

**ASEE Diversity Committee**  
**Strategy & Implementation Plan: Objectives, Strategies, Tasks, and Measures**

**For Board of Directors Approval, June 2016**

**VISION:** ASEE envisions widespread, inclusive, and equitable environments in engineering, academia, and industry that embrace individual differences and leverage diversity for a better engineered tomorrow.

**MISSION:**

- To increase visibility and discussion of diversity issues.
- To help develop inclusive and pervasive environments for all engineers to thrive.
- To facilitate and encourage use of translatable strategies that enable both bottom up and top down empowerment.

**Green indicates easier to implement**

**Yellow has some challenges**

**Orange is difficult.**

Strategy	Task (tactical activities)	Task Measures (2016-2017 baseline, annual targets)	Sub-committee or Task Force with ownership
<b>Goal 1: Increase visibility, improve baseline knowledge, empower members, and leverage events within ASEE and ASEE affiliates to increase diversity.</b>			
Strategy 1A: Engage the ASEE community to improve baseline knowledge of diversity issues.	Conduct Best Diversity Paper Competition, Workshops, and related sessions to increase visibility at the annual conference.	Measure participation via counts, surveys, etc. and track progress over time. Targets include number of nominees, number of attendees (>500/conference); number of divisions co-sponsoring (>10/yr) sessions.	Conference/Programming Task Force → Best Diversity Paper Selection Committee
	Utilize Diversity Committee Newsletters (Name--> INCLUSIONS) to annually disseminate Diversity	>= 2 newsletters per year, circulation to 12,000 members, 60+	Communication

	Committee sessions/activities, best practices, best diversity paper summaries, and related content covering multiple aspects of diversity.	divisions, >600 downloads in 3 months surrounding release, circulate to women in engineering programs/ inclusion offices, circulate to other organizations	
	Encourage each division, section, and zone to actively seek out leaders from populations that are underrepresented in engineering.	>13 who have included diversity in bylaws, # education activities/info flow to divisions/ sections/ zones/ other groups. Track division leadership demographics over time. Future metrics will follow.	Action Sub-Committee
	Encourage each division to hold at least one activity each year that features inclusiveness.	Track divisions who sponsor diversity sessions and post on website. Each year > 10 divisions jointly-sponsor and/or sponsor activities related to diversity. Track and annually grow attendance at activities such as the K-12/WIED/MIND reception.	Conference/Programming Task Force
	Create training opportunities to prepare individuals to influence change.	>5 SafeZone or similar sessions/year; >1 training workshops/year; add 1 archived webinar/other session/year; Track number of people participating in each per year and post on website.	Conference/Programming Task Force
	Expand the ASEE Diversity Website to provide visibility to ASEE diversity efforts and a forum for multiple strategic initiatives.	Track new content, frequency of updates (>1/month), number of downloads, number of pageviews and sessions (>5000/yr)	Communication
	Through formal and informal discussions and diverse media venues, engage ASEE leaders and members to	Track twitter campaign activity >50 tweets per year; increase twitter	Communication

	improve individual level understanding of diversity and inclusion, the importance to the profession of advancing diversity, and individual and organizational opportunities and responsibilities in developing an engineering community that "looks like" America.	followers by 100 /year; >200 #ASEEDiversity uses/year.	
Strategy 1B: Empower ASEE members into actionable initiatives.	Utilize ASEE infrastructure to connect members with funding initiatives, programs, resources, etc.	Maintain web portal to list opportunities; update links annually to other databases; track visits to web page; sustain publicity efforts including emails, tweets on this topic (~1 message/month).	Communication
	Provide forums for conversations that explore multiple perspectives on diversity and inclusion at annual/section/zone conferences.	Conduct surveys of forums to track impact; Target >5 interactive panels/round table sessions/year; >5 SafeZone or similar sessions/year; >1 training workshops/year; add 1 archived webinar/other session/year to website; Invite guests to Diversity Committee Teleconferences	Conference/Programming Task Force, Communication, Annual Video/Essay Contest
	Set an example with Strategic Doing and grow involvement via division/section/zone delegates and open Annual Conference Diversity Committee meeting.	Grow delegates by 2 per year via annual invites to join and guest invitations to teleconferences.	Action Sub-Committee
	Encourage current leaders and majority individuals to become advocates and allies via conversations/trainings/information dissemination.	Offer >1 training session per year; track involvement by classification of leader (academic admin, division/society leadership, etc.); Quantify formal and informal interactions via reflections of committee member conversations using an open google doc.	Conference/Programming Task Force, Partnerships

