


# Session 1: Seeing and defeating the structures of racism in admissions and enrollment management

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**CERPP CONFERENCE 2021:  
Making Equity **Real****

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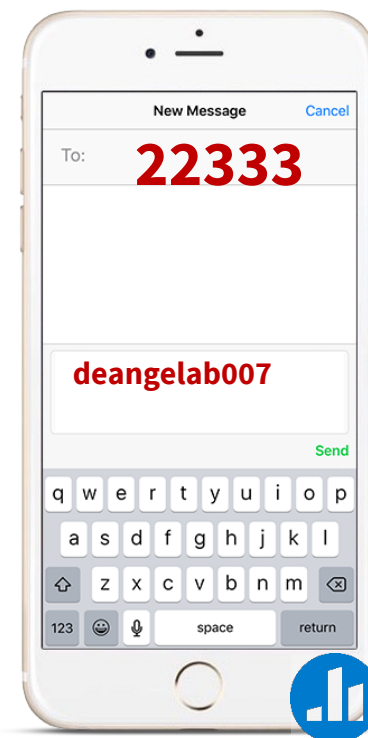
# Responding with Poll Everywhere

## Web voting

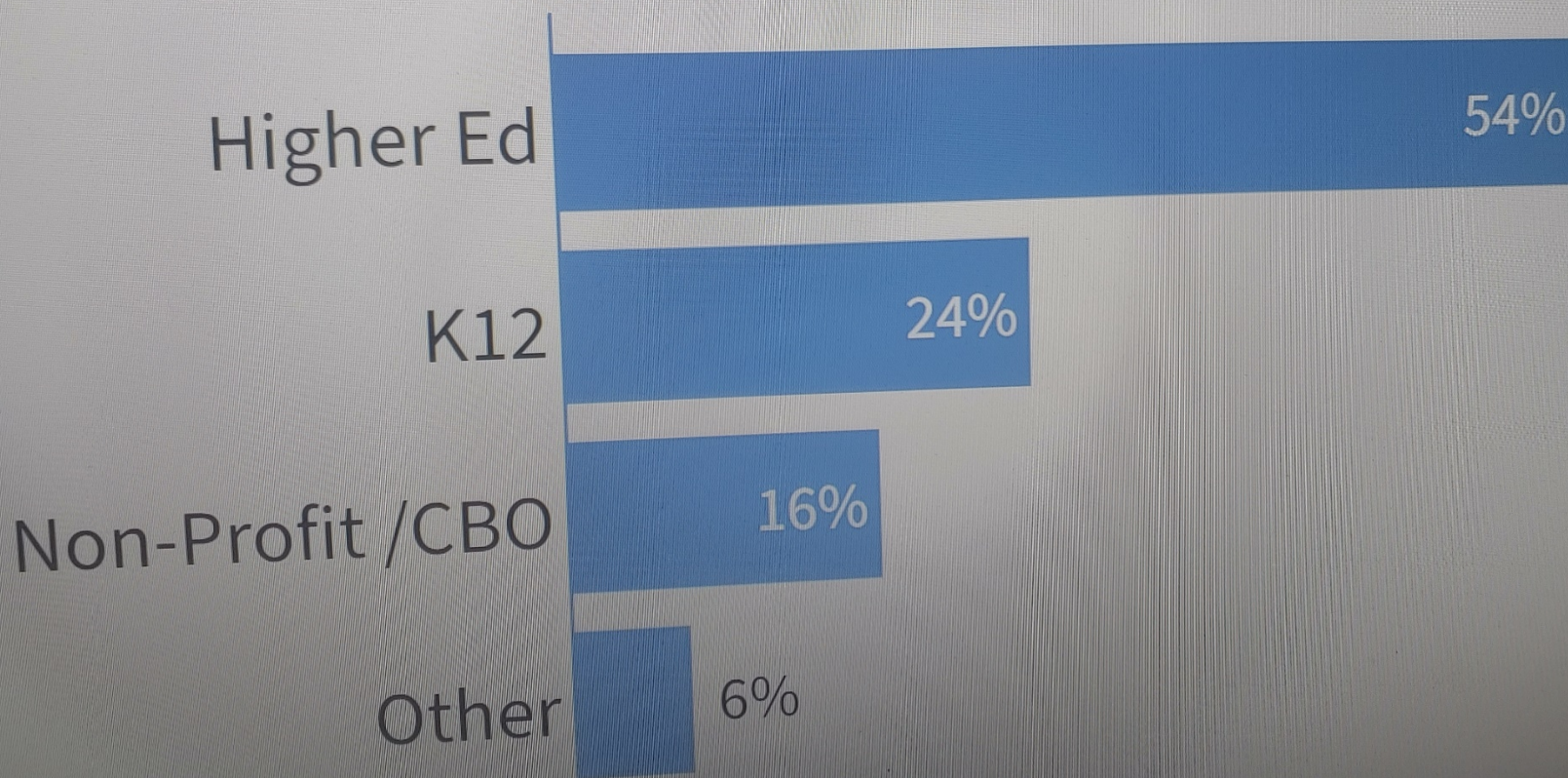


