

DIVERSITY, EQUITY, &  
INCLUSION COMMITTEE

**BlueRidge**

COMMUNITY AND  
TECHNICAL COLLEGE

**STRATEGIC PLAN  
2020-2023**



## INTRODUCTION

As an independent community college and an important contributor to our service area since 2005, Blue Ridge Community and Technical College (CTC) is dedicated to providing our diverse student population with life-changing education, training, and services that drive economic development within the communities we serve. The College is committed to diversity and equity in its policies, programs, and external relationships, as well as in its effort to build, promote, and sustain a cultural of excellence through intercultural skills. We strive to be understanding, inclusive, and accepting of diverse points of view, lifestyles, and personal choices that make each person unique, and we recognize these attributes are vitally important to the success of our students, our employees, our community, and our College. This Diversity, Equity, & Inclusion Strategic Plan provides an assessment of our current environment and establishes goals and action steps that demonstrate an ongoing commitment to an inclusive workplace and learning environment that values diversity. The College recognizes this will be a continual learning process and strategy that will require dedicated effort and improvement from the Diversity, Equity and Inclusion Committee at Blue Ridge CTC.

## BACKGROUND

In March 2015, Blue Ridge CTC President Dr. Peter Checkovich tasked the Vice President of Human Resources with developing a Diversity and Inclusion Strategic Plan and Project Charge. Since then, Blue Ridge CTC has developed a standing committee, and changed its name to Diversity, Equity, and Inclusion Committee. The Diversity, Equity, and Inclusion Committee meets monthly and consists of 26 members from a broad range of positions, departments, and experience within Blue Ridge CTC, as well as diversity of personal backgrounds. (See Appendix A for a listing of committee members.)



*Blue Ridge CTC Main Campus*

**Main Campus**  
**13650 Apple Harvest Dr.**  
**Martinsburg, WV 25403**

**Technology Center**  
**5550 Winchester Ave.**  
**Martinsburg, WV 25405**

**Morgan County Center, Pines Opportunity Center**  
**109 War Memorial Dr.**  
**Berkeley Springs, WV 25411**

## **STATEMENT ON DIVERSITY, EQUITY, AND INCLUSION**

As a community comprised of students, faculty, staff, and external stakeholders, we strive for diversity, equity, and inclusion on our campuses, both inside and outside of the classroom. The Committee finds it important to define what Diversity, Equity, and Inclusion means on our campuses.

- Diversity encompasses the individuality of each person while recognizing each individual is unique in regards to race, ethnicity, sexual orientation, socioeconomic status, culture, age, religion, gender, and disabilities and exceptionalities.
- Equity is to remove barriers so that all are afforded the same opportunities.
- Inclusion is to create a welcoming atmosphere where all are valued, celebrated, and included.

These definitions are important to understanding our current climate at Blue Ridge CTC, and in moving forward to enhancing the diversity, equity, and inclusion students, faculty, and staff experience on our campuses.

As a learning community, we make it a priority to promote services and remove barriers to increase the diversity of our educational environment through services and policies that support all of our students, faculty, and staff, including:

- Interpretation services for American Sign Language for classrooms and meetings on campus (both live and remote services offered)
- Diversity in hiring practices (AA/EEO)
- Mandatory Title IX training required of all faculty, staff, and students
- Veteran's Services
- Accessibility through distance learning-technology
- Disability Support Services
- Classroom and facility accommodations
- Supports for English Language Learners
- Diversity in the curriculum (social and cultural awareness)
- Student/Staff organizations and trainings to support LGBTQ+ population
- Supports for individuals in active addictions/recovery
- Mental Health and Grief Counseling Services
- Free tutoring services (live and online)
- Job placement services

It is our responsibility to adhere to the high standards of diversity, equity, and inclusion that we set not only for ourselves, but to ensure that those whom we educate understand the importance that diversity has in our community. Therefore, we pledge to do all that we are able to in order to embrace and engage the power that a diverse culture can accomplish.

## **ASSESSMENT OF PREVIOUS GOALS AND CURRENT PROGRESS**

### **Diversity Goal #1:**

#### **Develop a communication plan.**

The Committee met this goal by developing a page on the employee intranet for Diversity and Inclusion news and updates, the Committee has also used/continues to use social media as a means for communicating upcoming events and information. The Committee has selected the slogan "Unique and United," as well as chosen a Diversity Equity and Inclusion logo. Articles are posted periodically in both the student and employee newsletters highlighting Diversity, Equity, and Inclusion news and events. Beginning in the fall 2019 semester, a time has been set aside in each Faculty Council meeting for a Committee member to discuss current Diversity Equity and Inclusion happenings.

