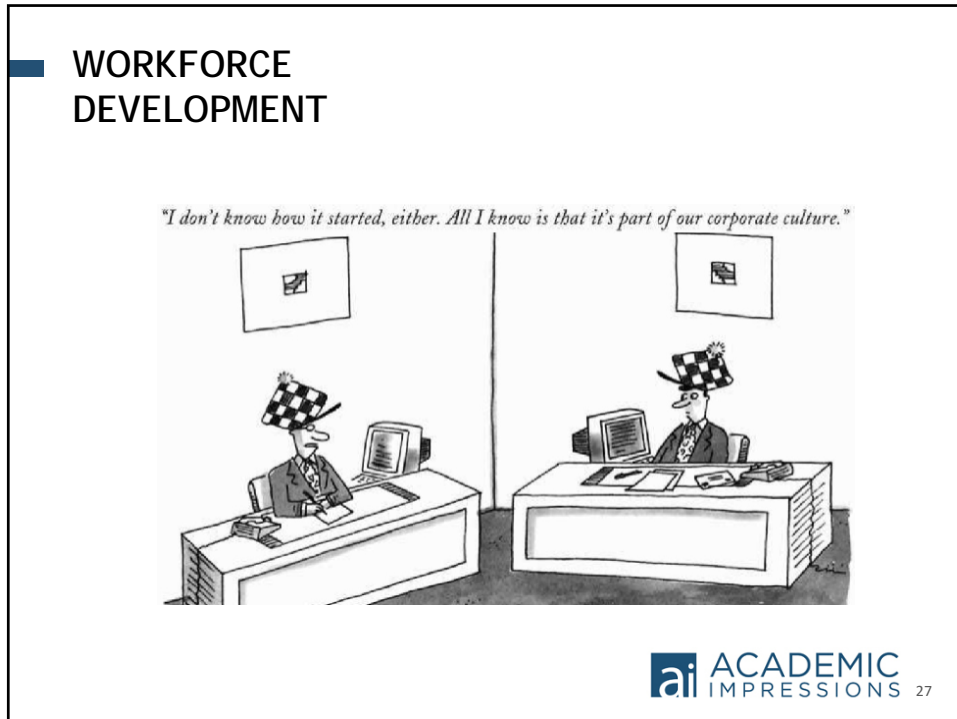
We analyzed the results of consecutive medical school interviews at the University of Toronto between 2004 and 2009. We included all data available with no exclusions. Almost all interviews occurred in the early spring. Scores for each interview were obtained from the admissions office as recorded from 0 to 20.<sup>3</sup>

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## RECRUITMENT & HIRING

### SOURCING - INTERVIEWING - HIRING

- Identify strategies to mitigate bias in the recruitment process (resource: Cook Ross)
- Develop strategies to encourage hiring non-traditional applicants
- Partner with general counsel



**WORKFORCE DEVELOPMENT**

**DEVELOPING CULTURAL COMPETENCY**

- Assess organizational competence to develop training
  - Resource: Intercultural Development Inventory
- Incorporate into all existing programming
- Offer specialized training
  - Intercultural Development Inventory
  - Unconscious/Implicit Bias
  - Bystander Intervention

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■ **TALENT MANAGEMENT: THE CULTURALLY  
COMPETENT APPROACH TO MANAGING**



ai **ACADEMIC  
IMPRESSIONS** 29

■ **PUBLICATIONS & SOLICITATIONS:  
THE CULTURALLY COMPETENT  
APPROACH TO FUNDRAISING**



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MAJOR GIFTS: THE CULTURALLY  
COMPETENT APPROACH TO FUNDRAISING



The advertisement features the University of Michigan logo at the top center. Below it, a blue banner with yellow borders contains the text "GO BLUE GUARANTEE". Underneath the banner, it says "FOUR YEARS OF FREE U-M TUITION". At the bottom of the ad, a dark blue box contains the text "Are You a Michigan Resident with a Family Income Less than \$65K?". Small text at the bottom of the ad reads "IN-STATE STUDENTS | \$65,000 & UNDER FAMILY INCOME | ANN ARBOR CAMPUS | EFFECTIVE JANUARY 2018".

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EXTERNAL CONSIDERATIONS &  
PROGRAM EXAMPLES





## ASSESS THE CULTURE



### GATHER FEEDBACK FROM STAKEHOLDERS

- Students and alumni
- Faculty
- Survey data
- Focus groups/conversation circles
- LinkedIn
- Anonymous feedback

## ASSESS DATA NEEDS

### IDENTIFY DATA GAPS

- What data exists? What data doesn't exist?
- Do you have a partnership with the Registrar's Office?
- Are you getting this information into your data base?
- Can students/alumni "self identify?"

