

COLLEGE OF BUSINESS DIVERSITY REPORT

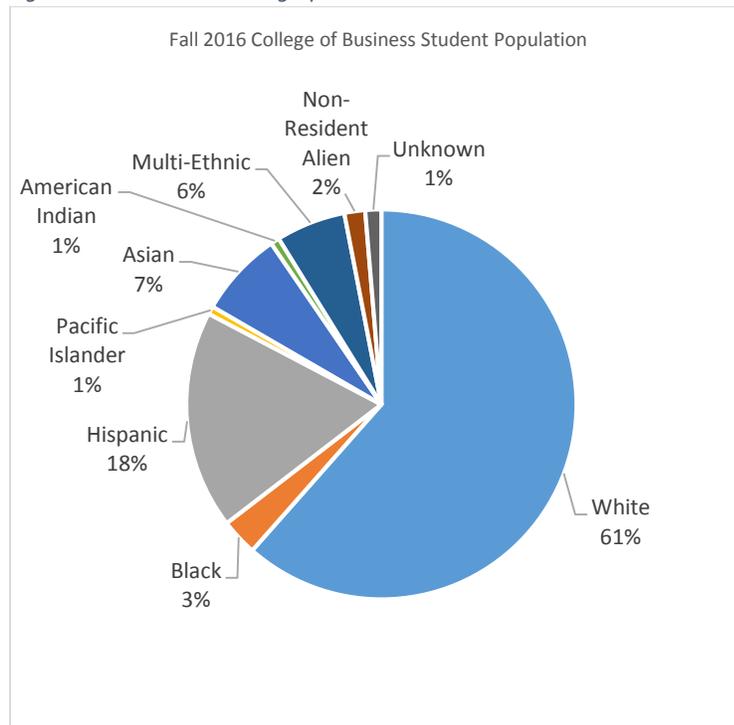
The College of Business has recognized the need to enhance and engage in programs that can reflect a vibrant and diverse population. The College’s mission is to provide outstanding leadership to the business community in Nevada and globally, which is why the College has undertaken several diversity initiatives to ensure that our graduates reflect and can thrive in a diverse, global economy.

Overview of The College of Business Demographics - Students

The College has been able to continue diversifying it’s student population which reflects the growing

diverse population of the region. The data shows that the College has made great strides in diversifying its student population and aligning with the demographics of the region.

Figure 1 COB Student Demographics



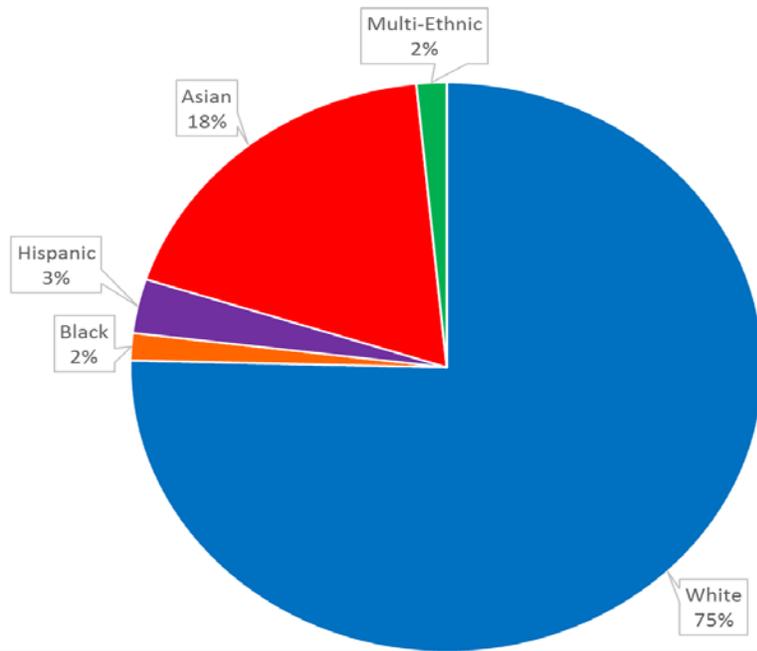
The data also shows that the college has been able to increase the proportion of its non-white student population over the past five years from 32% non-white in Fall 2011 to 38% non-white in Fall 2016. The College of Business will continue to reinforce its efforts of outreach to minority and underrepresented communities through recruitment and engagement events.