When presentation is live you will visit [Pollev.com/deangelab007](https://Pollev.com/deangelab007)

Text voting -  
text **deangelab007**  
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join, follow  
questions in live  
presentation and  
reply with your  
answer



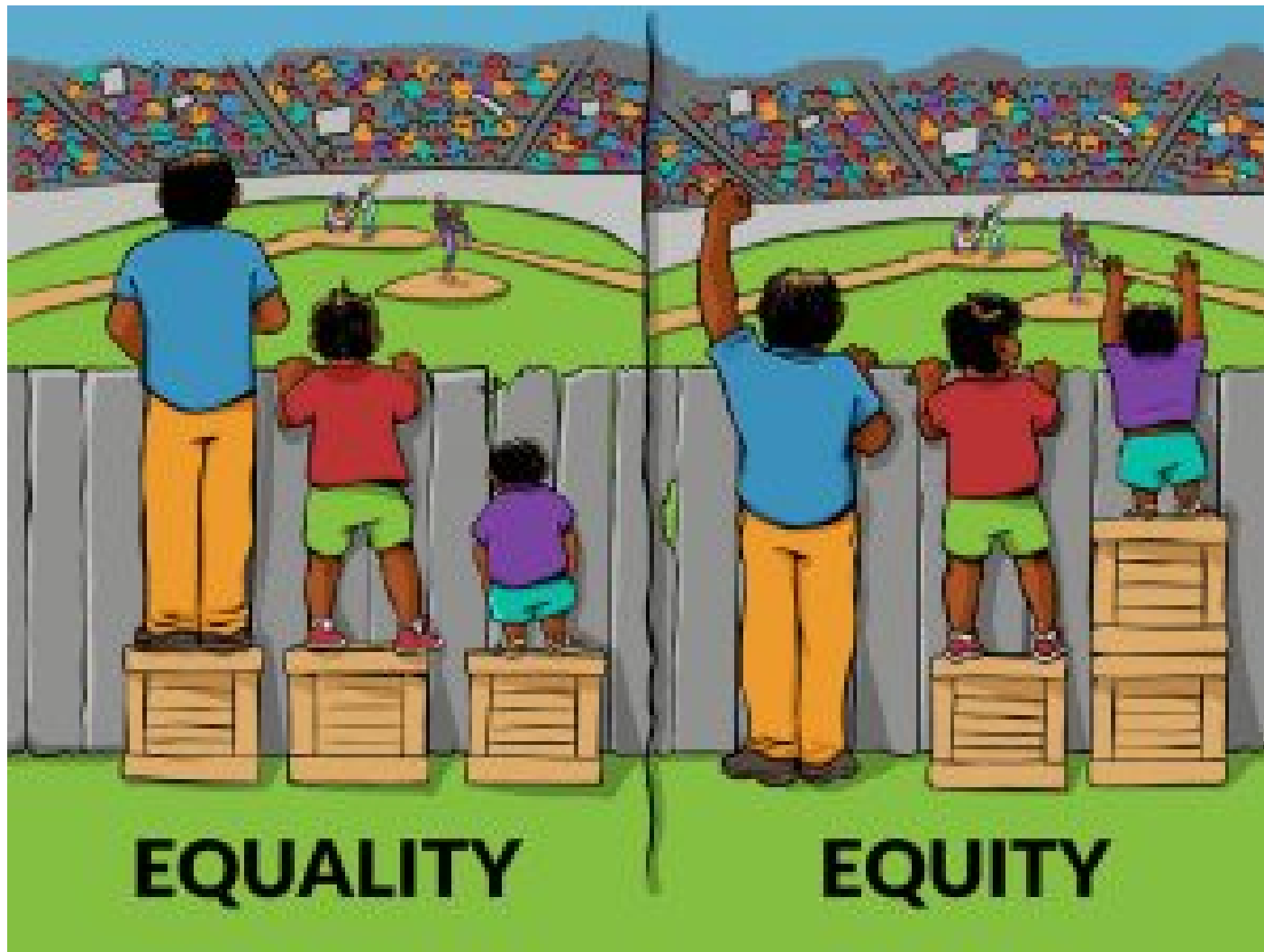
## Warm Up Question - What sector do you represent?