## RESOURCING

### LEVERAGE STAFF TO PLAN & EXECUTE STRATEGY

#### Potential Approaches:

- It has to be a priority
- Ally at the top (mandate)
- Internal working group (include students)
- Look for opportunities for collaboration
- Engage young alumni/recent graduates

## WHERE DO WE START

### COLLABORATION

- Find out what students/faculty are doing
- Co-sponsor an event
- Plan an event for a special celebration like Martin Luther King Jr. Day
- Add on a complementary reception to an existing event

## BACKGROUND & CONTEXT



### LIKE MANY OF OUR INSTITUTIONS. . . .

- Mostly white men
- Demographics are shifting over time
- Activism in the 60's and 70's led to real change
- Resources were and continue to be allocated to inclusion, support, and retention



## DIVERSITY & INCLUSION AT PENN

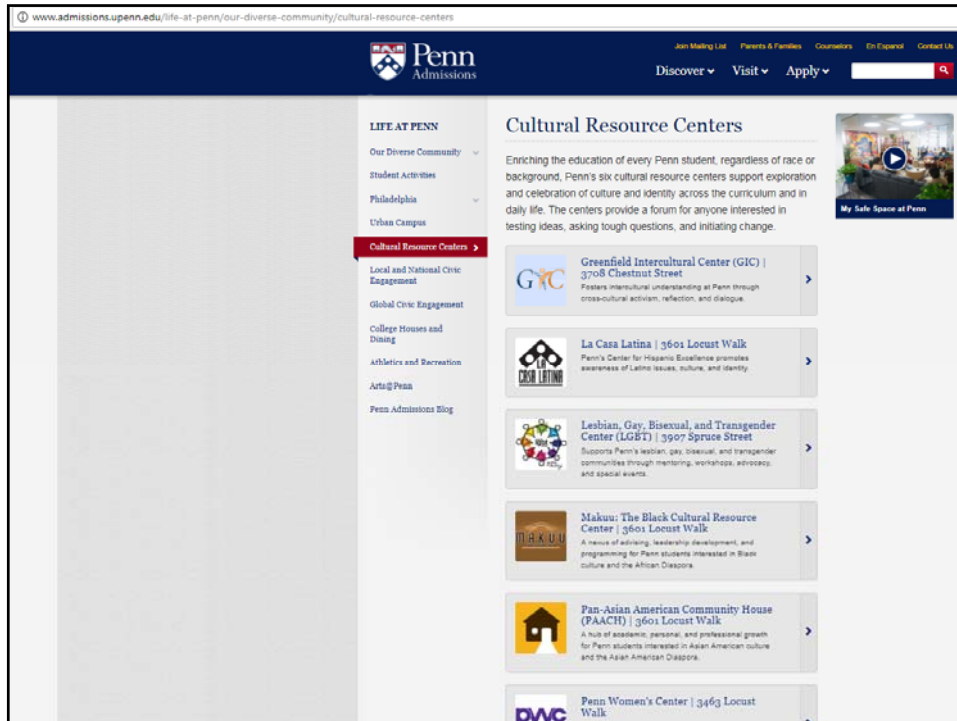


### CULTURAL CENTERS ARE A "HUB" SERVING:

- Black/African/African American
- Latinx/Hispanic
- Asian/Asian American
- Native American
- LGBTQA
- Women
- First Generation and/or Low Income (FGLI)

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# Diversity & Inclusion Engagement Strategies for Alumni & Donors



## PARTNERS ACROSS CAMPUS

### ACADEMIC DEPARTMENTS

- African/African American Studies
- Center for Advanced Study of India
- Latino Studies Program
- Native American and Indigenous Studies
- South Asia Studies
- Center for East Asian Studies
- Gender, Sexuality and Women's Studies

## DEVELOPMENT & ALUMNI RELATIONS

### MULTICULTURAL OUTREACH TEAM

*Central Alumni Relations Office, serving:*

- Black/African/African American
- Latinx/Hispanic
- Asian/Asian American
- Native American
- LGBTQA
- Women
- Regional presence
- Volunteer/staff partnership
- Moving towards volunteer driven model



The screenshot shows the 'Multicultural Outreach' page on the Penn Alumni website. The page features a navigation bar with 'EVENTS', 'ALUMNI GROUPS', 'LEARN & NETWORK', 'VOLUNTEER', and 'ABOUT'. Below the navigation bar, there are six photo cards representing different alumni groups: Association of Latino Alumni, Association of Native Alumni, The Black Alumni Society, The James Brister Society, The Penn Lesbian Gay Bisexual Transgender Alumni Association, and The Asian Alumni Network. A paragraph of text describes the team's mission to encourage alumni of color and LGBT alumni to find and maintain meaningful connections and active engagement with Penn. Below this, there is an 'EVENTS' section with a card for 'Alumni & Future Alumni Summer Social' on June 20th. The page also includes the Academic Impressions logo and the number '42'.

# Diversity & Inclusion Engagement Strategies for Alumni & Donors

The screenshot shows the Penn Alumni website with a navigation bar at the top containing 'EVENTS', 'ALUMNI GROUPS', 'LEARN & NETWORK', 'VOLUNTEER', and 'ABOUT'. A sidebar on the left lists various alumni groups, with 'Multicultural Outreach' selected. The main content area features an event titled 'PASSING THE BATON' by the Black Alumni Society, scheduled for Saturday, April 29, 2017, at 10:00 AM at the Craig Sweeten Alumni House. The event details include the time '10:00am - 12:00pm' and the location 'Craig Sweeten Alumni House (3533 Locust Walk)'. A 'CLICK HERE TO REGISTER' button is visible.