### **Diversity Goal #2:**

#### **Ensure organizational structure that supports diversity and promotes inclusion.**

The Committee has met and is continuing to support this goal through multiple avenues.

- A standing committee has been established, meets monthly, and is comprised of both faculty and staff members of different departments across all of our college locations. See Appendix A.
- Committee members have written and received the Diversity for Equity Grant through the WVHEPC, the ME Grant, in order to fund diversity specific events targeted to students, and faculty and staff are also encouraged to participate.
- The Diversity, Equity, and Inclusion Committee works with the Finance Office to secure a set budget for each fiscal year. Initial funding of \$5,000 was invested in the initiative and \$6,500 has been set aside for FY 2020. With the continued success and growth of our DEI programs, a budget of \$10,000 will be provided in FY 2021.
- The Diversity Equity and Inclusion Committee and the Cultural Events Committee are working on a collaborative partnership to promote and sponsor campus events.
- The DEI Committee is supported by various members of the BRCTC management and executive teams. Blue Ridge CTC Executive Staff encourages a campus community that supports diversity, equity, and inclusion. The Committee Chair, Laura Busey, is a member of the BRCTC Executive Staff. The Director of Human Resources, Morgan Gower, is also a member of the Committee.

### **Diversity Goal #3:**

#### **Enhance and sustain hiring and retention practices that support diversity and inclusion.**

Blue Ridge Community and Technical College's Human Resource Office has worked to make the recruiting and application processes unbiased and equitable to all qualified candidates. Job postings are available through multiple recruitment sources to broaden the diversity of candidate pools. All employees who serve as a part of an interview panel are trained on different types of interview bias to help find the best fit for the job. In an effort to increase retention amongst our faculty and staff, the Employee Recognition Committee has increased its efforts to celebrate faculty and staff through multiple monthly and annual events, and employee recognition programs such as Adjunct of the Semester and Employee of the Quarter. These monthly events include varied food themed days such as Hot Cocoa and Cookies, Bavarian Pretzels with Dip and Root Beer Floats.

#### **Diversity Goal #4:**

##### **Foster community awareness and mutual engagement.**

The Committee has partnered with many community resources in our service area. The Committee partnered with Student Services in May 2019 to host the first Community Resource Fair on our campus. During this event students, faculty/staff, and community members had the opportunity to meet with many different community agencies, including: DHHR, mental health agencies, Division of Rehabilitation Services, Martinsburg VA Services, Hospice of the Panhandle, etc. The event was a great success, and the Committee plans to make the Community Resource Fair an annual event. The Blue Ridge Community and Technical College Foundation has worked to establish several scholarship opportunities for diverse populations including: Blue Ridge CTC Equity Scholarship, Monia Cristo Professional Business Women's Association Scholarship, and the Douglas Harlan Scholarship.

#### **Diversity Goal #5:**

##### **Foster student engagement through student experience.**

Blue Ridge Community and Technical College has reintroduced a Student Government Association. In an effort to increase student organization participation, Student Services has promoted clubs and organizations by hosting a Clubs and Organizations Fair on our main and Tech Center campuses each semester. Student Services has also begun to survey participants after each event in order to gauge interest and evaluate the event.

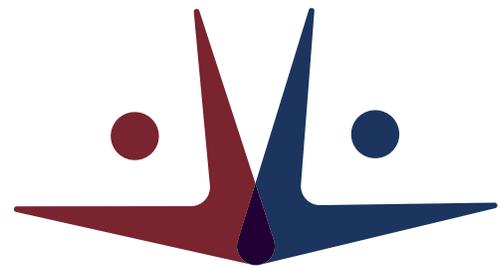
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### **DIVERSITY, EQUITY, AND INCLUSION GOALS 2020-2023**

After carefully reviewing the previous goals established by the task force, and identifying BRCTC's definitions for Diversity, Equity, and Inclusion, The Committee established the following goals:

- To improve the current climate of diversity on our campus through various activities and training opportunities for faculty, staff, and students on our campus.
- To ensure that all faculty staff and students are afforded access to all campus resources by offering alternate avenues to trainings, resources, and accommodations.
- To develop and implement trainings, activities, and resources that are designed to support the retention and success of all employees and students on our campus.

