



The Superior Innovation Initiative: Request for Proposals Big Pitch Application Form – August 28, 2015

Instructions

1. Complete this application for the Superior Innovation Initiative.
2. Please review your submission with your department chair or supervisor and obtain signature indicating review.
3. Send electronically your submission to Provost Faith Hensrud (provost@uwsuper.edu) by October 1, 2015.

Your proposal must include: project title and project plan, budget narrative, project timeline, and proposed budget form.

The Superior Innovation Initiative Project Proposal

Project Title:	LGBTQ-friendly campus
Project Leader:	Daniela Mansbach (Gender Studies Coordinator) and Tammy Fanning (Associate Dean of Students) <i>T. Fanning</i>
Project Leader Email:	dmansbac@uwsuper.edu; tfanning@uwsuper.edu
Project Leader Phone:	715-394-8459; 715-394-8243
Unit/Program/Department:	Gender Studies, Department of Social Inquiry; Dean of Students
Other Project Team Members: Include email, phone	Debbie Cheslock, Student Program Manager, Gender Equity Center, dchesloc@uwsuper.edu; 715-394-8091

Project Plan:

In order to evaluate proposals in a fair and equitable manner, please write your plan according to the following guidelines:

- Please address the following topics in your proposal (500 word maximum)
 - a. Provide a brief description of the project proposal and emphasize why it is innovative.
 - b. How will this proposal increase student enrollment (recruitment/retention) or increase campus revenue?
 - c. When do you think you can reasonably launch this initiative?
 - d. How soon can the university see increases in enrollment or revenue?

- **Budget Narrative (limit to 250 words).**

Define the budget amount (in dollars) needed to complete the work you are proposing (budget details to be provided in the "Proposed Budget" area below). If you do not require funding, do not submit a budget. You will need



to submit your project timeline.

Project Timeline:
 (Prepare a timeline for project not to exceed 2015-2017 time frame)

Be SMART about the Project Plan and Project Timeline.

Specific: Your objectives must be clear so that if someone reads them, s/he can interpret them.

Measurable: Is the objective measurable?

Achievable: Is the project objective reasonably achievable?

Realistic: Are the available resources sufficient to achieve the objective(s)?

Time-Specific: Specify when an objective will be attained (date/timeline). Set specific milestone dates.

Proposed Budget:

	Item Description <i>(person or item)</i>	"Hours and Rate" (if labor) or "Purchase"	Line Total
1	Additional hours for Gender Equity Center	\$9 X 10hours X 16 weeks X 3semesters	\$4,320
2	Marketing, including registration and participation in LGBTQ college fairs		\$3,500
3	Peer-mentoring program		\$1,200
4			\$
5			\$
6			\$
7	(add lines as necessary)		\$
		Total Request:	\$9,020
1	Matching Funds (Source:		\$
	(add lines as necessary)		\$
		Total Matching:	\$



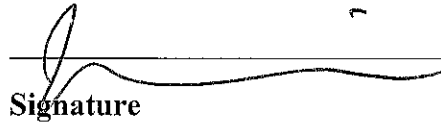
Check which of the following might apply (check all that apply):

_____ This project requires System review and approval.

_____ This project requires campus governance review and approval.

_____ This project requires departmental review and approval.

Joel Sipness
Print Name (Social Inquiry)


Signature

Submit project applications by 4:30 p.m. on October 1, 2015 to provost@uwsuper.edu

LGBTQ-friendly campus

Project Plan:

This project aims to develop and market the campus as LGBTQ-friendly campus. UWS is already implementing some of the practices that are considered by experts to promote a safe and welcoming environment for LGBTQ students and allies, such as the Gender Equity Center, Lavender Graduation and Safe Zone training. This project will expand the type of scope of LGBTQ-friendly practices at UWS, while also promoting and marketing the campus as LGBTQ-friendly campus. Preliminary survey done by the Gender Equity center among students who are currently involved in its activities supports the need to highlight the LGBTQ-friendly nature of our campus among intended students, stating that while the campus is generally supportive to sexual minorities, this was not clear to them before attending UWS.