The screenshot shows the Penn Alumni website with a navigation bar at the top. The sidebar on the left lists various alumni groups, with 'Multicultural Outreach' selected. The main content area is titled 'Find Your Local Chapter' and lists 'ALA REGIONAL CHAPTERS'. Under 'LOS ANGELES', it lists Luis Gomez C09, Co-Chair and Carlos Hernandez C08, Co-Chair, with contact information: 'www.facebook.com/LosAngelesALA/' and 'losangelesala@gmail.com'. Under 'NEW YORK', it lists Amy Hernandez Turcios W13, Chair, with contact information: 'pennalany@gmail.com'. Under 'PHILADELPHIA', it lists Yelky Kaura C03, Chair and Jackie Amparo GED13, Vice Chair, with contact information: 'www.facebook.com/afagphl' and 'upenn.ala@gmail.com'.

## Penn Spectrum: The Fact Sheet



**WHAT:** Penn Spectrum: An Alumni Conference Celebrating Diversity and Community

We live in a time when virtually all colleges and universities have recognized the value of engaging their alumni. With this recognition comes a closer examination of what opportunities already exist, and which populations have and have not taken part. With maximizing alumni engagement as a common goal, schools have begun to expand their programming beyond reunions to address student organizational affinity, regional interest, and cultural affiliation. Like Penn, all of our Ivy + colleagues have demonstrated their commitment to reaching out to their diverse alumni. Our colleagues at Harvard, Stanford, Princeton, and Cornell, however, have taken it a step further. Over and above their Homecoming/Reunion Weekends, these institutions have all established large-scale conferences aimed specifically at Black alumni or alumni of color. More importantly, the alumni response was overwhelmingly positive; each school either has already repeated the event or is planning to do so.

Our diverse alumni are thirsty for more involvement, and there could not be a better time for Penn to be proactive in this regard. Penn is known as an innovator, and should not be left behind as more and more schools undertake these efforts. Finally, an important consideration is that our alumni have likely heard about what has been done at other schools. Taking advantage of the opportunity to organize our own large-scale event for diverse alumni would be a powerful demonstration of our commitment to diverse alumni.

**WHEN:** October 1-3, 2010

**WHERE:** University of Pennsylvania Campus

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## Penn Spectrum: The Fact Sheet




**WHO/WHY:** In keeping with the mission of the Multicultural Outreach team in Alumni Relations, which works to encourage alumni of color and LGBT alumni to find and maintain meaningful connections and active engagement with Penn, the purpose of this Celebration of Diverse Alumni would be for these alumni populations to forge stronger connection with Penn by:


- Targeting the populations represented by the Penn Alumni Diversity Alliance member organizations (Asian, Black, Latino, LGBT, and Native American);
- Providing opportunities for intellectual, social and professional relationship-building both within and across cultural affiliations;
- Encouraging engagement based on additional affiliations/interests, e.g. region, graduating class, shared student activities, ..., with one another as well as the Penn Alumni community at large;
- Collecting valuable feedback regarding what type of programming would best accomplish this in the future;
- Separating fact from fiction about the Penn of today through interaction with administrators and faculty;
- Compelling participants to remain involved after the weekend, and equipping them to do so.

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## Peer Institutions




**Cornell Mosaic: Celebrating Diversity and Advancing Inclusion**  
April 2005  
650 attended, including 150 faculty/students  
Followed up with regional Mosaic events from 2006-2008 in NYC, Philadelphia, Chicago, Los Angeles, Atlanta and Boston.  
To come: a second weekend campus event in next few years, regional events in Washington, DC, Philadelphia, San Francisco, Miami




**Community, Diversity and Excellence: Celebrating Stanford's Minority Alumni**  
April 30 to May 2, 2004  
~800 attended




**KALEIDOSCOPE: An Alumni Conference on Race and Community at Princeton University**  
November 2006  
~350 attended, not including students



**Turning Excellence into Action: Inspiring Change at Harvard and Beyond**  
September 2009  
*Roots and Revision: Revitalizing Harvard's Black Community*  
September 2006 ~700 attended  
*Harvard Black Alumni Weekend*  
September 2003 >600 attended



**A Celebration of LGBT Life at Harvard From the Closet to a Place at the Table**  
September 2008  
>500 attended



**Coming Back and Looking Forward: A Princeton University Conference for Black Princeton Alumni**  
October 2009  
September 2006  
>500 attended




September 20-22, 2013

- Goals – for diverse Penn alumni to:
  - CONNECT: Meet, network, and reunite with diverse alumni, students, faculty, and staff.
  - REDISCOVER: Experience the Penn of today.
  - CELEBRATE: Enjoy a weekend of performances, panel discussions, and social activities.
- 2010: Inaugural Conference
  - Penn's first-ever weekend-long conference dedicated to alumni diversity
  - Focus on programs of interest to Asian, Black, Latino, Native American, and LGBT communities, the populations served by the Penn Alumni Diversity Alliance organizations
  - All Penn alumni welcome
- 2011-2012: Penn Spectrum on the Road