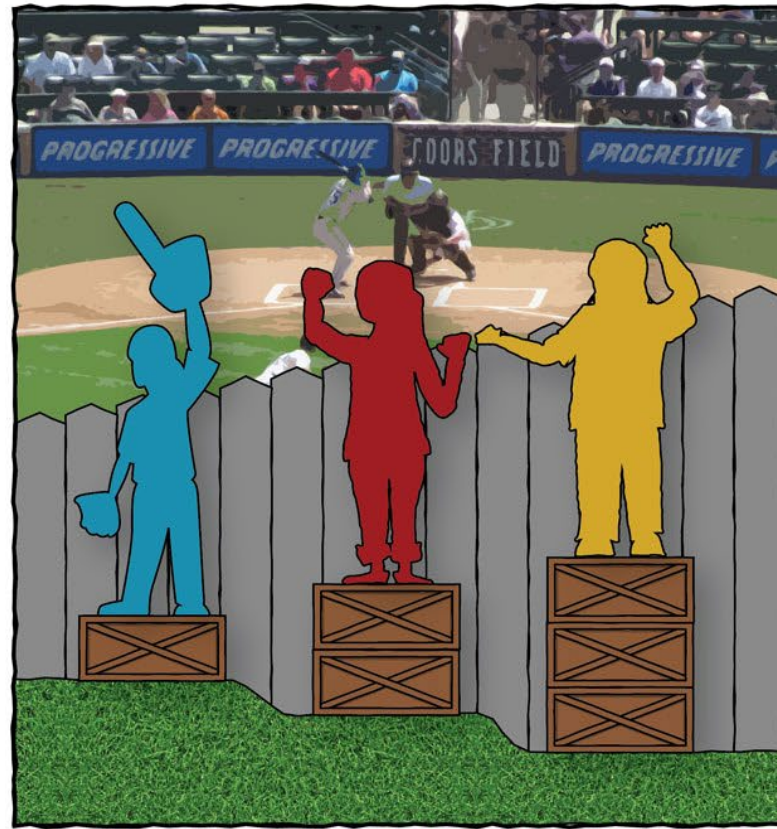
# *Recognizing and Acknowledging*



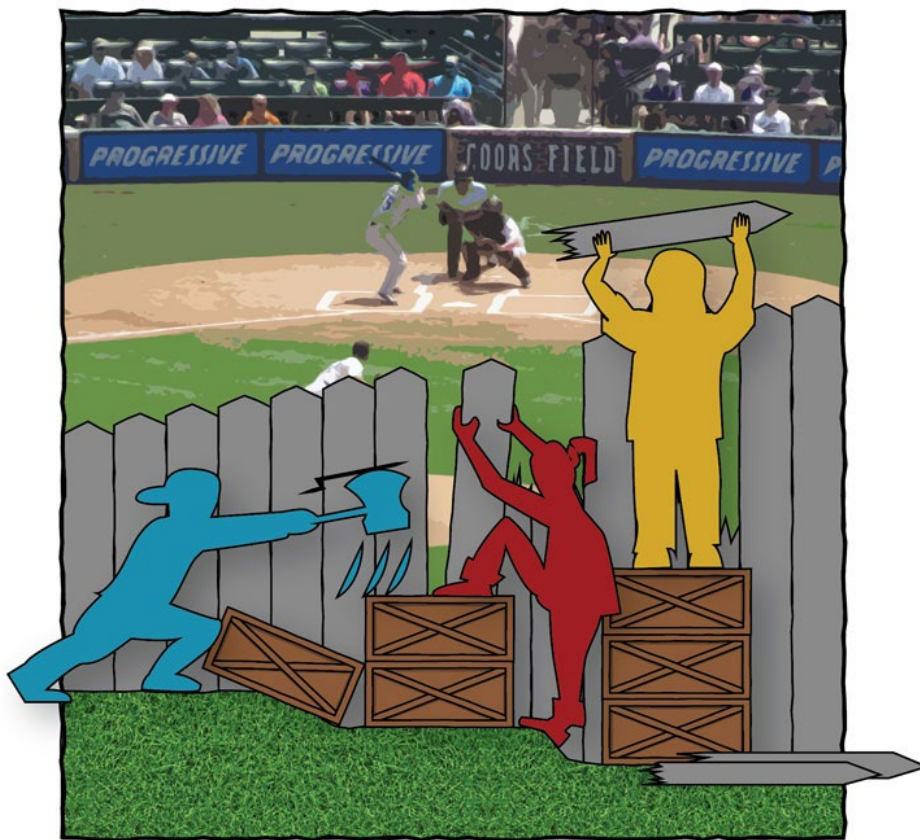




**EQUALITY**



**EQUITY**



**SOCIAL JUSTICE**




**INCLUSION**

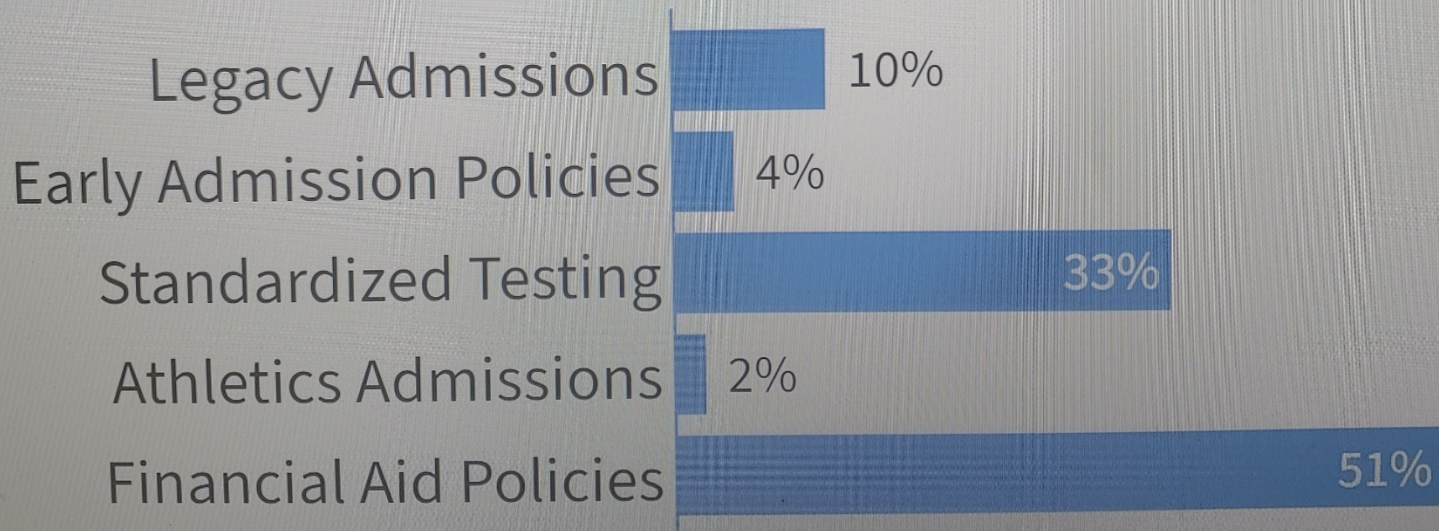


# Structural Racism

*“... a system in which public policies, institutional practices, cultural representations, and other norms work in various, often reinforcing ways to perpetuate racial group inequity... It has come about as a result of the way that historically accumulated white privilege, national values, and contemporary culture have interacted so as to preserve the gaps between white Americans and Americans of color.”*

 Poll locked. Responses not accepted.

**If you had an opportunity to make significant change in a current policy area with issues of equity and inclusion at the forefront, where would you start?**



## Traditional Funnel



# Manifestation of Structural Racism in Enrollment Management



PEOPLE



POLICIES



PRACTICES

# The People

- Admission professional
- College Counselors
- EM Leadership
- Pipelines



# The Policies

- Athletics
- Legacy
- Donor
- Demonstrated Interest
- Early admission
- Standardize testing
- Financial aid



# The Practices

- School Visits
- College Visits
- Marketing
- College Applications
- Admission Evaluations



## How we project...

- Viewbooks and other print collateral
- Websites
- Social Media
- Campus visits
- Information Nights
- Direct mail & email campaigns
- Media (print, tv, advertising) campaigns



