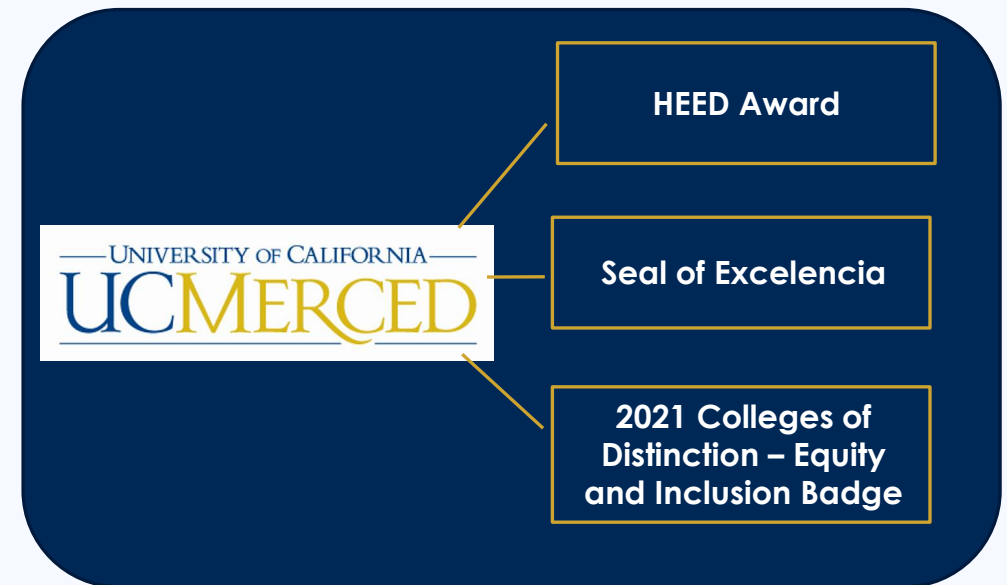


Cohort Debrief and Forecast Meeting



UC Merced and the HEED Award

1. As the newest UC campus, we are still becoming who we will be and how others will know/see us
2. HEED is a national recognition of our institutional commitment to Equity, Diversity and Inclusion
3. This award functions as a signal
4. For those that don't know anything about UC Merced:
 - HEED signals that that UC Merced is doing excellent work around EDI
 - UC Merced + HEED Award = Signal of our commitment to and excellence in EDI





Newsroom

The latest Bobcat news, information and events

[All News](#) [Research](#) [Accolades](#) [Events](#) [Merced 2020 Project](#) [Inside UC Merced](#)

Campus Receives Distinctive Higher Education Excellence in Diversity Award



September 20, 2021

As one of the most diverse universities in the country, UC Merced is devoted to continuing to provide an inclusive academic environment for all.

Today (Sept. 20), UC Merced was recognized with the [2021 Higher Education Excellence in Diversity \(HEED\) Award](#) from INSIGHT Into Diversity Magazine, the oldest and largest diversity-focused publication in higher education.



The HEED Award recognizes institutions for their outstanding commitment to equity, diversity and inclusion in higher education.



101 universities and colleges received the HEED Award in 2021

Fun Fact



Chancellor Juan Sánchez Muñoz is the only person to have been featured on the HEED Award magazine issue cover to date

Examples of Programs, Services, and Initiatives



**Graduate Division
Fellowships and Summer
Bridge Programs**



**Services for
Undocumented Students**



**Valuing Black Lives
Initiative**

UC Merced is
1 of 6
universities
to have an
additional
feature in the
magazine

IN BRIEF

UC Merced Website, Workshops Advance the Conversation About Free Speech on Campus

In 2021, the University of California, Merced (UC Merced), a Hispanic-Serving Institution, launched a website promoting the idea of free speech in tandem with the school's inaugural Free Speech Week, which was led by the university's Office of Equity, Diversity, and Inclusion (OEDI). The website and weeklong workshops were designed to amplify the discussion regarding freedom of expression and to provide resources about the differences between free speech, academic freedom, hate speech, and employee dialogue.

"The aim of the workshops is to try and make an abstract concept of free speech — which can be really nebulous and intimidating for some — into an accessible and understandable conversation with various audiences," said Maria Ramirez Loyola, a graduate student researcher with OEDI, in a press release.