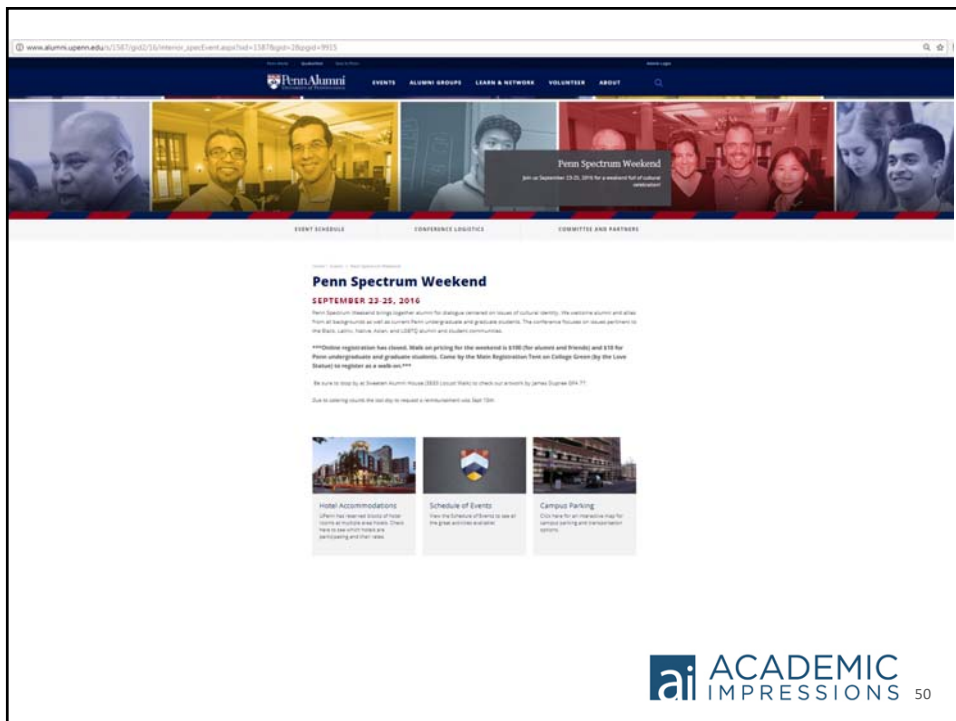






September 20-22, 2013

- Penn Spectrum 2013: A Celebration of Diversity
  - NEW: Traditional Native American Grand Entry
  - NEW: Reunion events for each affinity group
  - Welcome remarks by President Gutmann
  - Faculty and alumni topical panel discussions
  - Generational luncheon
  - Student performing arts night
  - Seated dinners with alumni keynote speakers
  - Saturday night party
- Save the date
- Stay Tuned
  - [www.pennspectrum.com](http://www.pennspectrum.com), Facebook, Twitter

www.alumni.upenn.edu/1387390213/interior\_pageEvent.aspx?aid=1387390213&pageid=9113

PennAlumni EVENTS ALUMNI GROUPS LEARN & NETWORK VOLUNTEER ABOUT

**Penn Spectrum Weekend**  
Join us September 20-22, 2013 for a weekend full of cultural enrichment.

EVENT SCHEDULE CONFERENCE LOGISTICS COMMITTEE AND PARTNERS

**Penn Spectrum Weekend**  
**SEPTEMBER 20-22, 2013**

Join Spectrum Weekend's diverse speakers for dialogue centered on issues of cultural identity. The weekend agenda and other PennAlumni resources bring together alumni for dialogue centered on issues of cultural identity. The weekend agenda and other PennAlumni resources bring together alumni for dialogue centered on issues of cultural identity. The weekend agenda and other PennAlumni resources bring together alumni for dialogue centered on issues of cultural identity.

\*\*\*Advance registration has closed. Walk up pricing for the weekend is \$150 (for alumni and friends) and \$75 for Penn undergraduate and graduate students. Contact the Main Registration Team at [College@pennspectrum.com](mailto:College@pennspectrum.com) for more details or to register as a walk-up.\*\*\*

Be sure to stop by at Swann Alumni House 3003 Locust Walk to check out artwork by James Searles (9/19-21).  
Due to parking issues the last day is subject to announcement via text 10am.

**Hotel Accommodations**  
Check for room and block of space. There are several hotels nearby. There is also an on-site hotel and parking area.

**Schedule of Events**  
View the Schedule offering to see all the great activities and more.

**Campus Parking**  
Check for an alternative plan for parking during and between sessions.

**ai ACADEMIC IMPRESSIONS 50**

# Diversity & Inclusion Engagement Strategies for Alumni & Donors

**Penn Alumni** University of Pennsylvania

EVENTS ALUMNI GROUPS LEARN & NETWORK VOLUNTEER ABOUT

Home > Events > Penn Spectrum Weekend > Event Schedule > Saturday

## Saturday

FRIDAY SATURDAY SUNDAY

**SEPTEMBER 24, 2016**

**8:00 - 9:00 AM**  
**Breakfast**  
 Bistro and Reading Room, Houston Hall - 3417 Spruce St, Philadelphia, PA 19104  
 Join us for continental breakfast before our opening plenary.

**9:00 - 10:15 AM**  
**Plenary Session: The 2016 Presidential Election and Diverse Communities**  
 Irvine Auditorium - 3401 Spruce Street Philadelphia, PA 19104  
 What would President Trump or President Clinton do for you? Will immigration reform come about? Will the Equality Act and LGBTQ protections be passed? Will religious freedom policies be codified into state or federal law? Our signature panel will explore what is at stake for diverse populations in this country.

**10:30 - 11:30 AM**

**At the Intersection of Faith and Identity**  
 The Class of '89 Auditorium, Houston Hall - 3417 Spruce St, Philadelphia, PA 19104  
 All too often faith is used as a tool of divisiveness. How can we foster mutual understanding, camaraderie and respect within and beyond communities of faith? How does faith adapt to a shifting cultural landscape? Presented by the Department of Religious Studies.