Table 1 Proportion of White/Non-White Students

	White	Non-White	% of Total Enrollement
FALL 2011 TOTALS	1,705	787	32%
FALL 2016 TOTALS	2,107	1,293	38%
% CHNG 2011-2016	24%	64%	

Overview of The College of Business Demographics – Faculty

FY 17 Academic Faculty by Ethnicity

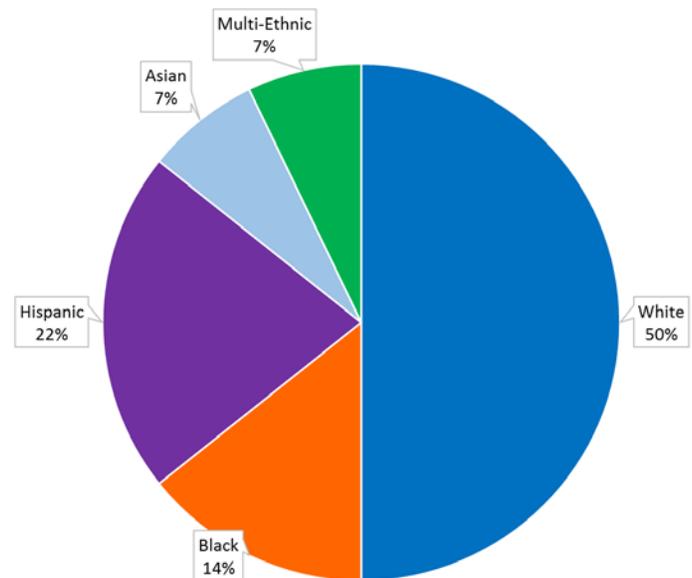


The academic faculty demographics have not kept pace with the changing demographics for the College. The Dean's office, in coordination with Human Resources and the Provost's office's push for greater diversity will be focusing on hiring and promoting diversity within the academic faculty ranks. Structurally, this is one of the hardest demographic numbers to move as it is contingent upon a solid and diverse hiring pool and the number of years that it takes to promote faculty from Assistant Professor to

Associate Professor and then from Associate Professor to Full Professor.

In the administrative faculty ranks, the Dean's office has had much better success in recruiting and retaining diverse applicants. The current demographic makeup of the College shows an even split between white and non-white administrative faculty for the College.

FY 17 Administrative Faculty by Ethnicity



Diversity Initiatives

The College of Business has several initiatives that will include or specifically target minority and underrepresented communities within the region and specifically in business education.

Women in Entrepreneurship

Through the Ozmen Center for Entrepreneurship, The College of Business has launched the Women's Initiative to facilitate connections between women in business and entrepreneurship on and off campus. The initiative launched as part of a video series featuring women entrepreneurs in Reno and a networking event at the Innevation Center on May 26th, 2016. Mayor Hilary Shieve was in attendance at the event to proclaim May 26th as the day to recognize women in business and entrepreneurship alongside over 100 student and community leaders. The Ozmen Center will continue to find ways of raising awareness about women who are leading their businesses here in Reno and connect university and community entrepreneurs.

Women in Technology

The College of Business has partnered with Microsoft to offer DigiGirlz High Tech Camp each summer. DigiGirlz High Tech Camp for girls, works to dispel stereotypes of the high-tech industry. We continue to look for opportunities to give young people a chance to experience, firsthand, what it is like to develop cutting-edge technology. During the camp session, the girls listen to executive speakers, participate in technology tours and demonstrations, network, and learn through hands-on experience in workshops. Established in 2000, the camp program continues to grow and evolve.

