

VALUING BLACK LIVES



Taking Action: Our Commitment to Merced

Community Engagement Sub Committee Partners

UC Merced Community Engagement Committee

Ed Klotzbier

Vice Chancellor and Chief External Relations Officer

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Undergraduate co-lead

Vernette Doty

Director, Community Engagement Center - Office of Leadership, Service & Career

Yolanda Pineda Vargas

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Director of Education Programs - UC Merced Extension

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Executive Director of Arts - External Relations

Dawn Trook

Lecturer - Merritt Writing Program

Cori Lucero

Executive Director - Government & Community Relations - External Relations

Community Listening Session Partners

Rhonda Batson

2nd Vice President - NAACP

Allen Brooks

President - NAACP

Baraka Carter

Battalion Chief - Cal Fire

Eugene Drummond

Community Liaison - Merced Police Department

Andre Griggs

Founder and CEO - Restorative Justice League

Gloria Morris

Harvest Park Educational Center

Marylene Riley

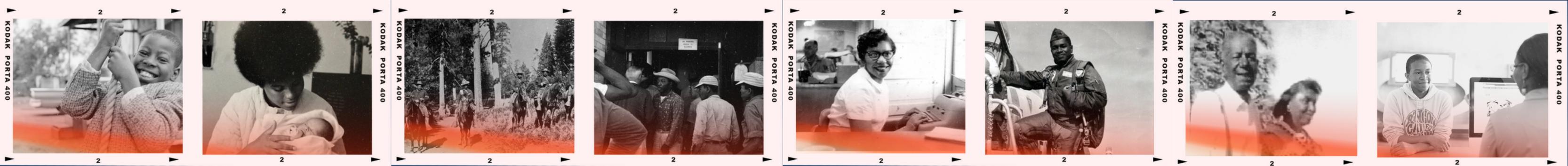
Member - Veterans of Color of Merced County

Samantha Thompson

Law Library Director - Merced County

Lynn White

Planning Commission and Citizen Oversight Commission Member - City of Merced



What we heard...

"All three of my kids were heavily recruited by Fresno State and Stan State, but we received nothing from UC Merced. "

"I am unaware of the research that occurs at UC Merced and how it may benefit our community"

"I've applied for positions at UC Merced and not received acknowledgement from the hiring department."

Education

UC Merced perceived as a university for youth outside of the Merced area

Disappointed that local youth are not attending the university

Lack of engagement with Merced youth through recruitment efforts

Research

Lack of consistency and continuity when engaging community

Poor visibility in the Black community

Not reaching some populations due to factors like transportation

Outreach

No perceived outreach to community

Unaware of UC Merced programs to benefit the community

University systems and protocols are too rigid or poorly defined to effectively aid the community

Poor follow through on commitments



"Like Merced, the South Side of Chicago is a community where people struggled financially, but worked hard, looked out for each other and rallied around their children."

EDUCATION - Growing hope for future generations of Merced students

Enrollment Snapshot (Fall 2020)

- Undergraduate Black applicants: 1,976
- Undergraduate Black enrolled students: 371 (includes both new and continuing)
- Undergraduate Black students from Merced County: 5

Source: UC Merced IRDS

Willie Lewis Brown, Jr. Youth Leadership Development Program

Brown Youth Academy (BYA) offers middle school students an opportunity to have a real life experience on a college campus (college/career focus) and provides meaningful interactions with adults.

Bobcats Online Homework Help

This program offers “after-hours” homework help support center for K-12 students and parents. Grade level rooms will be staffed by CalTeach undergraduate students



RESEARCH - UC Merced's Unique Role in the Central Valley

UC Merced Alliance for Child and Family Health and Development

The Alliance is a partnership of groups and individuals engaged in service and research related to the healthy development of children and their families in and around the unique contexts of the San Joaquin Valley and nearby rural mountain region

The Resource Center for Community Engaged Scholarship (ReCCES)

ReCCES has been a strong advocate for community-academic research partnerships to extend the reach and impact of research beyond the university, solve problems to improve people's lives, and advance the effectiveness of higher education. ReCCES was instrumental in earning UC Merced the Carnegie Foundation's Elective Community Engagement Classification as well as creating a new Community Research and Service minor.

UC Merced Community and Labor Center

The UC Merced Community and Labor Center conducts research, education and policy development, building civic capacity in the San Joaquin Valley and beyond.

Gateway to Merced

Gateway to Merced is an oral history project oriented toward social justice initiatives and provides an opportunity for marginalized voices to be heard. To date they have conducted public interviews with many prominent Black activists in the community. Each of the guests has provided profound insights into the lived experiences of Mercedians in the context of structural racism.