<p>Strategy 1C: Partner with Engineering Deans Council (EDC), Engineering Technology Council (ETC), Corporate Member Council (CMC), Engineering Research Council (ERC), divisions, sections, zones, and other groups.</p>	<p>Replicate successful diversity/inclusion sessions/forums from annual conference to section/zone conferences and vice versa.</p>	<p>Measure participation via counts, surveys, etc. and track progress over time; Via train the trainers, achieve &gt;1 replication/year and grow by ~1 event per year via the additional trainers.</p>	<p>Conference/Programming Task Force, Partnerships</p>
	<p>Co-coordinate programming/workshops to increase enrollment of diverse undergraduate and graduate students, increase diverse faculty/personnel and growth into leadership positions.</p>	<p>Track workshops/programming activities broken down by students, faculty/personnel, leadership (increase by 1 additional event/year); Track requests for programming info (&gt;1/year); Track website visits to programming page (increase by 100 visits/year).</p>	<p>Conference/Programming Task Force, Partnerships, Communication</p>
	<p>Co-coordinate efforts for preK-12 activities with ASEE P-12 Committee and related entities. Share best practices and gain strength through coordination.</p>	<p>&gt;4 touch points/year with ASEE P-12 Committee; &gt;2 programmatic events/year; Track the value from participant reflections (document from minutes/google doc positive &gt; negative and &gt;5 documented/yr); Track adoption of best practices (document from minutes &gt;1 new/yr).</p>	<p>Diversity Committee Chairs, Partnerships, Conference/Programming Task Force</p>
	<p>Disseminate information on behalf of partners back to ASEE members and ASEE groups.</p>	<p>Newsletter mentions (&gt;1/yr); emails (&gt;4/yr with each group); Involve all groups in content for Diversity Booth; Track webpage features including news/twitter feeds (&gt;10 tweets/yr).</p>	<p>Communication, Partnerships</p>
	<p>Foster open dialogues and create ongoing collaborative relationships to exchange valuable knowledge and experiences on Strategy 1A tasks, as appropriate.</p>	<p>Track meetings held and emails sent (&gt;=4 touch points/year); Track the value from participant reflections (document from minutes/google doc</p>	<p>Long Range Initiatives Subcommittee, Partnerships</p>

		positive > negative and >5 documented/yr); Track adoption of best practices (document from minutes >1 new/yr)	
<b>Goal 2: Increase visibility of and perceived importance of diversity within all engineering and related communities.</b>			
Strategy 2A: Be a proactive voice to influence policies and practices on a national and global scale.	Engage key thought leaders to best inform all tactical efforts in this strategy. Examples of key engineering entities from which to recruit leaders include NAE, ABET, and technical societies.	Executive Diversity Committee (Focused on Big Picture, Long Range Strategies) meets 3+times/yr followed by communication with full Diversity Committee; Pull in >1/yr new thought leaders from round table/related efforts; Ensure >1 external person with influence/reach is engaged/yr; Maintain accumulating database of influential thinkers and reach out to >4/yr.	Diversity Committee Chairs, Long Range Initiatives
	Proactively advocate to expand definitions of under-representation. Advocate for and feature survey tools that more effectively count underserved groups.	Solicit input from multiple stakeholders on an annual basis; Develop a process to support/write advocacy letters; Highlight research into underserved groups and disperse corresponding tool/instrument in newsletter at 1/yr.	Diversity Committee Chairs, Policies, Letters & Related, Communication
	Create a resource webpage describing beginning steps enabling transformation of engineering workplaces into inclusive and diverse ones across all sectors of engineering. Examples include Engineers Week and Introduce a Girl to Engineering Day.	Publicize resource items via website, newsletter, emails, etc >1/yr. Spotlight 1 new step for each newsletter; Track counts on website visiting resource page (increase by 500 visits/yr); Link in >5 new resources each year; Partner with researchers to assess effectiveness of resource items (measures will evolve from this);	Create Research/Resources Task Force?, Communication, Partnerships

	Encourage collaboration across engineering sectors to share and build successful policies, practices, and programs that promote diversity.	Provide talking points for members/delegates when they visit other sectors & track usage (>5 visits/yr); Collect anecdotes of other organizations that mimic or adopt our materials; Track downloads of materials from website (metric based on first year);	Diversity Committee Chairs, Long Range Initiatives
	Influence policies and practices by advocating for and featuring assessment tools that yield accurate pictures of student, faculty, and workforce retention across all sectors of engineering. Petition to have student tools included in national surveys and accreditation.	Engage in projects whose goals are to standardize the collection of retention data at all levels; Highlight retention research and disperse corresponding tool/instrument in newsletter 1/yr. Engaging >5 scholars/yr to identify 2+ new tools/yr for the website; Track access of materials from website (metric based on first year);	Diversity Committee Chairs, Policies, Letters & Related, Communication
	Suggest and promote comprehensive, systems-oriented policies and practices that support diversity and inclusion across all sectors of engineering.	Formally communicate Diversity Committee endorsement of >2 national or global policies/practices; Formally communicate Diversity Committee endorsement on >2 professional society or organization level policies/practices; these endorsements may either be directly or by forwarding to the Board of Directors.	Policy, Letters & Related
Strategy 2B: Develop partnerships that recognize and disseminate info/strategies to a larger audience.	Establish partnerships with other professional organizations to co-host diversity-related programming and initiatives and to co-implement ASEE's and/or partner organization's desired strategic objectives. Example organizations include IEEE, IIE, ASME, WEPAN, NSBE, NAMEPA, SHPE, NOGLSTP, oSTEM,	>2 touch points with each organization/yr; >3 programmatic events/yr across all partners.	Partnerships, Conference/Programming Task Force

