The African American Experience in Higher Webinar Series
Part 1

Wednesday February 12, 2014
2pm EST
Welcome and Introductions

- **Webinar Moderator**
  - **Annice E. Fisher**, African-American Knowledge Community Co-Chair

- **Panelists**
  - **Dr. Javaune Adams-Gaston**, *Vice President for Student Life*, The Ohio State University
  - **Dr. Anthony Ross**, *Vice President for Student Affairs*, California State University, Los Angeles
  - **Dr. Bettina Shuford**, *Associate Vice Chancellor for Student Affairs*, The University of North Carolina at Chapel Hill

- **Taris Mullins**, AAKC Public Policy Chair
The Mission of the AAKC is to increase the Knowledge community members' awareness of, knowledge about, and appreciation for issues unique to African American professionals.

The African-American Knowledge Community also seeks to educate the NASPA membership on trends and issues related to African-American professionals, faculty, and students. This is done through sharing information on research, campus issues, and emerging trends.

Visit our **NASPA page** for current activities and ways to get involved!

Connect with us on social media
- Follow us on Twitter [@AAKC_NASPA](https://twitter.com/AAKC_NASPA)
- Like us on Facebook
Webinar Format

- Introduction of Panelists
- Sankofa and Purpose
- A look back: Reflections from the past 20 years
- Salient issues impacting the African American experience in higher education
- Core Competencies for personal and professional success
- Sankofa Wisdom for Aspiring
  - New Professionals
  - Mid-level Professionals
  - Senior Student Affairs Officers
- Strengthening the African American voice in higher education
Panelist: Dr. Javaune Adams-Gaston, Vice President for Student Life at The Ohio State University
Panelist: Dr. Anthony Ross,
Vice President for Student Affairs, California State University, Los Angeles
Panelist: Dr. Bettina Shuford, Associate Vice Chancellor for Student Affairs, University of North Carolina at Chapel Hill
Webinar Purpose

- Sankofa

- Purpose for the State of the African American in Higher Education series
A look back: The Past 20 Years

- **The 1980s: Dr. Shuford**
  - Director of Multicultural Affairs

- Continued challenges to affirmative action-
  - Stigmatizes African Americans
  - Reverse discrimination – preferential treatment

- Diversity plans for recruitment and retention of African American faculty, staff and students

- Emphasis on improving the campus climate (i.e., psychological, structural, system)

- Focus on multicultural education, training and programming

- Diversifying the curriculum

- Diversity requirements

- Broader definition of minority

- The resurgence of racism or the new racism - racial clashes

- Greater focus on minority student retention
A look back: The Past 20 Years

**The 1990s: Dr. Ross**
- Mental health issues began to surface
- Access and support for disabled students
- Increased call and commitment to issues of diversity
- Beginning to see the need for increased support for veterans of the Gulf war
- Personal Experience: Navigating the profession, mentorship, and Association involvement

**The 2000s: Dr. Adams-Gaston**
- The Changing Pace of Higher Education
- The Accountability Era
Faculty
- Underrepresentation of African American faculty at PWIs
- Lower satisfaction that majority peers
- Double standards on research
- Politics of tenure
- Heavy service loads
- Lack of support or mentoring
- Ethnic resources for department/institution
- Expectations of social support from underrepresented students
2014: Salient Issues Impacting African Americans

- **Staff**
  - Need to develop a professional sense of self
  - Understand the need to invest in your professional development and move beyond your current job and comfort zone
  - Model an image of professionalism while working with and nurturing your students
  - Establish a level of excellence that you strive for on a daily basis, be the very best at “what you do”

- **Students**
  - Resiliency (Mental Health and Counseling)
  - Financial Wellness
Core Competencies for personal and professional success

- **Competency 1**
  - Learn and know the work and value of the profession of Student Affairs and Higher Education (beyond citing theories)
  - Develop a sense of self so that you are able to withstand the lonely moments of leadership

- **Competency 2**
  - Assessment, Evaluation and Research

- **Competency 3**
  - Good judgment and the ability to make good decisions
Sankofa Wisdom: New Professionals

- Work/Life Balance
- Take Advantage of New Opportunities
Leading change from the middle
Solidifying next steps in your career path-work/life balance
Mentoring and support structures
Forging partnerships with academic partners
Developing an institutional worldview
Navigating campus politics
Creating a personal brand
Find your voice and be ready to lead

As a member at the Executive Level it is all about your ability to successfully lead your division

Develop an institutional view not just a Student Affairs view

Invest in your staff, develop the next cadre of leaders

Take care of self
Strengthening the African-American Voice in Higher Education

1. Publish in Peer Reviewed Journals
2. Present Best Practices at Conferences
3. Lead in Professional Organizations

Panelist: Dr. Javaune Adams-Gaston,
Vice President for Student Life at The Ohio State University
1. Don’t deny your identity yet don’t let it overshadow your work
2. Be ready to assume leadership roles at all levels of the organization and beyond
3. Get involved in your community, those efforts and relationships will serve you and your institution well
4. Understand the issues before weighing in, they are often deeper than they appear
5. Don’t be afraid of “politics” understand that good relationships with others often allows the political dimensions of issues to be discussed and handled professionally and amicably

Panelist: Dr. Anthony Ross, Vice President for Student Affairs, California State University, Los Angeles
Strengthening the African-American Voice in Higher Education

1. Credentialing and career path to senior level positions
2. Publishing
3. Mentoring/modeling the way for others

Panelist: Dr. Bettina Shuford, Associate Vice Chancellor for Student Affairs, University of North Carolina at Chapel Hill
1) NASPA National Conference March 2014
   • African American Women’s Summit
   • African American Men’s Summit

2) The African American Experience in Higher Education Webinar Series
   Part 2
   State of the African American Student in April 2014
Panel Q&A Discussion

- **Dr. Javaune Adams-Gaston**, Vice President for Student Life, The Ohio State University (adams-gaston.1@osu.edu)
- **Dr. Anthony Ross**, Vice President for Student Affairs, California State University, Los Angeles (tross@calstatela.edu)
- **Dr. Bettina Shuford**, Associate Vice Chancellor for Student Affairs, The University of North Carolina at Chapel Hill (bcshufor@email.unc.edu)