**Educational Equity: How Well are we Preparing our Students?**  
 G-11, Claudia Cohen Hall - 249 S. 36th St, Philadelphia, PA 19104  
 Zip codes continue to determine a child's chances in life. This session explores how our schools serve underrepresented students of color and what resources are available to them as they strive for the rigors of higher education. Presented by Penn's Graduate School of Education.

**How Do Professional Sports Measure on Diversity?**  
 Regenstein Franklin Meeting Rooms, Houston Hall - 3417 Spruce St, Philadelphia, PA 19104  
 Do professional sports exhibit attitudes of color? What does it feel like to be a gay player in the NFL or NBA? Have things changed over the years? This panel will explore the challenges and opportunities around diversity in pro sports, focusing on athletes and owners/managers. Presented by Penn Athletic.

**Behavioral Health and Diverse Communities**  
 Stokes Lounge, Houston Hall - 3417 Spruce St, Philadelphia, PA 19104  
 Substance use disorders and mental health concerns disproportionately affect diverse communities, including people of color, LGBTQ+, youth and collegiate populations, and those involved in the criminal justice system. This panel discussion will explore the important issue surrounding successful intervention, treatment, and outcomes.

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**Penn Alumni** University of Pennsylvania

EVENTS ALUMNI GROUPS LEARN & NETWORK VOLUNTEER ABOUT

Home > Events > Penn Spectrum Weekend > Penn Spectrum on The Road

## Penn Spectrum on The Road

Penn Spectrum on The Road and Facebook Live Events are a unique format and tailored conversations regarding issues faced by today's diverse communities. Our conversations will focus on each of our diverse communities. See below for more information.

**Today's Black Community**  
 Watch it again on Facebook Live with **Dr. Lashita Charles** and **Mark Meisel** | Dr. Charles is the second Black Rights Movement, the general counsel of the Philadelphia Love Act, and other social justice organizations. Mark Meisel is the Executive Director of the Black Action Society (BAS).  
 Watch it again on Facebook Live

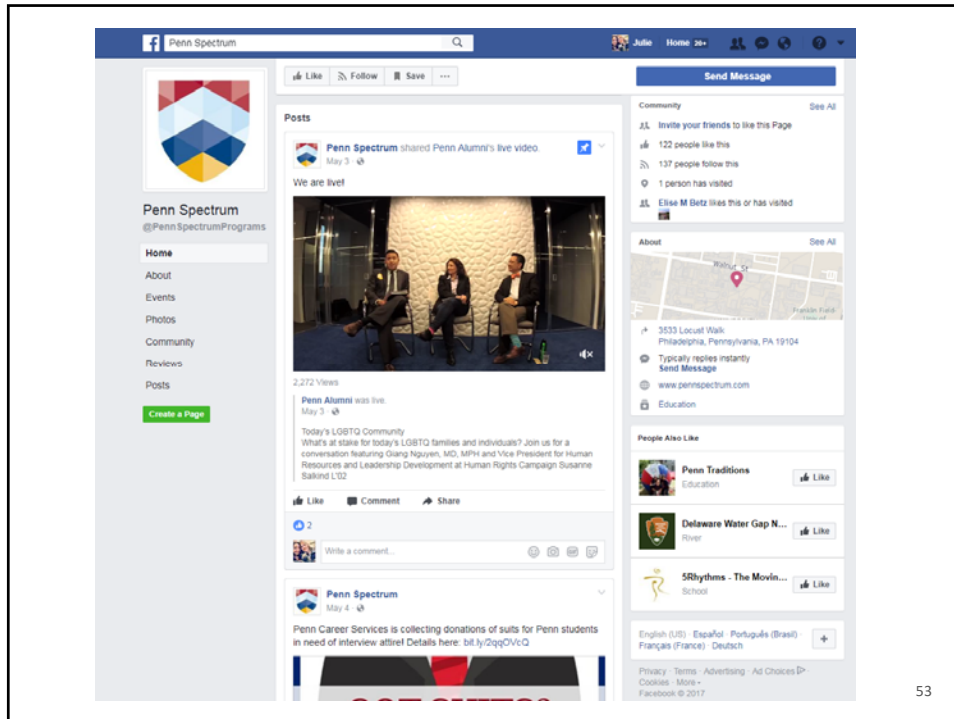
**Today's Native American Community**  
 Watch it again on Facebook Live with **Dr. Shalita Jones**, the Executive Director of the Native American Center for Leadership and Career Development, and **Dr. Shalita Jones**, the Executive Director of the Native American Center for Leadership and Career Development.  
 Watch it again on Facebook Live

**Today's Latinx Community**  
 Watch it again on Facebook Live with **Dr. Shalita Jones**, the Executive Director of the Native American Center for Leadership and Career Development, and **Dr. Shalita Jones**, the Executive Director of the Native American Center for Leadership and Career Development.  
 Watch it again on Facebook Live

**Today's Asian and Asian-American Community**  
 Watch it again on Facebook Live with **Dr. Shalita Jones**, the Executive Director of the Native American Center for Leadership and Career Development, and **Dr. Shalita Jones**, the Executive Director of the Native American Center for Leadership and Career Development.  
 Watch it again on Facebook Live

