Role and Mission

Departments and Offices

- Human Resources
  - Includes Equity and EEO Office

- Diversity and Inclusion
  - Includes the Multicultural Engineering Program (MEP) and the Women in Science, Engineering and Mathematics Program (WISEM).

- Legal

- External Affairs and Public Relations
  - Government relations, institutional research, PR/media relations

- President’s Office staff
Summary of Major Initiatives

① Brand identity / Marketing
② Community-building, diversity and inclusion
③ K-12 Outreach
④ Business Process improvements
Goal 1: Enhance Mines’ brand identity and recognition throughout the world (SP Goal #1)

Key Strategies
- Conduct comprehensive assessment (audit) of marketing and communications functions and efforts across campus that:
  - Evaluates and clarifies branding strategy
  - Recommends brand communication plan, marketing org structure(s), and appropriate resources
- Redesign website – focus is redesign, not new cms
- An engaged and vibrant alumni who serve as strong advocates

Near-term Priorities (tactics)
- Establish integrated communication & marketing working group
- Rollout web branding policy

Key Hires/Reorganization/Realignment
- College web/communications staff
- Dedicate one PR staff to web/social media
- Alumni relations
Goal 2: Serve as institutional leaders and resources for promoting campus culture of excellence, inclusion, diversity and community. (SP Goal 2)

**Key Strategies**

- Develop and lead implementation of the *Mines Diversity and Inclusion Plan* that identifies the components needed to create and sustain a diverse campus community, and offers guidance to departments and units to achieve our diversity and inclusion goals (D&I)
- Design and implement comprehensive onboarding program – more than benefits (HR)
- Implement robust professional training program that includes compliance, ethics, management/supervision, and professional, office support-related programs (HR)

**Priorities** (tactics)

- *Diversity Plan*: Create working group. Direction and support from President, cabinet, department heads, HR/ EEO, legal, assessment, and institutional research (among many others!) will be needed to execute this strategy.
- Obtain e-learning capabilities to augment training and onboarding.
Goal 2: Serve as institutional leaders and resources for promoting campus culture of excellence, inclusion, diversity and community. (SP Goal 2)

Key Hires/Reorganization/Realignment

- Depending on scope of training program, a training professional may be needed.

Major Capital needs

- E-learning system
- Long-term wish: Diversity and Inclusion House/Center

Measurable Outcomes –

- The diversity plan would serve as a guide in developing diversity and inclusion goals and priorities
- Increased employee satisfaction.
- Increased representation of underserved populations (UG, GR, Faculty, Staff)
Goal 3: Enhance outreach to K-12 communities, with attention to underserved populations

Addresses Strategic Plan Goal 2 Strategy: “Increase diversity and quality of Mines’...students...” and SP Goal 1 “Enhance the distinctive identity and reputation of Mines”

Key Strategies
- Create an Office of K-12 Outreach and Programming under the Office of Diversity and Inclusion.
- Assist in building a stronger pipeline of highly qualified students and in recruiting underserved students to Mines.

Priorities (tactics)
- Build and strengthen key relationships within schools and school districts.
- Work with and support faculty and staff who are engaged in K-12 activities on campus.
- Create and maintain centralized website that promotes K-12 activities and programs at Mines.

Key Hires/Reorganization/Realignment – Two new hires – a director and administrative support staff member, reporting to the AVP for Diversity and Inclusion.

Measurable Outcomes – Increase in K-12 programs and partnerships. Increased visibility and recognition among key school districts and stakeholders. Coordinated K-12 programming.
Goal 4 Improve service to campus through business process revision (SP Goal 4)

**Key Strategies**
- Streamline HR transactional and hiring processes and replace with electronic (paperless) where appropriate
- Migrate legal office’s processes to electronic to match similar migration in other campus operations, and improve office efficiency

**Priorities (tactics)**
- Prioritize process with greatest impacts with campus input, evaluate bottlenecks (e.g. signature and approvals), map processes for electronic conversion

**Key Hires/Reorganization/Realignment**
- Functional units will need technical liaisons embedded. Is this the most effective / efficient method? How do small operations manage? A “consulting” function impasse?

**Major Capital needs**
- Applicant tracking system (HR) and Electronic document management system (Legal)
QUESTIONS ?
Goal 3 (Address the WISEM House crumbling front porch foundation.)

- **Key strategies** *(Fix the foundation.)*
  - Mark off affected area with yellow caution tape in a very visible manner.
  - Place a very large sheet of plywood in front of the House in a manner that complements the aesthetics of the President’s House.

- Mark off area where the bricks are stacked in the back with yellow caution tape for the President to see from the second floor of the President’s House.

- **Major Capital needs** *(A new Diversity and Inclusion Building would be nice.)*
- **Measurable Outcomes** *(A non-crumbling front porch foundation.)*