OUTREACH - Collaborative Community Programming

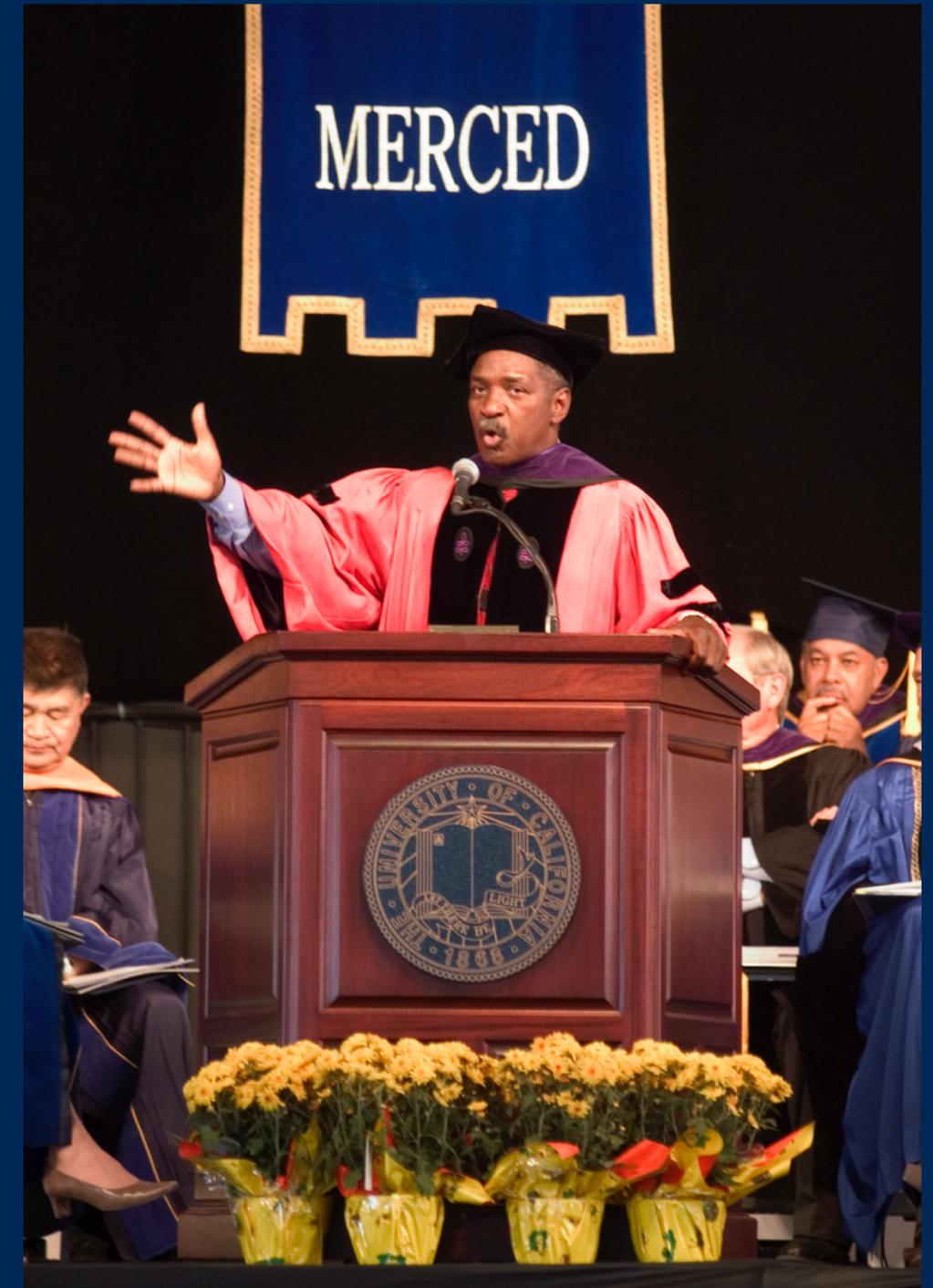
Community Engagement Center (CEC)

UC Merced Office of Leadership, Service and Career

The Center brings together UC Merced students, staff, faculty, and Merced community members, agencies, and organizations to create and develop reciprocal partnerships that generate student learning, build capacity, and solve problems through service, scholarship, and leadership. The CEC meets with student reps from the Pan-Afrikan Council to connect with local non-profits serving Black families in the community. These actions contribute to building a healthy and sustainable community (local to global) and creating positive change.

Spendlove Prize for Social Justice

The Spendlove Prize recognizes a renowned scholar, author, artist or citizen who exemplifies in their work, the delivery of social justice, diplomacy and tolerance in the diverse local and global society. Past recipients have included Anita Hill and Merced native Charles Ogletree.



Recommendations - **EDUCATION**

Change the narrative so that UC Merced is seen as a university for Black students especially those from Merced and the rest of the Central Valley.

Strategies

Immediate

- Offer workshops for FAFSA and college applications, etc. to families in the Black community.
- Devise and implement a plan for more robust and consistent outreach to Merced County junior high and high school counsellors.
- Engage the Merced Black Parallel School Board (BPSB) to better understand the needs of students
- University administration support to successfully receive the UC HBCU Initiative -Grad Students
- Build awareness of scholarships for Black Students are supported by National and Regional Black Organizations: Divine 9 Fraternal & Sorority Organizations, NAACP, Links inc., California Black Chamber of Commerce, Etc.