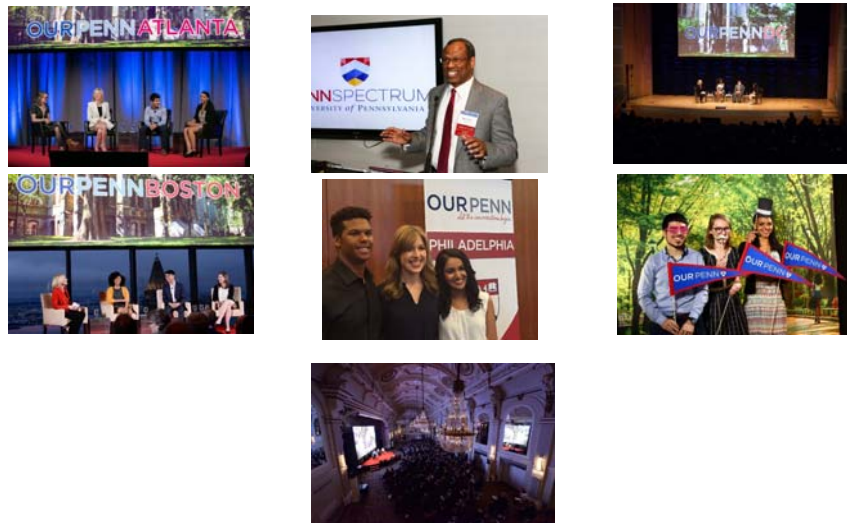
**Today's LGBTQ+ Community**  
 Watch it again on Facebook Live with **Dr. Shalita Jones**, the Executive Director of the Native American Center for Leadership and Career Development, and **Dr. Shalita Jones**, the Executive Director of the Native American Center for Leadership and Career Development.  
 Watch it again on Facebook Live

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## "OUR PENN" PRESIDENTIAL TOUR COMPLEMENTARY PENN SPECTRUM PROGRAM



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# Diversity & Inclusion Engagement Strategies for Alumni & Donors


www.alumni.upenn.edu/15877942/16/interior.aspx?sid=15877942&gid=2&pgid=1329

Home | Quicklinks | Get to Know | Address | Login

**Penn Alumni** UNIVERSITY OF PENNSYLVANIA | EVENTS | ALUMNI GROUPS | LEARN & NETWORK | VOLUNTEER | ABOUT

**The James Brister Society**

James Brister Society  
UNIVERSITY OF PENNSYLVANIA



Named after the first African-American to graduate from the University of Pennsylvania in 1881, the James Brister Society (JBS) seeks to improve the quality of the campus experience for students, faculty and administrators of color. JBS, established originally as the Committee for Minority Permanence, has worked to promote diversity since 1983.

**Mission Statement**

The James Brister Society is a diverse group of University of Pennsylvania alumni volunteer leaders. These leaders, by power of their example, support and promote the University of Pennsylvania's efforts to attract, encourage, and maintain a culturally diverse community of faculty, students, administrators, staff, and volunteers, thus enriching the University community as a whole.

Questions about Brister? Contact **Marvin Rocha**, Director Multicultural Outreach, 215-898-6168.

Learn more about **James Brister**, D.D.S. 1881.

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upenn.modules.com/controls/email\_marketing/admin/email\_marketing\_email\_viewer.aspx?sid=15877942&bid=19821&uid=19257&archive=1&pid=08792&27-5154-4197-8c3f-454d4856de83cid=1644919

James Brister Society UNIVERSITY OF PENNSYLVANIA | THE FIRST

**Meet New JBS Member Francis Williams '19!**

**Q1. What's your one sentence bio?**  
I'm an English major who is a physician.

**Q2. What was your experience as a student at Penn?**  
I had very awkward and insecure socials. I do appreciate that Penn offered a great amount of student support.

**Q3. What activities were you involved in at Penn?**  
I was a member in the Greenfield Interculture Center. I was a part of the guitar club - was a member of the Black College Association.

**Q4. JBS celebrates the history of diversity at Penn. Why is that important to you?**  
Inclusivity is an education in and of itself.

**Q5. What excites you about Penn now?**  
Penn is inclusive and it is a great university. I like that it is a major part of Philadelphia.

**Q6. How would you encourage alumni to get engaged or re-engage with Penn?**  
An alumni has to have the desire, the all-in heart but truly love. Start a small thing such as talking to a prospective or current student is a way of helping.

**Catching up with Divya Karunanithi '17**

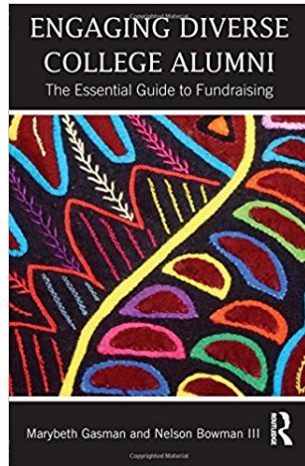
Divya Karunanithi '17 recently graduated with a Master's Degree in Electrical Engineering from Penn's School of Engineering and Applied Sciences. She was the 2017 James Brister Society Graduate Student Leadership Award recipient and served as SAE's [Regional and Technical Director](#) (2016-2017) for the international offices. Prior to coming to Penn, Divya was working her Bachelor's in Electrical and Electronic Engineering in India. She is currently focusing on Integrated Circuit and Semiconductor design to work in the electronics industry soon. Having been a part of student government organizations since middle school, Divya has had a great experience catering to the needs of the students and serving as an effective link between the student and administrative bodies. As an international student herself, Divya related well to the issues faced by many of the international students at Penn. As the Chair of international affairs for SAEPA, she bridged the ethnic differences between the various minority groups on campus while empowering them at the same time. Divya worked closely with Penn Global to help execute strategies to solve the issues faced by the international student community.