The following plan outlines the strategies to be taken to achieve each goal by means of employee engagement, teaching and learning, and student engagement initiatives.



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**Diversity, Equity, and Inclusion Goal #1: To improve the current climate of diversity on our campus through various activities and training opportunities for faculty, staff, and students on our campus.**

**Employee Engagement:** The Office of Human Resources is offering many new employee engagement opportunities including: Monthly Employee Celebration events providing different types of food, local musicians, and activities for faculty and staff, a new wellness initiative giving employees a generous discount at local gyms/wellness centers, awards for Employee of the Quarter, Contributor of the Year, and Adjunct of the Semester.

**Teaching and Learning:** The Diversity, Equity, and Inclusion Committee will host a webinar on Teaching College Students with Autism which will be available to all faculty online or live. The Committee will host different Disability Support Services trainings, Mental Health First Aid, as well as Veterans in the Classroom trainings for faculty and staff. Multiple courses taught each semester meet the GEAC Social and Cultural Awareness category (ART, PSYC, SOCI, HIST, GEOG, PHIL, and PSCI) giving students the opportunity to develop a well-rounded and culturally competent education.



*National Museum of African American History*

**Student Engagement:** Blue Ridge CTC Student Services offers many activities for students, faculty, and staff to participate in each semester such as Bad Paint Night, Chili Cook Off, the Talent Show, and ornament decorating. These events allow both students and employees the opportunity to express their creativity and fosters the sense of community on our campuses. Each year a member of our faculty along with the BRCTC Drama Club puts on a play showcasing a theme of diversity (example: Battle between the Sexes). The Diversity, Equity, and Inclusion Committee hosts an annual Diversity Week where daily events target the themes of diversity and inclusion. Events are held at both the Headquarters and Tech Center locations to ensure all students have the opportunity to participate.



*Appalachian Cherokee Nation Tribe Student Presentation*

The department of Professional Studies and University Transfer hosts a free bus trip for students, and faculty and staff to the National Museum of African American History each year during Black History month. Currently, the Student Government Association is up and running and has partnered with other BRCTC clubs and organizations to provide a cohesive community and promote all organizations on our campuses. Blue Ridge CTC offers various Diversity, Equity, and Inclusion campaign initiatives to promote campus inclusivity among diverse groups, such as: First Generation, Sexuality and Gender Alliance, and Student Veteran’s Association.

The Diversity, Equity, and Inclusion Committee will measure the climate of diversity in January 2022 by survey to faculty, and staff to compare the results to the 2019 survey. We will consider our efforts a success if we decrease the importance satisfaction gap for each survey item to 0.5.

Survey items include:

- The College fosters an environment that invites diversity of people, thoughts and ideas.
- The College climate encourages inclusiveness.
- Employees are treated fairly and with respect.
- There is a spirit of teamwork and cooperation at the College.
- The College consistently follows clear processes for selecting new employees.
- Hiring procedures are fair and impartial.
- I have adequate opportunities for advancement.
- I have adequate opportunities for training to improve my skills.
- I have adequate opportunities for professional development.

**Diversity, Equity, and Inclusion Goal #2: To ensure that all faculty, staff and students are afforded access to all campus resources by offering alternate avenues to trainings, resources, and accommodations.**

**Employee Engagement:** The Office of Human Resources will provide necessary accommodations and remove any barriers to all applicants and current employees as necessary. Blue Ridge CTC offers many health initiatives available to all faculty, staff, students and their families, as well as community members including, but not limited to: health fairs, blood drives, free and reduced medical testing, and flu shots. Blue Ridge CTC recognizes and supports various religious practices and observances.

**Teaching and Learning:** Trainings that are offered to faculty and staff will be offered during times that most are at the main campus location, preferable after/before faculty council or assembly meetings. When possible, trainings will also be recorded and made available online for those who are not able to attend.

**Student Engagement:** Every Blue Ridge CTC student has an assigned advisor and PASS Peer Mentor to provide necessary support to new and continuing students. Blue Ridge CTC also offers many different support services for students, including: free tutoring, free instruction for English Language Learners, counseling services, Disability Support Services, and Veteran's Support Services. Blue Ridge CTC also offers many course delivery options, including: morning, afternoon, evening, weekend, and online.