Research shows that the experience of LGBTQ students in college mirrors that of racial and ethnic minorities (Longerbeam et al. 2007; Sanlo 2004). Sexual minorities also encounter harassment at higher rates than other students, with a quarter of LGB students, and higher rates of transgender students, reporting such harassment. These experiences have been shown to result in higher dropout rate and lower GPA average among students who identify as LGBTQ. Campus Pride, a national nonprofit organization, identifies the practices that are best for recruiting and retaining of LGBTQ students, and ranks universities as LGBTQ-friendly based on multiple categories, including campus safety, student life, recruitment and retention efforts and policies. In the last few years this ranking has received significant media attention, including references in some of the leading newspapers and television channels in the nation. In addition, current research by ACHA identifies an increase in the number of students who identify as LGBTQ, with a total of 8.1% in their last survey. As of September 2015, no campus in the twin ports area is ranked by Campus Pride.

In order to further develop the campus as LGBTQ-friendly, the project will focus on a few areas emphasized by Campus Pride as central. While the grant will allow us to better identify the needs and limitations of the campus in implementing such program, some of the initial ideas for the project include the following: additional Safe Zone training, with an option to make such training either required or recommended for some populations (such as new faculty or campus life staff); inclusion of language specifically addressing sexual minorities in some of the policies regarding diversity, and; peer-mentoring program. While some of these initiatives have already been proven to be effective in retaining minority students at UWS - such as the peer-mentoring program of the OMA -, other initiatives address the specific needs of sexual minorities. The marketing of the campus as LGBTQ-friendly will be done together with Admission office, and will include promotion material and participation in LGBTQ College fairs. The admission office has been supportive of including questions regarding sexual orientation of students.

These questions, which are promoted by Campus Pride and similar organizations, will allow the assessment of this project and a better focus on students needs.

Budget:

The suggested budget for this initiative is flexible, and will determine the focus, as well as extent, of the initiative. Some current ideas for this project include:

- Additional budget for the Gender Equity center to hire student workers, which will allow for additional Safe Zone training, especially if it becomes required for some faculty and staff, as well as working with university departments and offices to develop and implement the language and practices concerning sexual minorities. The suggested budget for this additional hire is \$1,440 per semester (10 hours per week for 16 weeks, for \$9 per hour) for three semesters, starting Fall 2016. After this period, the center will be able to implement the Safe Zone training into their operating schedule. The total request for this line is \$4,320.
- Marketing budget: this project requires some budget for LGBTQ-friendly recruitment fairs. While the cost of these events varies, we estimate the cost of registration to these fairs around \$500 per semester. In addition, there is going to be a need to design and print some material that is specific to these fairs and population (around \$2000 for the entire project). The total request of this line is \$3,500.
- Peer mentoring: based on the program of the Office of Multicultural Affairs, we estimate the cost of this project to be \$300 for the 2016-2017 year for each mentor (\$1,200 total).

Total requested budget: \$9,020.

Timelines:

Both developing and marketing of UWS as LGBTQ-friendly campus will start in Spring 2016. Other initiatives will be developed and finalized during Spring 2016, to be fully implemented in 2016-2017 academic year. Since the specific practices that will be included within this initiative have not yet been determined, this timeline offers a more general plan for the implementation of some suggested practices:

Spring 2016:

- Meetings with university offices and departments to decide the specific initiatives to include in the plan.
- Survey among students and faculty to determine and rank the specific initiatives.
- Offering additional Safe Zone training.
- Discussion with appropriate offices and individuals to determine whether Safe Zone training should be required and for whom.
- Development of peer-mentoring program, based on the current program of the Office of Multicultural Affairs.
- Participation in one LGBTQ College fair and attending SOAR sessions during the summer.

Fall 2016:

- Implementation of language concerning sexual minorities in University documents and offices, according to the decided plan.
- Implementation of peer-mentoring program.
- Increased participation in LGBTQ College fairs.
- Additional training for faculty, staff and students.

Spring 2017:

- Post-implementation survey for faculty and students measuring the effectiveness of the plan.