**ICYMI (In Case you Missed It)**

Here are a few stories that captured our attention this month.

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## PHILANTHROPY CONSIDERATIONS



- Diversity Pipeline Committee
  - University mandate
- Coding in data base
  - UNI-DIV 1
- Self Identification
- Joint position: advancement and student life

Secure | https://atlaswsp01.isc-seo.upenn.edu/psp/epprod/EMPLOYEE/CRPROD/G/AV\_MAINTAIN\_PEOPLE\_DATA/AV\_PRSN\_BIO\_DEMO.GBL?PORTALPARAM\_PFCNAV=UP\_CONST\_1

Database > Constituent Information > People > Person Profile

**ATLAS** ...a world of information

My Page | Database Shortcuts | Alerts | Finance

Membership Organization	Level	Category	Start Date	Expiration Date
West Chester Rockland Regional Club	Regular Member/Penn Parent	Alumni Relations	01/11/2016	02/01/2016
Wharton Regional Club of New York	Supporting Membership	Wharton Membership	03/25/2016	03/26/2016

Event Summary

Meeting Date	Status	Event ID	Meeting	Unit
04/24/2017	Attended	BFS	BFS NYC Spring Reception FY17	
12/03/2016	Invited	Engaging Minds	Engaging Minds NY 2016	
10/29/2016	Attended	Multicultural Outreach/TCPW	Black Alumni Society Homecomin	ALR

Giving Clubs

Fiscal Year	Name	Giving Club Level
2017	Penn Fund Ivy Stone Society	1-BRONZE
2017	Benjamin Franklin Society	6-ASSOC
2016	Penn Fund Ivy Stone Society	1-BRONZE

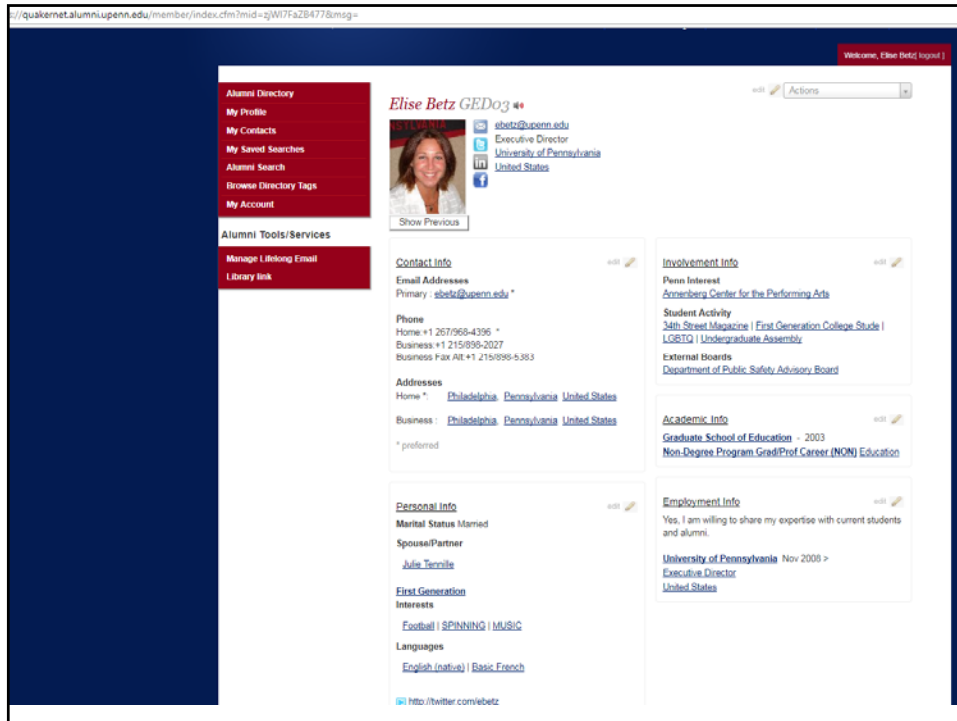
Initiatives

Initiative Name	Initiative Type	As of	Details
Making History	CAMPAIGN	06/25/2012	Details
Class of 1995 Gift Committee	VOLUNTEER	03/10/2010	Details
Undergraduate Reunion Pipeline	PIPELINE	01/26/2015	Details
Penn Fund Annual Giving Funds	PRIORITY	05/26/2015	Details
DAR Records Document Services	PROJECT	01/11/2010	Details
Annual Giving	OBJECTIVE	05/29/2015	Details
UNDEFINED	PROJECT	06/27/2002	Details
Diversity Short Term Potential 1-3 years	PIPELINE	03/15/2017	Details

Additional Information

- No Planned Giving Donor information on file
- Ratings information on file
- Resources are assigned to constituent
- No Internet Addresses on file
- Not an Organization Contact

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 **PennAlumni**  
UNIVERSITY OF PENNSYLVANIA

## Manager of Development Operations and Alumni Affairs in University Life Division

- Primary functions:
  - Liaison between DAR and University Life program directors
  - Develop gift opportunities and cases for support
  - Create stewardship and cultivation opportunities
  - Oversee student group and fraternity/sorority fundraising
  - Data collection, analysis, and maintenance
  - Advise on engagement strategies

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# Diversity & Inclusion Engagement Strategies for Alumni & Donors

https://socialfundraising.apps.upenn.edu/socialfundraising.jsp?fast.do?fastStart=customTemplateByNameOrId&customApplicationNameOrId=KusumSoinHonoring15

Penn GivingPages Log In

PAACH Endowment Fund

**Donate Now!**

Fundraising goal \$20,000.00

Raised \$17,097.00

85%

Donate!