In order to gauge the success of the Committee's efforts, surveys will be distributed annually for the various types of services students receive. Surveys will also be distributed following each event or training to all participants. We will consider our efforts a success if we maintain an average satisfaction rating of at least 3.5 out of 5 and also increase participation rates by 5 percent.



Celebrating 10-Year Employee Anniversaries



Celebrating 5-Year Employee Anniversaries



Free Little Library at the BRCTC Main Campus

**Diversity, Equity, and Inclusion Goal #3: To develop and implement trainings, activities, and resources that are designed to support the retention and success of all employees and students on our campus.**

**Employee Engagement:** All Employee Appreciation events are open to all faculty and staff. All employees are eligible to be nominated by their peers for awards, including part-time employees/adjuncts. Many different professional development opportunities are available to all employees including: Multi-Generations in the Work Place and Teaching Students with Different Disabilities. Tuition waivers available to faculty, staff, and their dependents.

**Teaching and Learning:** Blue Ridge CTC offers various training opportunities for faculty in staff, including trainings in Universal Design for Learning to ensure all students have access and certifications for instructors in the Quality Matters program, targeting the quality of online and hybrid course design and delivery.

**Student Engagement:** In the Blue Ridge CTC enrollment offices, there are employees who speak various languages (Korean, Spanish, and ASL), which provides students who are ELL access to enrollment and student services. ASL interpreting services are offered to all students for their scheduled courses, as well as any meetings the student may have on campus. Workshops are offered weekly for English Language Learners to offer additional supports outside of the classroom or tutoring services. Blue Ridge CTC will begin offering a "Free Little Food Pantry" in spring 2020 to provide students with small meals and snacks while they are on campus in an effort to help combat food insecurity. A "Free Little Library" has also been established on campus to provide students free opportunities to various titles.

The Committee's efforts will be considered a success if Blue Ridge CTC maintains an average satisfaction rating for programming of at least 3.5 out of 5, and an employee retention rate of 84 percent. The Committee will analyze student demographic data and set a base line to determine future goals.

**APPENDIX A  
DIVERSITY, EQUITY, AND INCLUSION  
COMMITTEE MEMBERS**

Laura Busey	Committee Chair
Morgan Gower	Human Resources
Sue Reneker	Allied Health Sciences
Ethel Myers	Allied Health Sciences
Denise Gilliland	Allied Health Sciences
Seth Mose	Professional Studies and University Transfer
Joshua Rider	Professional Studies and University Transfer
Jeffrey Moore	Workforce and Engineering Technologies
Kim Graves	Workforce and Engineering Technologies
Tatyana Zidarov	Workforce and Engineering Technologies
Miriam Conroy	Workforce and Engineering Technologies
Britney Norris	Enrollment Management
Siona Escoto	Enrollment Management
Shauna Seering	Enrollment Management
Cassidy Gant	Enrollment Management
Sara Gordon	Enrollment Management
Alexis Dixon	Enrollment Management
Kourtney Pfeninger	Enrollment Management

**APPENDIX B  
CURRENT ENVIRONMENT**

	Service Area**		Blue Ridge CTC Employees		Blue Ridge CTC Students*	
	112,000		160	132	6,534	
			<b>Full Time</b>	<b>Part Time</b>		
<b>Race</b>						
2 or more races	561	0.50%	0.00%	0.00%	168	2.57%
American Indian or Alaskan	97	0.08%	0.00%	0.00%	31	0.47%
Asian or Pacific Islander	1,300	1.16%	1.90%	0.70%	123	1.88%
Black (Non-Hispanic)	8,000	7.14%	4.40%	7.60%	379	5.80%
Hispanic	4,490	4.00%	2.50%	0.70%	200	3.06%
Unknown	476	0.42%	0.00%	0.00%	70	1.07%
White (Non-Hispanic)	94,400	84.20%	90.80%	91.50%	5,563	85.10%
<b>Gender</b>						
Female	56,887	50.70%	66.90%	53.00%	4,038	61.79%
Male	55,113	49.20%	33.10%	47%	2,495	38.18%
N/A	0.00%	0.00%	0.00%	0.00%	1	0.00%
<b>Age</b>						
BRCTC Employees	45 years for full-time employees and 49 years for part-time employees (average age)					
BRCTC Students	31.6% are age 24 and under ; 68.3% are age 25 and over					

\*All students; degree and non-degree seeking. These numbers represent our Fall 2019 semester head count as reported to HEPC.

\*\* The service area can be defined by the Berkeley County population.