THE UNIVERSITY OF ARIZONA.

DATE: Oct. 12, 2016

FROM: David Cuillier, Director

TO: School of Journalism Faculty and Staff

RE: School of Journalism student survey on diversity and inclusion

Overview

The school administered an online survey Oct. 5, 2016, through Oct. 11, 2016, through the university's Qualtrics survey software. All majors and grad students were notified by email four times. Students were told that those who completed the survey would be entered into a drawing for UA Bookstore gift cards. In all, 99 students (14 master's students, 85 undergrad) completed the survey, out of a total possible of about 450, or a 24 percent response rate, comparable to previous school surveys.[1] This survey was focused on assessing interest in various possible specialties that could be offered by the school, at the graduate and undergraduate level, and how students felt about the school climate regarding diversity and inclusion.

Of those who responded, 21 percent were male, 28 percent were Hispanic. Of the 97 out of 99 who responded to the race/ethnicity question, 75 percent were white, 4 percent black, 2 percent American Indian, 3 percent Asian, and 15 percent "Other". The respondents spanned all grades (10 percent freshmen, 11 percent sophomore, 33 percent junior, 32 percent senior, 14 percent grad student). On a 1-5 scale from strongly disagree to strongly agree, with greater number meaning greater agreement:

	Mean (1-5)	Agree
The School of Journalism respects individuals and values their differences.	3.51	84%
The School of Journalism provides an environment for the free and open expression of ideas, opinions and beliefs.	3.45	73%
The School of Journalism encourages diversity.	3.38	90%
The School of Journalism demonstrates a commitment to meeting the needs of students with disabilities.	3.03	93%
My experiences in journalism classes have led me to become more understanding of racial/ethnic/other differences.	2.99	67%
There is cultural diversity among the professors, staff and students.	2.77	64%

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[1] A Fall 2013 survey administered the same way resulted in 92 completions out of 486 students, or a 19 percent response rate. A February 2016 survey regarding a possible PR major resulted in 118 journalism students responding, or a 28 percent response rate.

I have witnessed discrimination in the School of Journalism.
    Yes   6
    No   93

I have been the victim of discrimination at the School of Journalism.
    Yes   3
    No   96
    When allowed to explain the discrimination, one student responded: "Being told that my writing wasn't strong enough because English wasn't my first language."

Suggestions:
- To improve diversity I would say it is important to not continue the exaggeration we live in a Christian America. If we can't say we understand Islam then we should also be calling out students who automatically believe they know Christianity despite going to church once in their life. Other than that I think the professors are great at seeking the input on stories or concepts from people with a different culture.
- The only minor thing about diversity is that I think all of our professors are liberal leaning. I too am liberal, so I never really noticed, but I've had some friends point it out. There may be a lack of diversity in viewpoints because most professors are liberal.
- Required diversity training and a curriculum that includes critical analysis of reporting on diverse and minority communities in our countries. What are news companies getting right and what are they getting wrong when it comes to reporting on and within these communities?
- Provide more pathways for minorities to access these opportunities
- Offer more scholarships and opportunities
- Nothing. Compared to my undergrad classes, it is very refreshing to be enrolled in Journalism classes.
- Nothing
- Nothing
- N/A
- More openness to uncommon cultures.
- More of a focus on diversity issues in the field of journalism itself, and discussing ways to make your stories diverse without just adding a token source.
- More Minority Professor
- more guest speakers or adjunct professors to talk about other cultures/experiences
- More diverse professors, stronger encouragement of diverse programs and more open-mind with diversity story ideas
- More diverse professors, more so in age rather than ethnicity or gender
- More classes in Marshal
- Let's create some kind of program with maybe members of the local tribes or students in Mexico and create some kind of journalism fair. We could have students teach students through workshops, bring in guest speakers on diversity in newsrooms and brainstorm together.
- less narcissism
- It starts with hiring. My thought, how can one teach and cover the university's diverse makeup if the staff does not represent the community which we are serving?
- It is all good!

- It could be beneficial to have a more diverse staff. However, that's not to say that the staff isn't excellent as it is.
- I think the UA could hire more diverse staff members and discuss diversity more often. I think the professors should discuss implicit bias in the media and what young journalists can do to recognize this problem.
- I think it is important to think about diversity as a journalist. Our campus and our school are not always particularly diverse, but we should learn more about reporting in diverse communities respectfully and appropriately. Minority students may need extra helping finding their place in our community and feeling welcomed.
- I like the approach that is taken. There's little need for improvement.
- Given our proximity to Mexico, I think you should offer more courses surrounding reporting in Latin America or just more cross courses with Latin American studies.
- Diversity in Journalism Summit?
- continue work with other schools/programs/majors (Middle East, Asian, African, women studies) to promote minor, joint projects) continuing community partnerships
- Continue having open ended assignments where there is a general rubric, but students can choose their topics/ subjects/ places they are doing the project on
- Change the organizational routine. Social media is promoted, but not encryption technologies which are beneficial to everyone. Small habits need to change because it is an institutional feedback loop.
- African American faculty

Take-away points

The results indicate that students, for the most part, feel that the school encourages diversity, respects individuals, and provides an open environment for expressing beliefs and opinions. However, it appears there is more we can do in classes to increase understanding of diversity and inclusion, as well as increase diversity among professors, staff and students. As a result, we will embark on new initiatives to increase the diversity of our faculty and instructors, and we will incorporate these suggestions in updating the school's diversity plan.