

Office of Diversity and Community Relations

DIVERSITY CONNECTIONS PROGRAM



The Haslam College of Business Office of Diversity and Community Relations leads the college's efforts to build a diverse collegiate community by fostering a climate that supports respect, social justice, and broad participation. The director and staff work to promote the development of a culturally diverse college community and to recruit and retain faculty, students, and staff from historically underrepresented groups. They also provide strategic planning and leadership for college-wide and departmental diversity programs.



RECRUITMENT

The office partners with the Office of Undergraduate Admissions on university-wide multicultural student recruitment initiatives, including **ME4UT** (Minority Enhancement for the University of Tennessee). An academic browse session is provided for the **Sneak Peek** overnight visit for prospective multicultural students, and a student panel and faculty speaker are provided for the **JUMP** (Join the University's Minority Program) visits for admitted multicultural students.

A **Business Scholars Breakfast** showcases the college to admitted multicultural students and their families as part of an open house weekend. Students and parents have the opportunity to meet students, faculty, and administrators as they receive an overview of the college and the benefits of enrollment.

Two summer residential programs provide an in-depth preview of the college and business fields for high school students from underrepresented groups and those who qualify for free or reduced-cost lunch. Both **BETS (Business Education for Talented Students)**, a ten-day program for rising seniors, and **AIM (Accounting and**

Information Management)

Academy, a three-day program for rising juniors, are provided at no cost aside from a \$20 seat reservation fee.

The office collaborates with Project Grad Knoxville on the **Early College Awareness Program**, which targets fifth- and eighth-grade students and parents in selected schools to increase awareness of higher education options and encourage early planning.

RETENTION

The college promotes the value of diversity and fosters retention of students from underrepresented groups by sponsoring student organizations such as the **Diverse Organization of Business Students (DOBS)** and a chapter of the **National Association of Black Accountants (NABA)**. The **Diversity Advancement Program** provides increased involvement as students serve as ambassadors for the college. The **Business Diversity Connections Symposium** provides networking and information to multicultural business students across the state.



EDUCATION

A biannual newsletter, ***Diversity Express***, informs the college community with news of diversity events and initiatives. The **Diversity Leadership Development Program** introduces students to the business case for diversity and the value of diverse perspectives in the workplace. **Diversity Lunch and Learn** sessions keep staff members informed of diversity issues and programs. **Safe Zone** training to improve the visibility and support of LGBT students and employees is provided for faculty, staff, and students in conjunction with the university's Office of Multicultural Student Life.

GET CONNECTED

You can be part of these important initiatives at the Haslam College of Business with a sponsorship through the new Diversity Connections Program. Three sponsorship levels are available and carry a variety of benefits:

Gold Sponsorship: \$15,000

- Recognition as a charter gold sponsor in the Office of Diversity and Community Relations and on the office's website
- Sponsor spotlight in *Diversity Express*
- Recruitment space in Haslam College of Business Atrium
- Speaking opportunity with three student groups
- Two opportunities to host open houses on campus
- E-mail access to students who have opted in to the Office of Diversity listserv

Silver Sponsorship: \$10,000

- Recognition in the Office of Diversity and Community Relations and in *Diversity Express*
- Recruitment space in the Haslam College of Business Atrium
- Speaking opportunity with two student groups

Bronze Sponsorship: \$5,000

- Recognition in *Diversity Express*
- Recruitment space in the Haslam College of Business Atrium
- Speaking opportunity with one student group

Visit diversity.bus.utk.edu or contact the Office of Diversity and Community Relations at 865-974-5185 for additional information on any of these programs or to learn more about becoming a Diversity Connections sponsor.