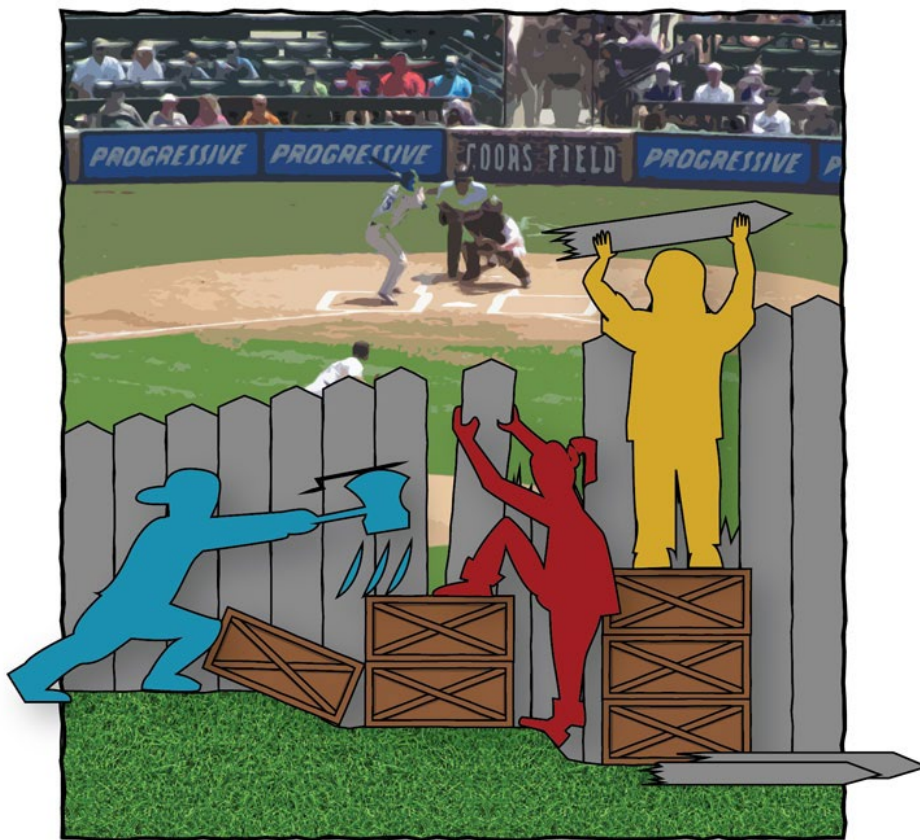
# The Decision Puzzle Pieces

## **Institutional Priorities**

- **Application Information**
- **Essays**
- **Rec letters**
- **Test scores**
- **Coursework, GPA**
- **Activities**
- **School profile/context**

- **Special Talent**
- **Athletics**
- **Diversity**
- **Internationalization**
- **Legacy/Donors**
- **Legislators or Stakeholders**
- **Institutional Mission/Values**

