

Diversity Programs

Judged by the CASE Opportunity and Equity Committee.

Description

Gold, Silver, and Bronze awards may be given in each subcategory to recognize model programs focused on enhancing diversity at your institution. Eligible programs may come from any area of institutional advancement (fundraising, alumni relations and communications and marketing). All programs, regardless of staff size, budget or number of participants are welcome to be entered.

Programs may be new this year but must have been in place long enough to have produced well-documented results.

Subcategories

1. Volunteer Engagement and Senior Leadership Involvement - Diversity structures and programs that provide meaningful involvement of alumni, campus leadership and other constituencies that may include, but are not limited to volunteer boards and management, campus relations, donor stewardship and strategic planning.
2. Alumni Programs - Diversity-oriented activities and programming conducted annually as part of normal programming, including but not limited to homecomings and reunions, clubs/chapters and other constituent/affinity group programming, awards, international alumni programs and parent/grandparent programs.
3. Special Events - Institutional, alumni, or community related events such as special community or campus activities, special reunions and affinity programs that advance diversity.
4. Collaborative Programs - Those programs that involve an integrated effort between advancement and other campus areas to target diverse populations such as career assistance, community service, mentoring and advocacy programs.
5. Student Initiatives - Activities and programs of student alumni associations and similar student organizations linked to diverse issues and populations.
6. Recruitment and Retention - Programs that target diverse populations in the recruitment and retention of students, faculty and other campus groups.

Judging Criteria

The judges will look for entries that specifically:

- * Demonstrate good planning and measurable outcomes;
- * Serve as models for other institutions and are replicable;
- * Show understanding of the target audience(s);
- * Demonstrate creativity and innovation in thought and execution;
- * Support the mission of the institution and/or alumni association; and
- * Demonstrate integration with advancement goals in purpose and execution.