2018 DIVERSITY IMPACT SUMMARY
Office of Diversity & Community Relations

Building Excellence through Inclusion.

BUSINESS CASE FOR DIVERSITY
CORPORATE PARTNER PROONENTS

From 2008 – 2018, the Haslam College of Business has received $725,500 in gifts from the following corporate and alumni partners to support the diversity initiatives at the Haslam College of Business:

Boeing Company; Caterpillar, Inc.; Deloitte; Discovery, Inc.; Eastman Chemical Company; Enterprise Holdings, Inc.; Dixon Hughes Goodman; EY; KPMG; LBMC; McCormick & Co.; PwC; PepsiCo; Scripps Networks Interactive; Target Corporation

Haslam College of Business Alumni – Courtney (90’) and Angela Smith (96’)

CORPORATE ADVOCATES, 2017–2018:
AT&T; Atlanta Hawks; Atlanta Capital Management; Bush’s Beans; CAT Financial; Cincinnati Reds; Cintas Corporation; Cirrus Aircraft; City of Knoxville; Chick-fil-A; Dow Chemical Company; Eastman Chemical; E. & J. Gallo Winery; Emerald Youth Foundation; Enterprise Holdings, Inc.; ExxonMobil; Fastenal; First Tennessee Bank; Freedom Schools; Healthcare Professional Services, Inc.; Home Depot; Honda Motor Company; iCreate, Inc.; Intel Corporation; International Paper; Knoxville Area Urban League – National Achievers Society; Knoxville Entrepreneurship Center; Knoxville Utilities Board; Moxley Carmichael; Northwestern Mutual; Pillars Development; Proctor & Gamble Co.; Project GRAD Knoxville; Shaw Industries Group; Tennessee Valley Authority; U.S. Bank; United States Marine Corps; Vanderbilt Mortgage and Finance, Inc.; Veritiv Corporation

ENROLLMENT IMPACT, FALL 2017
*percentages represent increases in enrollment from Fall 2016

First-Time Freshmen: 43%
Students who identify as two or more races

30%
Asian or Pacific Islander students

28%
Hispanic students

9%
Women students

Undergraduate Transfers: 110%
Students who identify as two or more races

110%
Black or African American students

83%
Students who identify as two or more races

31%
Women students

Graduate Level: 100%
American Indian or Alaskan Native

4%
Women students
JUMP
Join the University’s Minority Program

90% of students who attended JUMP business showcase in Spring 2018 enrolled at the university in Fall 2018.

RETENTION & RECRUITMENT

VETERAN’S APPRECIATION SALUTE
Aimed at empowering, paying tribute to, and highlighting the achievements of veterans, this event engaged more than 70 faculty, staff, students and community members.

TAKEOFF PROGRAM
Introduced in Fall 2017, TakeOff is a transformative four-year experience for diverse first-time freshman. It acclimates participants to UT faster, provides financial resources, and delivers access to a network of peers and mentors who help students navigate UT and careers in business.

WOMEN IN BUSINESS, ENTREPRENEURSHIP & LEADERSHIP SUMMIT
This summit is designed to empower students who identify as female from all backgrounds at the University of Tennessee. Effin Logue, Chief People Person for Dixon Hughes Goodman, LLC spoke. The event was sponsored by Eastman Chemical Company and the Haslam College of Business.

PRE-COLLEGIATE SUMMER PROGRAMS
30% of enrolled AIM alumni study business
74% of BETS participants admitted to UT
33% of enrolled BETS alumni study business
Inaugural year for NeXxus Summit & Girls And Technology Education (GATE) Program

HIGH SCHOOL & COMMUNITY OUTREACH
Attended college fairs and recruitment events, resulting in 32 official visits, fairs, and events with FBLA, DECA, academic academies, students, and community members.

MINORITY FIRST-TIME FRESHMEN
In Fall 2018, sixteen percent of Haslam first-time freshmen were minorities, a four percent increase from the previous year.

2018 DIVERSITY & INCLUSION AWARD RECIPIENT:
Full Time MBA Program

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