## **Application Criteria**



**SOCIAL JUSTICE**

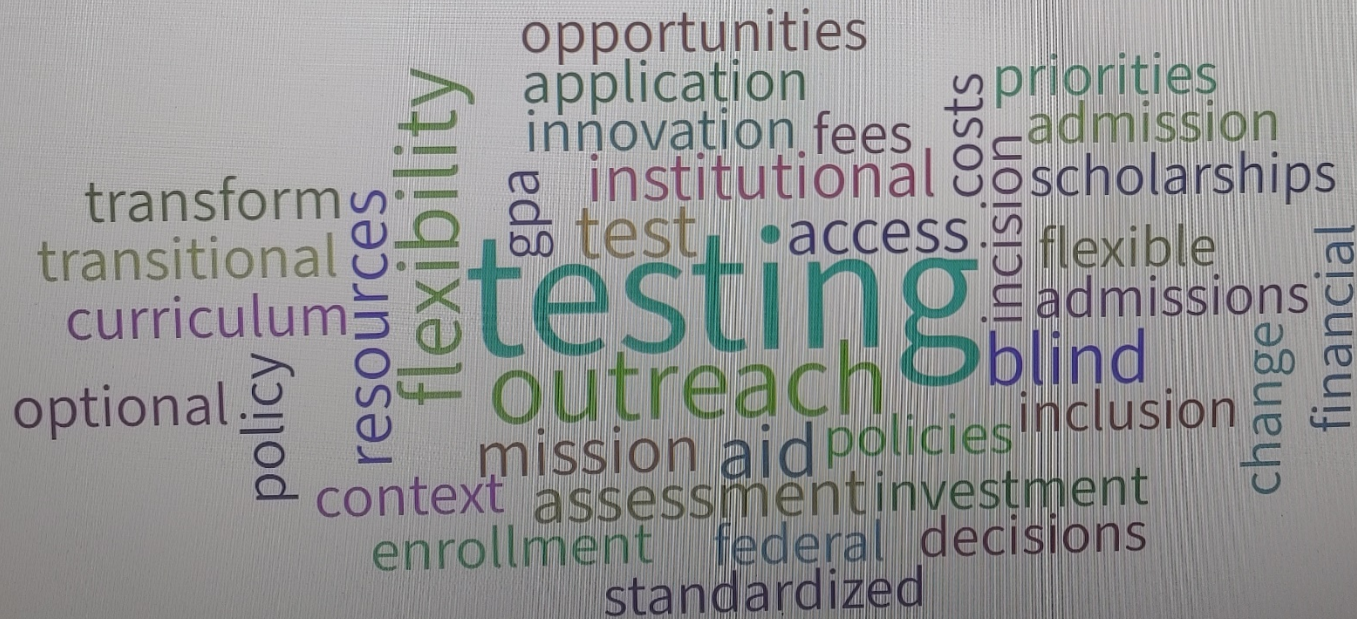


**INCLUSION**

# *Dismantle & Re-imagine... Toward Inclusive Excellence*



# Given COVID what is the biggest opportunity to make equitable change in higher education admissions?





**BOLD**



**ACCOUNTABLE**



**INTENTIONAL**

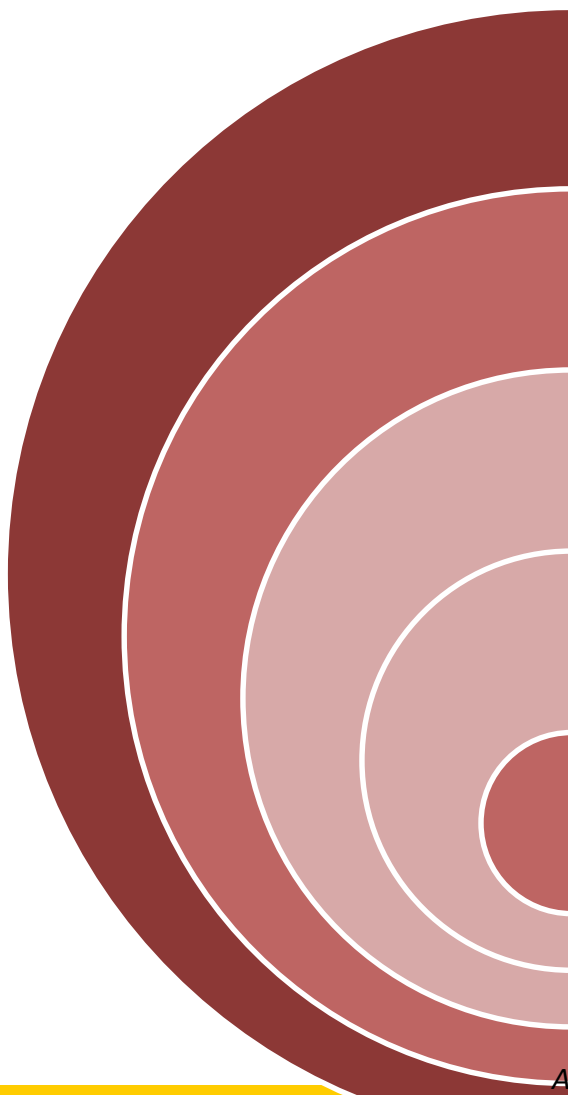


**TRANSPARENT**

## **Towards Inclusive Excellence**

- establishing hallmarks of excellence and organizational effectiveness
- operationalizing inclusion across organizational functions
- creating education and professional development processes that have diversity, equity, and inclusion learning at their core