Additionally, the faculty in the Information Systems department have an ongoing study to look at why women choose or not choose technology degrees and different methodologies that might be successful in encouraging and growing participation by women in technology. This project is engaging current female students and women in the technology sector and is currently in its second year.

Hispanic Business Assistance

The Nevada Small Business Development Center, housed in The College of Business, is dedicated to providing a wide variety of technical assistance and resource support to small businesses throughout Nevada. The Hispanic Business Initiative within the NSBDC has been designed to target and increase Hispanic business development and growth. Nevada SBDC counselors, Sandra Rentas (Reno) and Anabel Navarro (Las Vegas) provide Hispanic business development assistance and training. Counseling and training is provided in Spanish.

Nevada's Hispanic population is approximately 30% and is higher in southern Nevada. The following table shows how much growth has been impacted statewide by the NSBDC through targeting this population.

Table 2 NSBDC Hispanic Initiative

Nevada SBDC Hispanic Business Assistance		
	2014	2015
New Businesses Created		
Bought/Started Business Milestones	6	25
Jobs Created (Full and part-time)	0	37
Jobs Retained	0	11
Non-SBA Loans, Number of	2	9
Non-SBA Loans, Dollar Amount	\$300,000.00	\$2,668,500.00
Total Loans	0	0
Number of Loans	2	9
Dollar Amount of Loans	\$300,000.00	\$2,668,500.00
Equity Capital	0	0
Number of Equity Capital	2	10
Dollar Amount of Equity Capital	\$50,000.00	\$544,394.00
Total Capital (Loans + Equity)	0	0
Number of Loans/Equity	4	19
Dollar Amount of Loans/Equity	\$350,000.00	\$3,212,894.00
Total Counselor Hours	195	1380
Clients Counseled		
Total Clients Counseled	38	173
Number of New Clients Counseled	29	116
Client Hours	0	0
Total Client Hours	195	1356
New Client Hours	117	641
Extended Engagement Clients (since 10/1/2005)	5	59
Long Term Clients (since start of fiscal year)	0	57
Total Training Events	6	22
Training Attendees	609	543

Diversity in the Curriculum

As diversity has become a major issue in the business community and as businesses are looking to grow a more diverse workforce and find greater opportunities in diverse communities, The College of Business has responded by incorporating diversity and diversity issues within courses required for all business majors.

All non-Economics majors are required to take at least one course for diversity:

- MGT 323: Organization and Interpersonal Behavior

Additionally, all of the majors offer several courses that also have a strong diversity component. These courses include:

- MGT 367: Human Resource Management
- MGT 462: Changing Environments
- MGT 491: Advanced Seminar
- ECON 305: Comparative Economic Systems
- ECON 334: Economic History of the US
- ECON 442: History of Economic Thought

Diversity in Recruiting and Advising

As the demographics for the College show, diversity in our student recruiting efforts is a robust effort. The College welcomes all students, but the diversity of our advising staff helps facilitate diverse student recruiting and retention. Our recruiting and advising staff are constantly engaging with high schools and community colleges in an effort to attract a wide range of students from all demographic and economic backgrounds.

In addition to recruiting and advising, our advising staff also are working on understanding our student population and how we can best engage them in thinking about college. Our Director of Advising, Jeremy Tiedt, along with our main recruiter, Gregrette Perry-Simmons presented a study at the National Academic Advising Association Region 9 Conference on first generation students. The presentation was entitled -**Breaking Barriers**: Exploring the Unspoken Silos between First Generation Students and their Families and Communities. The presentation focused on the unspoken silos that our students may be learning to navigate. These silos can sometimes have a traumatic effect on a student's retention, persistence and overall academic experience at the secondary education level. As educational professionals, understanding the unique backgrounds and experiences our students are coming from, will ultimately help us to better assist them with reaching their academic personal and professional goals.