



HLC Accreditation Evidence

Diversity, Equity, and Inclusion KBOR-Funded Activities

URL:

Office of Origin: Vice President of Instruction

Contact(s):

- Coordinator of Workforce Training Project and Events

Diversity, Equity & Inclusion KBOR-funded Activities

2019 Perkins Non-Traditional (gender) grant activities for Nursing and Medical Assistant programs:

- Pop-up tall travel displays
- Digital Billboards
- Social Media Advertising Campaign
- YouTube Campaign
- Direct Mail Campaign

2020 Perkins Non-Traditional (gender) grant activities for Early Childhood program:

- Pop-up tall travel displays
- Digital Billboards
- Social Media Advertising Campaign
- Direct Mail Campaign

2020 Perkins Grant

A new committee has been formed to discuss ADA (Americans with Disabilities Act) compliance topics and create strategies to ensure Barton’s coursework, both online and face-to-face, are in compliance. In addition, the Diversity and Inclusion committee will continue to offer activities to campus employees and students, to enhance awareness and understanding of inclusion and diversity issues.	
Responsibility: BCC administration, faculty and staff	Timeline: July 1, 2019-June 30, 2020
Evaluation/Measures: Increased awareness and inclusion for all campus employees and students.	
The newly-formed committee focused on ADA has not met yet this year; an update will be added to the March 1 st progress report. The Diversity and Inclusion Committee sponsored, “Mix it Up at Lunch”, an activity which encouraged Barton’s students and employees to sit with someone new during lunch in the Student Union cafeteria. The event was considered successful.	
On January 30 th , in the afternoon and evening, the Diversity and Inclusion Committee held a “Conversation Café” event in the Student Union. For approximately one hour, people from a wide variety of backgrounds gathered and interacted with each other through short, timed conversations. A total of 62 students and a number of BCC faculty and staff participated.	
Barton Community College purchased monitoring software called Ally, which performs continuous reviews of all courses and course shells to identify compliance issues. BCC’s Center for Innovation and Excellence, in partnership with the ADA committee, will prioritize and address concerns based on the number of issues identified.	

2021 Perkins Grant

<p>The Perkins grant coordinator and the director the Hazardous Materials Management and Emergency Management/Homeland Security programs met with Barton’s Public Relations director to discuss marketing needs and opportunities. The PR team will work to identify specific materials and methods to be used, and will share them with Perkins Coordinator and program director. The focus is recruiting female students during spring and summer 2021, for enrollment in fall semester.</p> <p>The purchase of smaller-sized HazMat suits was completed in November. These suits will be utilized by female students who enroll in the program, as well as men who are smaller in stature. They will also be used as props when the program director travels to various sites to promote both programs.</p>
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Pop-up banners depicting females in the HZMT and EMHS programs were created and purchased. These will be used during promotional activities including travel to various communities.

During the spring semester, Barton's Public Relations department placed FaceBook and YouTube ads to help recruit females into the Hazardous Materials Management and Emergency Management/Homeland Security programs. In addition, a video was produced to promote both programs on social media platforms as well as the BCC web site pages associated with each program. These activities will continue in order to reach the institution's goal of increased enrollment in each program. Note: \$253.36 remained in this goal as at the end of the spending period, due to time constraints associated with YouTube and Facebook.

The Perkins grant coordinator and Hispanic Engagement & Recruitment Office (HERO) director met with Barton's Public Relations director to discuss marketing needs and opportunities for the area's Hispanic community. The PR director will work with his team to identify specific methods and will share them with Perkins Coordinator and HERO director, with a goal to focus marketing efforts during the spring and summer semesters to increase enrollment in fall 2021.

A Hispanic student who recently graduated from Barton's Natural Gas program was interviewed by the public relations department, and a press release was generated and distributed to area newspapers and social media. The title of the press release was, "Barton graduate making nearly six-figure salary with two-year degree".

Collaboration between the Hispanic Engagement & Recruitment Office (HERO) and the Public Relations director resulted in a press release generated and distributed to area newspapers as well as social media. These actions will likely increase Hispanic student engagement and enrollment enrollment in Fall 2021.

2022 Perkins Grant

The purchase of smaller-sized high-visibility vests and HazMat suits was completed in November. These will be utilized by female students and smaller male students who enroll in the program. They will also be used as interactive demo items when the program director travels to various sites to promote both programs. Marketing activities will begin during spring semester.

The Perkins coordinator and Hispanic Engagement & Recruitment Office (HERO) director shared information with Barton's director of Public Relations during the fall semester. In-depth meetings will take place in January and February to identify marketing strategies.

In addition, a committee has formed and is meeting to discuss creating opportunities to offer English for Speakers of Other Languages. The committee plans to raise awareness across the campus and surrounding communities about ESOL coursework and services, identify a plan to resume availability of English language instruction for business & industry and community members, and research opportunities to serve international students with English language instruction and determine if an ESOL programming response is viable.

Barton's public relations department is working to create ads for use on Facebook, which has been identified as a very effective way to reach the Hispanic community in the Great Bend area. The ESOL planning committee held additional meetings to discuss training options for Barton students and members of the community including for-credit and non-credit options, and timeline for implementation.