# Five Principles for Creating Equity by Design



**Principle 1:** Clarity in language, goals, and measures

**Principle 2:** ‘Equity-mindedness’ as the guiding paradigm

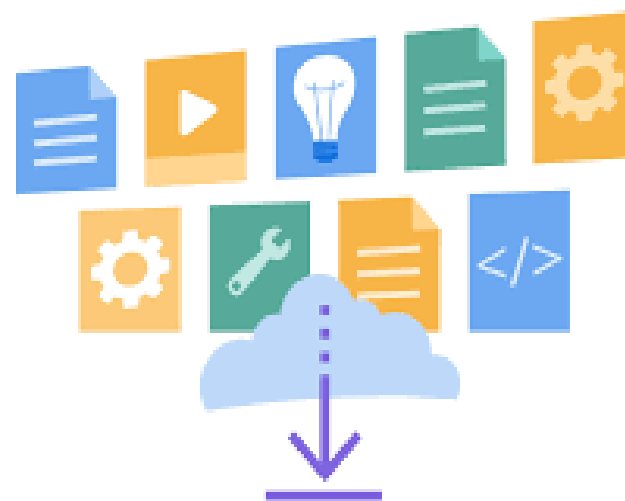
**Principle 3:** Accommodate differences in the contexts of student’s backgrounds

**Principle 4:** Continual process of learning, disaggregating data, and questioning assumptions

**Principle 5:** Enacted as a pervasive institution- and system-wide principle

## Tools and Frameworks

- Inclusive Excellence Scorecard
- Inclusive Excellence Self Study
- Hack the Gate
- Strategic Plans /  
Statement





# Inclusive Excellence “Scorecard” for Enrollment Management

Mechanism to drive and measure the organizational change process in Higher Ed – data driven, information tracking framework for organizational assessment



PEOPLE



POLICIES



PRACTICES

# Self-Study



*Committing to Equity and Inclusive Excellence: A Campus Guide For Self-Study and Planning*, a campus guide for self-study and planning with regard to expanding opportunities for making excellence inclusive

- 1. Know who your students are and will be.**
- 2. Have frank, hard dialogues about the climate for underserved students with a goal of effecting a paradigm shift in language and actions.**
- 3. Invest in culturally competent practices that lead to success of underserved students—and of all students.**
- 4. Set and monitor equity-minded goals—and allocate aligned resources to achieve them.**

# **HACK THE GATES**

**RADICALLY REIMAGINE ADMISSIONS**

*These policy briefs will present and consider systemic changes and solutions to improve college access for low-income students and students of color, with the goal of creating real-world change in college admissions systems.*

Home » Admissions » J.D. Admissions » Our Role in Dismantling Systemic Racism

## Our Role in Dismantling Systemic Racism

### Who We Are

Berkeley Law's mission is to prepare responsible, effective, and visible leaders who will serve the public's needs through the practice of law, the formulation of public policy, and contributions to legal scholarship, and in other spaces. To meet this mission, the Admissions and Financial Aid Office has a responsibility to engage, recruit, and support future lawyers who will ultimately serve the legal needs of our community. Our Admissions Policy makes this quite clear, and our office

<https://www.law.berkeley.edu/admissions/>

## Working to Dismantle Systemic Racism

At Trinity, our mission is to prepare bold, independent thinkers who will lead transformative lives. It is time for us to live our mission in our local position in the community and in the world as a powerful force for good.

- We bear witness to the recent and recurring murders of Black people

# Take the **BAIT**

## **BOLD**

- **Articulate Vision**
- **Drive through Leadership**

## **ACCOUNTABLE**

- **Prioritize Assessment**
- **Develop Scorecards/ Plans**
- **Redesign Metrics**