The virtual Free Speech Week centered around the theme "Can Speech Truly Be Free?" The workshops featured presentations from numerous academics who discussed free speech as a human right, the relationship between academic freedom and free speech, and higher education's supposed failure to teach critical thinking in public discourse. The final event was the launch of the UC Merced Free Speech website, freespeech.ucmerced.edu.

The site provides a wealth of information on freedom of expression and what is and is not protected under the First Amendment and UC system policy. It offers resources on how to engage in debate and public discourse with those of differing opinions and provides specific examples of free speech-related case law and their respective effects on

public communication. The site plainly states that UC Merced will not discipline employees and students nor forbid guest speakers who express unpopular opinions but will uphold the community's right to denounce such beliefs.

"Because no one has the right to be free from criticism, we will always ensure that members of the campus community can peacefully protest and express condemnation of views with which they disagree," the website states. "Our role as a leading university encourages us to engage competing perspectives and learn from those who hold different viewpoints. It also demands that we speak out in support of each other when members of our community are subject to hateful, discriminatory, or inflammatory personal attacks." ●



UC MERCED'S HEED APPLICATION PROCESS AND OVERVIEW

Core UC Merced Partners Involved

The HEED Award recognizes colleges and universities that demonstrate an outstanding commitment to diversity and inclusion.

- **Admissions**
- **APO**
- **Chancellor's Organization**
- **Dean of Students Office**
- **Facilities**
- **Finance and Administration**
- **Financial Aid**
- **Graduate Division**
- **HR**
- **IRDS**
- **Marketing and External Relations**
- **OIT**
- **Office of Diversity, Equity and Inclusion**
- **Undergraduate Education**

Hello Jonathan,

We are reaching out on behalf of Associate Chancellor and Chief Diversity Officer Dania Matos, to request information for UC Merced's submission to the upcoming HEED Award Application.

Purpose of the HEED Award: [The *INSIGHT Into Diversity* HEED Award](#), open to all colleges and universities across the U.S. and Canada, measures an institution's level of achievement and intensity of commitment in regard to broadening diversity and inclusion on campus through initiatives, programs, and outreach; student recruitment, retention, and completion; and hiring practices for faculty and staff.

Your Role: To complete UC Merced's inaugural HEED Award application, we need your help! We believe that your office/department/unit might be able to help answer the following application questions which are fully detailed in the attached word document: #'s 20-22, #'s 40-41, #45, and #51 .

Please provide the answers to the questions listed above by Friday, May 21st, 2021.

Instructions: Submit your answers by completing the questions in the attached word document and please provide additional comments under each question for context. The more details we provide in the comments about the impact of our services, programs, and initiatives, the higher the probability we get the award.

If you need additional support or have any questions about the HEED Award, please join us on Wednesday, 5/19/2021 from 4:00pm-5:00pm ([RSVP here](#)) or reach out to us via email.

Thank you for your time and support!

Best,
Cynthia, Wendy, and Maria

Sample Call for Office/Unit Specific Data (2021)

Sample Word Document with Relevant Office/Unit Specific Questions (2021)

41) Which of the following diversity-related information appears on your website?

	Yes	No
Our international office page includes information about groups, clubs, etc. for international students	<input type="radio"/>	<input type="radio"/>
Our study abroad office page includes specific opportunities for underrepresented students (scholarships, etc.)	<input type="radio"/>	<input type="radio"/>
Our disability services office page links to our career services page	<input type="radio"/>	<input type="radio"/>

Comments:

45) How does your institution help students develop cultural competence?

	Yes	No
We have a general education diversity requirement	<input type="radio"/>	<input type="radio"/>
Faculty are requested to incorporate diversity into their curriculum, when applicable	<input type="radio"/>	<input type="radio"/>
We have diversity courses for students	<input type="radio"/>	<input type="radio"/>
We have multicultural events on campus	<input type="radio"/>	<input type="radio"/>
Issues of diversity are woven into the first-year experience program	<input type="radio"/>	<input type="radio"/>
We offer opportunities for low-income and Pell Grant-eligible students to study abroad	<input type="radio"/>	<input type="radio"/>

Comments:

2021 HEED Application Process

Sample Application Questions Reviewed by OEDI

UC Merced Partners Identified

Information/Data Requests Issued

Campus Partners Submitted Responses to OEDI

HEED Application Draft Prepared by OEDI

Draft Application Reviewed by CDO and Chancellor

Draft Application Updated by OEDI as Needed Before Finalizing

Final HEED Application Submitted



SIGNIFICANCE OF EARNING THE 2021 HEED AWARD

Value, Prestige, and Possibilities

“We have been told many times over the past 10 years that the HEED award application itself and the recognition are tools used by every winner to help them in their effort to move the DEI needle.” (p.45)