Longer Term

- Increase the number of applications and admissions of Black students in the Central Valley.
- Identify and implement more inclusive recruitment practices and outreach
- Develop and implement support programs to ensure the success of UC Merced Black students
 - Undergraduate Admissions
 - Cost to be determined : The cost of an admissions counsellor dedicated to the Black community

Recommendations- **RESEARCH**

Communicate more effectively about research that impacts the lives of Black communities across the Central Valley

Strategies

Immediate

Partner with the NAACP, Black Parallel School Board, Black churches, etc. to share community based research activities

Longer term

Establish processes for collection of data on community engagement activities from research to courses, student activities to service/volunteer by staff, etc. to facilitate stronger connections.

- Resources TBD by ReCCES
- Partial FTE Allocation- Amount TBD



Recommendations- **OUTREACH**

Build and sustain outreach to the Black community so that they are engaged partners with UC Merced

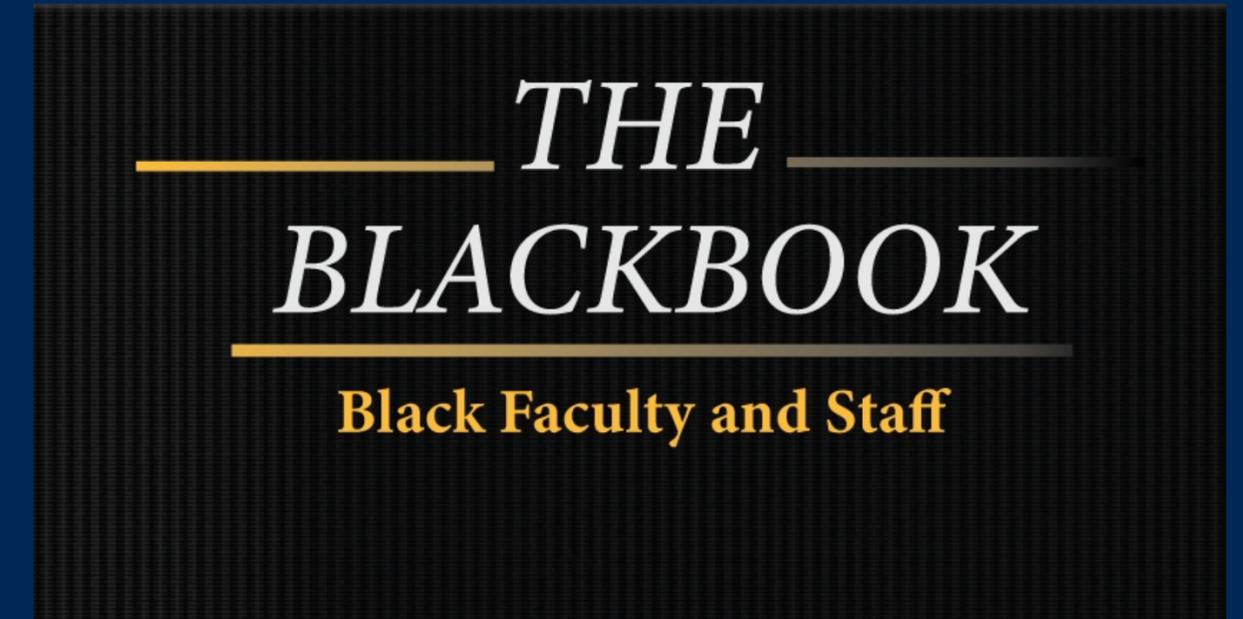
Strategies

Immediate

- Offer transportation to university for events from the South Side of Merced
 - Organizing event office
 - Cost determined by event and audience
- Continued support of The Black Book created by Black students for Black families

Longer term

- Evaluating internal business and hiring practices to devise community friendly and professional policies.
- Working with community partners to better advertise available positions
 - UC Merced Business and Financial Services and Human Resources
- Purchase system software like Collaboratory to help coordinate outreach efforts throughout the campus
 - Community Engagement Center (CEC)
 - Cost- \$23,840 for three years



This is a Movement, not a Moment - A Sustainable Effort



Levitt AMP Black History Month Concert

Saturday, February 27

Motown and R&B Drive-in

External Relations/ Associated cost - \$41,500



Distinguished Black Speaker Series

Annual Event - Merced Theatre

External Relations in collaboration with additional UC Merced Departments

Associated cost - \$15,000 - \$25,000 each



Willie Lewis Brown, Jr. Youth Academy

Summer Event

Education Programs

Associated cost - 50 students for 5.5 days - \$25,000



BOLD: Black Students Organizing for Leadership & Development

October Event

Office of Leadership, Service and Career

Associated cost - \$20,000



Black Nativity

December Event

External Relations in collaboration with additional UC Merced Departments

Associated cost - \$20,000-\$40,000

“Why is it important to get Blacks into colleges and universities? Because the biggest stumbling block to progress in America is still racism.”

Nikki Giovanni, Racism 101 (1994)