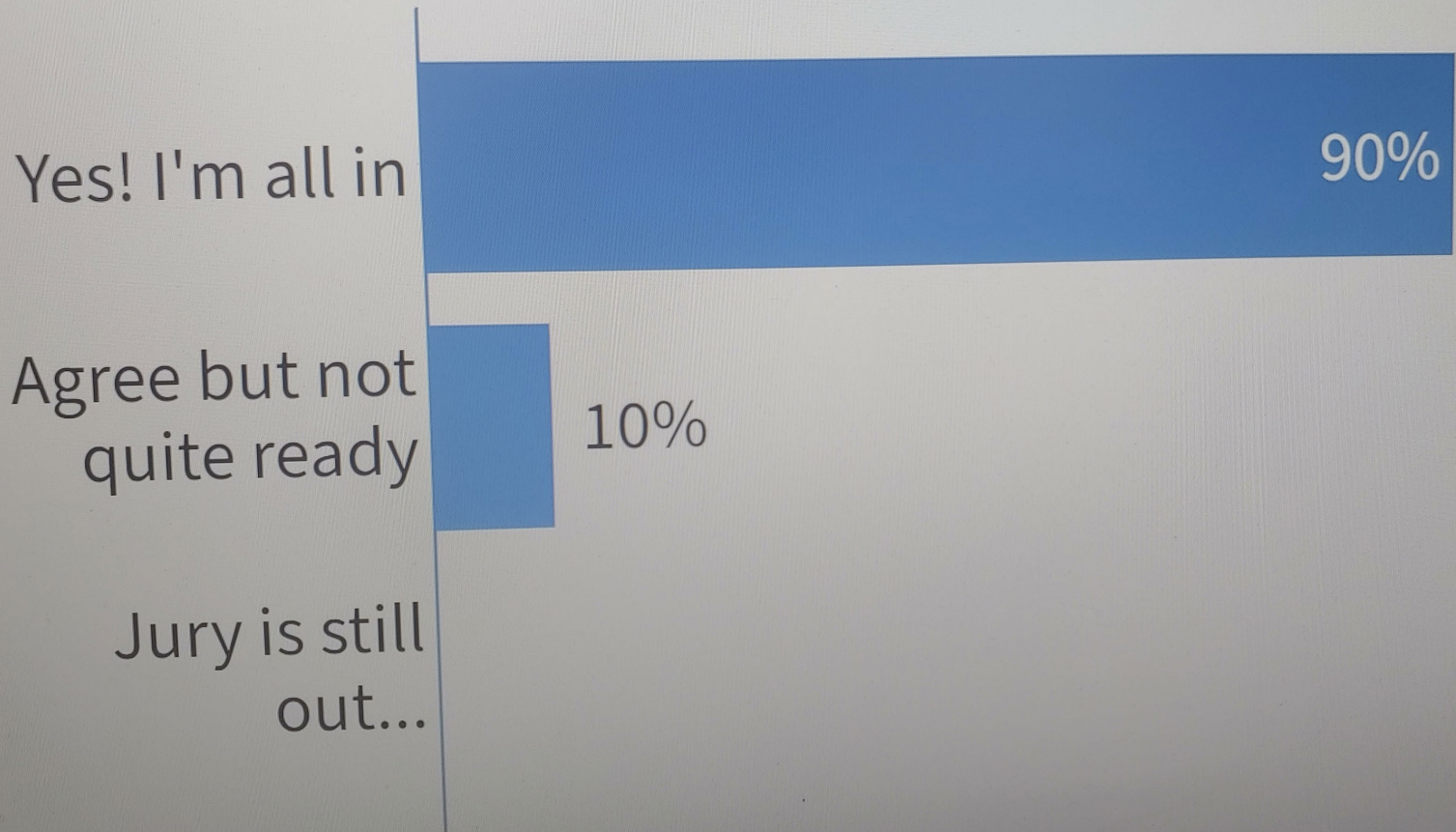
## **INTENTIONAL**

- **Build Capacity**
- **Leverage Resources**

## **TRANSPARENT**

- **Engage Community**
- **Cultivate Buy-in**
- **Share Outcomes**

## Are you ready to take the BAIT?





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**Session 1:** Seeing and defeating the structures of racism in admissions and enrollment management

- 1) What traditional practices and policies in enrollment management do you think could be re-envisioned at this moment to build more equity and inclusion?
- 2) What data do we need to be looking at differently to understand and make change that leads to more equity and inclusion in admission process?
- 3) How do you operationalize inclusion in your environment? Can you? Why or why not?
- 4) What are the systemic barriers your environment is facing to have these type of conversations or begin doing the work?



# SELECT REFERNCES

- <https://www.law.berkeley.edu/admissions/jd/our-role-in-dismantling-systemic-racism/>
- <https://www.trincoll.edu/admissions/undergraduate-admissions/working-to-dismantle-systemic-racism/>
- <https://www.racialequitytools.org/resources/fundamentals/core-concepts/structural-racism>
- [\*America's Unmet Promise: The Imperative for Equity in Higher Education\*](#),
- [\*Committing to Equity and Inclusive Excellence: A Campus Guide For Self-Study and Planning\*](#)
- Damon A. Williams, et als, **Toward a Model of Inclusive Excellence and Change in Postsecondary Institutions** (Washington, DC: AAC&U, 2005).

<https://www.aacu.org/making-excellence-inclusive>

- **MAKING DIVERSITY WORK ON CAMPUS: A Research Based Perspective**
- **TOWARDS A MODEL OF INCLUSIVE EXCELLENCE AND CHANGE IN POSTSECONDARY EDUCATION**
- **ACHIEVING EQUITABLE EDUCATIONAL OPPORTUNITIES WITH ALL STUDENTS: The Institution's Roles and Responsibilities**
- **Making a Real Difference with Diversity: A Guide to Institutional Change**