University of Mary Washington

James Farmer Multicultural Center Faculty Advisory Committee Meeting

Academic Year of Fall 2021-Spring 2022

Monday, February 14, 2022

**Meeting Date:** February 14th, 2022

**Meeting Location:** Zoom

**Members in Attendance:** Mehdi Aminrazavi (Classics, Philosophy, and Religion), Anna Bedal (Student Representative), Melissa Jenkins (COE), Marisa Martinez-Mira (Chair, Modern Languages and Literatures), Sarah Morealli (Secretary, Earth and Environmental Sciences), Marion Sanford (JFMC Director), Dan Wolf (COB), Sandrine Sutphin (Director of Student Activities and Engagement & USC representative)

**Members Absent**: Zahraa Mohammed (Student Representative)

**Guests in Attendance:** Malcom Holmes (Director of University Marketing), AJ Newell (Director of Design Services)

**Call to Order:** The meeting was called to order at 4:05pm

**Meeting Business:**

1. Approval of Minutes: The Committee approved the minutes associated with the November 17th 2021 meeting.
2. Director Report: The *James Farmer Bulletin*continues to be a useful way to advertise and spread awareness about JFMC events. Refer to the JFMC website or the *James Farmer Bulletin* for additional information on each of the programs/events discussed below.
	1. Programing Updates:

We continue to celebrate **Black History Month (BHM)**. So far, BHM-related events have been a success. The upcoming **Black Mental Health Matters** event (Wednesday, February 23rd ) is a collaboration with the Talley Center.

Two collaborations with dining services are approaching: **Caribbean Cultural Meal** (this week) and the **Creole/Cajun Mardi Gras Meal** (next week).

**Women’s History Month** begins in March with an array of related programing beginning after spring break.

The **Human Rights Film Series** continues in March.

The second **Social Justice Teach-In** event/program will focus on international access to education.

After spring break, UMW will host the **Social Justice and Leadership Summit** in which 125 students from UMW, Germanna Community College, and local high schools will participate. Two speakers have been confirmed and 3-4 faculty members will be leading concurrent sessions. More information on the Summit will be distributed throughout campus soon.

* 1. Farmer Fellows updates

By the end of February, the Farmer Fellows will have conducted three diversity sessions on campus this spring. Committee Member Anna Bedal will be facilitating one of the Safe Zone student sessions. The Farmer Fellows look to collaborate more closely with UMW athletic teams.

Next academic year, there will be at least 8 new Fellows and 3 returning Fellows. Training for the new Fellows will begin soon.

1. Old Business:
	1. Perspectives on the “Matter” Campaign

Malcom Holmes and AJ Newell joined the Committee to share their perspectives on the “Matter” campaign and share the feedback they have received after the its rollout. Prior to its release, the campaign was extensively tested within several constituencies; roughly 7000 people were involved in the process and provided feedback.

The University Relations and Communications team has received both positive and negative feedback. A few alumni pushed back and encouraged other alumni/friends to send letters (about 20) to the President’s Office to express their displeasure with the new campaign. This negative feedback was considered. The local Back Lives Matter organization were supportive of the campaign and felt that it was a good reflection of UMW’s values.

Next, the University will begin two marketing campaigns: brand/university awareness and student recruitment. Here, the University will attempt to improve its presence in NOVA and elsewhere in Virginia with traditional and digital advertisements. In addition, we need to get the UMW brand “out” more consistently, beyond the recruitment cycle. Since, we are only a few months into this 12-month campaign, it is too early to tell if it is working.

Faculty/Staff can access the UMW Brand Toolkit (go.umw.edu/logo --UMW credentials are required) which includes downloadable logos and anything you need to craft messaging. The Toolkit and new nametags will be announced campus-wide on February 15th. Nametags will include preferred pronouns.

Also expect more changes around campus after graduation. In particular, new light pole banners will be hung. *ASPIRE* promotions will return in some manner.

A member of the Committee asked if the University is still polling seniors and freshmen, and if these results could be shared with faculty to help grow the University.

* 1. Updates on Preferred Names and Pronouns:

Student volunteers are beta-testing the implementation of preferred names and pronouns into Banner and Canvas. So far, the testing has been successful. The Registrar will create a webpage to teach students how to submit their preferred names/pronouns. There are still some issues to be resolved: the implementation does not include EagleOne yet and it is not clear if students will be able to change their information throughout the academic year.

1. New Business
	1. Reassessing our strategic vision

There will be a campus-wide effort to assess how much progress has been made toward achieving the University’s strategic vision since its implementation in 2018. A group a faculty, staff, and (perhaps) students will be tasked with addressing each goal.

The Committee specifically discussed the University’s progress in achieving **Goal #4** and its action steps. When approaching Goal #4, the University will need perspectives from several different sources (departments/programs, students, staff, faculty) because some groups will be focused on different areas/substeps of Goal #4. In all, concerned was raised that while some progress has been made, Goal #4 hasn’t been achieved by wide margin.

1. Announcements
	1. Upcoming Safe Zone events: Safe Zone Book Club (Feb. 23rd) and Transgender Day of Visibility (March 31st 11am-2pm)
	2. Conference on Race and Religion (March 29th and 30th) will include:
		1. Eminent keynote speaker: Shannon Lanier, a descendent of Thomas Jefferson and
		2. A panel discussion on Race and Religion Today in America: Trump and the Post-Trump Era
	3. The Asian Student Association and Chinese Department will celebrate the Lunar New Year on Saturday, February 19th at 3pm in the Chandler Ballroom.
2. Next meeting: Week of 14-18 March.

**Adjournment:** The meeting was adjourned at 5:03pm.