– Lenore Pearlstein

The 2021 HEED Award reinforces UCM's commitment to equity, justice, and inclusive excellence

- **2021 HEED Award**
- 2021 Seal of Excelencia
- 2021 Colleges of Distinction – Equity and Inclusion Badge



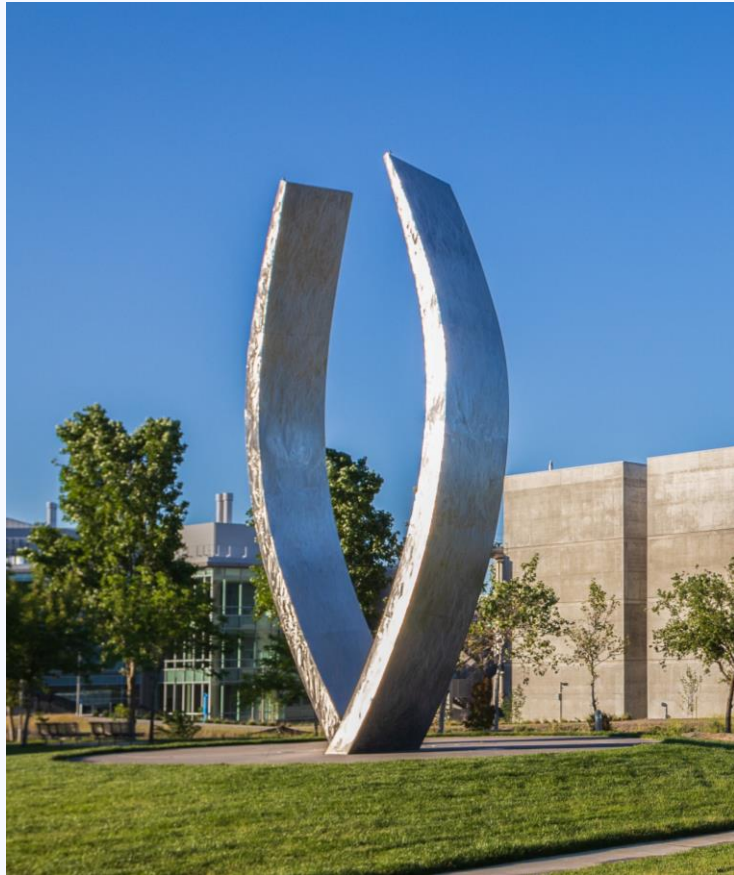
Goal 3.1: Demographic composition of admin staff and faculty should be more representative of the state

Goal 3.2: Transform campus culture to ensure the campus community thrive as their authentic selves

Goal 3.3: Build our collective capacity to remove structural barriers negatively impacting success

Programming, events, and initiatives that advance retention for historically excluded yet brilliant communities

What factors enabled us to win the HEED Award?



In October 2021, our debrief meeting revealed that the review committee was very impressed by:

- Student retention and graduation rates
- Innovative and impactful programs, services, and initiatives
- Detailed narrative and additional information provided in the comments section for a majority of questions

Leverage the HEED Award to signal commitment to EDI

Funding

Distinction

Recruitment

Moving Forward: 2022 HEED Application Forecast



UC Merced's Future Goal

This title signifies that a college or university has gone above and beyond in their DEI work to rank in the top tier of HEED award applicants. Known for their visionary leadership, diversity champions serve as models for excellence for others in their dedication, vision, and commitment to ensuring DEI is in their very foundation.



Moving Forward

Resources

Download and Use the HEED Logo!

- PDF file
 - [Download HEED Logo PDF file \(Spanish\)](#)
 - [Download HEED Logo PDF file \(English\)](#)
- JPG file
 - [Click to download](#)



Spring 2022 Forecast

- Expect an email in January to discuss 2022 HEED application process

<https://diversity.ucmerced.edu/awards-and-recognition/higher-education-excellence-diversity-heed-award>

UC Merced and the HEED Award – Significance

- This is a national recognition of our institutional commitment to Equity, Diversity and Inclusion
- This award functions as a signal
- UC Merced + HEED Award = Signal of our commitment to and excellence in EDI



**We encourage
you to celebrate
UC Merced's
2021 HEED
Award
recognition with
your staff!**



Thank You! Questions?

