

East Carolina Alumni Association Diversity Plan

Adopted by the ECUAA, Inc. Board of Directors Sept. 30, 2016

CORE VALUE

We affirm the value of human diversity and the enrichment it brings to our lives and acknowledge our differences, rejecting all forms of prejudice and discrimination.

GOAL

Increase diversity and outreach in measurable ways for the East Carolina Alumni Association (ECAA) board of directors, membership, programming and staff in all actions —while sustaining if not increasing our support for key University diversity programs. Develop a stronger ethos in the Alumni Association of respect, civility, tolerance, acceptance, and appreciation for diversity in its many manifestations, including diversity of thought, opinion, and the expression thereof.

STRATEGIES/INITIATIVES

Leadership

- Maintain an effective Alumni Association Board of Directors by continually infusing interested and dynamic alumni leadership that provides professional experience, creative thinking, open-mindedness and diverse personal and cultural backgrounds for the benefit of the Alumni Association and the university.
- Ensure that Alumni Association Board of Directors is composed of and sustains females and alumni of color in a proportion that is ahead of the student body. The U.S. Office of Affirmative Action defines Alumni of color as four distinct classes: African American, Latino/Hispanic, Asian/Pacific Islander, and Native American Indian.
- Ensure that Alumni Association Board of Directors is composed of members representative of the geographic location of our alumni. Provide for the use of technology to encourage participation.
- Ensure that Alumni Association Board of Directors is composed of members representative of diverse colleges and ages.
- Provide for at least one permanent student representative on the ECAA Board of Directors.

Membership

- Bring together current and former leaders of primary student organizations to celebrate their connections and build relationships in order to develop a pipeline of alumni leaders.
- Develop a chapter-level program in targeted cities to connect recent graduates who have moved from their campus of origin to new communities.

Communications

- Ensure that diversity activities and diverse constituents continue to be well represented in Alumni Association communications vehicles.

Programs/Services

- Increase the number of women and diverse alumni represented in all of the Alumni Association's programs, including annual alumni awards, scholarship, regional initiatives, etc.
- Provide a broad array of partnered or out-sourced services that meet the diverse intellectual, social and professional needs of the alumni community, including but not limited to career resources, financial and insurance services, directories, tours, licensed gift items, jewelry, and merchandise.

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Supplier Diversity

- Increase number of minority, female, service disabled-veterans and HUBZone suppliers for alumni association services.

Planning

- Actively support, strengthen and clarify the mission of the Diversity Committee and connection to the Alumni Association Board of Directors.

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DEMOGRAPHICS

Data Sources:

Alumni Association Board: ECU Alumni Association Staff

Other: ECU Online Fact Book

Gender & Race/Ethnicity

Alumni Association Board: Male, 65%; Female, 35%; Caucasian, 77%; African-American, 23%

Student Body: Male, 41%; Female, 59%; Caucasian, 69%, Minority, 31%

Geography

	Board (Total: 26)	Alumni (Total: 147,668)
Triangle	28%	14%
Greenville	24%	11%
Out of State (excludes VA)	23%	22%
Virginia	19%	6%
Charlotte	4 %	3%
Other Eastern NC	3 %	30%
Triad	0 %	4%
Other NC	0 %	10%

Decade Graduated

	Board	Alumni
Pre-1950	0 %	1.0 %
1950's	0 %	1.7 %
1960's	12 %	5 %
1970's	19 %	12.1 %
1980's	35 %	14.6 %
1990's	19 %	19.8 %
2000's	12 %	25.7 %
2010's	4 %	20.1 %

College

	Board	Alumni
Allied Health	0 %	5.0 %
Arts & Sciences	15 %	21.6 %
Business	38 %	14.3 %
Dental Medicine	0 %	0 %
Education	4 %	18.5 %
Engineering & Technology	8 %	0 %
Fine Arts & Communications	8 %	2.3 %
Health & Human Performance	19 %	7.3 %
Human Ecology	8 %	7.4%
Medicine	0 %	1.5 %

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Nursing	0 %	5.8 %
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