---

Participation Goal 150 Donors

Donations 150

Goal Reached!

100%


Donate!

### Kusum Soin: Honoring 15 Years of Community

**This Gift Campaign**  
Penn alumni and friends of PAACH are honoring the legacy of Kusum Soin and her 15 dedicated years of work at PAACH, from its foundation in 2000 to the landmark 15 Year Celebration held on November 7, 2015.

Our goal through this initiative is to reflect the invaluable work that Kusum has done for the University. Throughout the years, she has connected, mentored, and inspired so many generations of students who have passed through PAACH's doors.

We've specifically chosen to direct our gifts to the PAACH Endowment so that Kusum's impact will live on in perpetuity, helping students for many more generations to come.



Kusum Soin - alumna (L-R: Franklin Shen '03, Eugene Oh '03 & Michelle Yuen '02) at the PAACH 15 Year Celebration.

Incredible generosity and enthusiasm, We are increasing the goal to \$20,000.

We've reached our \$15,000 goal, due to everyone's

If you'd like to join and honor Kusum's legacy at PAACH, make a donation through this campaign page from now through December 31, 2017. You may also be able to match your gift through your employer. Check to see if your company has a matching gift policy at [www.matchinggifts.com/ups](http://www.matchinggifts.com/ups).

Each gift will contribute to the growth of the PAACH Endowment Fund and be tagged as a gift to Kusum, honoring her 15 years thus far at PAACH.

Help make this giving page simultaneously a virtual 15 year memory book! If you have photos that are special to Kusum and you'd like to submit for display on this page, please email to [michelle\\_yuen@alumni.upenn.edu](mailto:michelle_yuen@alumni.upenn.edu).

- Thank you for everything you've done for us, PAACH Mom!

**Donation messages**

Thank you, Kusum and PAACH! -daven Liu

Kusum, thank you for being such an integral part of my Penn memories and communities. The students, staff, and faculty are so lucky to have you there! -Cynthia Wong

Congrats on 15 years, Kusum!! -Brian Lee

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www.vpupenn.edu/give.php


**VPUL** UNIVERSITY OF PENNSYLVANIA

PENN HOME A-Z DIRECTORY EMERGENCY POLICES WEBMAIL

Academic & Career Campus & Community Health & Wellness About VPUL

University Life Home About VPUL

## Give to University Life



### Give to University Life, shaping the Penn student experience

The Division of the Vice Provost for University Life ("University Life") fosters the memorable activities, leadership opportunities, and supportive communities that help Penn students learn, grow, and reach their fullest potential.

Gifts to University Life's core priorities impact the life of every student by supporting the diverse academic, personal, professional, civic, and cultural experiences that define students' life at Penn.

**The University Life General Fund** gives University Life leadership unrestricted flexibility to address pressing needs, meet unexpected challenges, and pursue new initiatives that benefit Penn students.

**The University Life Leadership Development Fund** supports programs across the division that help students grow personally and intellectually, and develop the integral skills to navigate an increasingly diverse and complex world.

**The University Life Civic & Cultural Engagement Fund** creates opportunities that promote the free interchange of ideas, demographic, socio-economic, and intellectual diversity, and active engagement in the greater Philadelphia, state, national, and international communities.

**The University Life Academic, Career, & Wellness Fund** benefits health and wellness programming and initiatives that promote student excellence in the classroom and success in achieving their professional goals.

**The University Life College Access & Retention Fund** promotes efforts to diversify higher education by identifying and supporting low-income, underrepresented, and first generation students.

*By making a gift to University Life, you are shaping the lives of students on campus and helping to maintain Penn's vibrant community. For more information about University Life or to make a gift to one of our programs, please call 215-895-6081 or email [Paul Richards](mailto:Paul.Richards), Manager of Development Operations and Alumni Affairs.*

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## TAKEAWAYS

- Invite the entire organization to participate in the planning and evaluation process, assess climate along the way
- Connect this work to the business of fundraising
- Identify appropriate metrics and share widely
- Meet people where they are- this is a life-long process
- Weave this work into all existing onboardings and trainings. This should not just be a stand-alone training!



## TAKEAWAYS


- Must have an ally at the top or a mandate that this is a priority
- Collaborate with student life and academic departments
- Engage student and recent grads in strategy and program delivery
- Find a way to identify diverse alumni
- Start with one event
- Benchmark similar institutions and CASE (copy and steal everything)!







## QUESTIONS






## EVALUATION

**Thank you!**

Please remember to complete the event evaluation. Your comments will help us continually improve the quality of our programs.

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