	AIChE, AISES, SWE, ACS		
	Increase visibility of and encourage nominations/applications for prestigious awards to recognize organizations <u>that achieve key diversity goals</u> . Examples include Baldrige Awards, GEDC Airbus Diversity Award, WEPAN, CLAIRE L. FELBINGER AWARD FOR DIVERSITY (ABET) Award, etc.	Publicize >3 awards/yr via website, newsletter, emails, etc.; >2 nominations supported/yr	Diversity Committee Chairs, Communication
	Support and help publicize efforts that increase public awareness of engineering across diverse audiences. Examples of efforts include Changing the Conversation, Engineer Your Life, Design Squad, etc. which build positive public images for engineering.	>2 touch points with each organization/yr; Publicize >3 items/yr via website, newsletter, emails, etc.	Diversity Committee Chairs, Communication
Strategy 2C: Engage the broader engineering community (academia, industry, government) to actively and steadily increase diversity.	Conduct workshops/national efforts to increase diversity in leadership positions.	>=1 workshops held/yr; # of partners; # of participants; # workshops translated from 1A; # workshop materials downloaded from website; #members/non-members/academia/industry/government participate; survey & self-reports.	Conference/Programming Task Force, Long Range Initiatives Sub-Committee
	Engage current leaders and majority individuals to become advocates and allies within and across industry, government, and academia with guidelines for useful advocacy.	# engagements; Increase engagements by >10%/yr; Highlight advocacy opportunities in newsletter once per year; measure adoption of appropriate diversity engagement tools; >1 training session per year; # of member/non-member/academia/industry/government participants.	Conference/Programming Task Force, Long Range Initiatives Sub-Committee
	Increase social networking and mentoring within and	Develop twitter campaign; >50	Communication,

	across current academic, industry, and government engineers and executives (chairs, administrators) to increase diversity of the engineering workforce and leadership.	tweets per year; increase twitter followers by 100/year; >200 #ASEEDiversity or #ASEEIncludes uses/year; conduct #label intersection analysis and how change year to year; # attend networking sessions/mixers/related; >1 surveys/yr to assess new mentoring relationships;	Footprints Partnerships
	Work with other entities and groups to improve climate at the workforce level (non-academic).	# Partners/groups worked with; # workshops/meetings held on related topics; # companies/ organizations represented at meetings; Highlight research/ program implementations and results on climate assessment 1/yr in newsletter.	Partnerships, Communication
	Disseminate best practices from and to academia, industry, and government to recruit, retain, and promote engineers from diverse backgrounds.	Add 4 resources/yr to website; send 1 briefing/year to Corporate Member Council via CMC Diversity Committee member; CMC DC member bring member feedback about activities to DC 1/year; send 1 briefing/year to Engineering Deans Council via EDC Diversity Committee member; EDC DC member bring feedback about activities to DC 1/year; define 1 method for dissemination to government at local, state or federal levels.	Communications, Partnerships, Policy, Letters & Related
	Link, connect, and help disseminate best practices to make outreach efforts inclusive (e.g., summer programs, visiting K-12 schools); encourage increases in such outreach efforts.	Count addition of best practices to website; Increase downloads of resources from website by 10% annually; follow-up survey to track #	Communication, Action Sub- Committee

		outreach events that use the resources; # faculty, engineers, PhD students and other professionals engaging in outreach.	
	Encourage near-peer mentoring programs at all levels and across all engineering sectors	> 4 communications/yr with existing mentoring programs; Publicize >5 programs/yr via website, newsletter, emails, etc. Spotlight 1 new program for each newsletter; Survey the community & glean from participant reflections level of engagement.	Long Range Initiatives Sub-Committee
	Co-coordinate and promote programming/workshops/other with funding agency initiatives as appropriate.	>4 touch points with agencies/yr; 1 programmatic event/yr; Survey the value from agency representatives (positive > negative).	Conference/Programming Task Force, Partnerships