

2019 DIVERSITY IMPACT SUMMARY

Office of Diversity & Community Relations

*Building Excellence
through Inclusion.*

BUSINESS CASE FOR DIVERSITY CORPORATE PARTNER PROPONENTS

From 2008 – 2019, the Haslam College of Business has received \$845,500 in gifts from the following corporate and alumni partners to support the diversity initiatives at Haslam:

The Boeing Company; Caterpillar, Inc.; Deloitte; Enterprise Holdings; Dixon Hughes Goodman; EY; KPMG; LBMC; McCormick & Co.; PwC; PepsiCo; Regions Bank; Scripps Networks Interactive; SunTrust; and Target Corporation

Haslam College of Business alumni – Courtney ('90) and Angela Smith ('96)

CORPORATE ADVOCATES, 2018–2019:

21st Mortgage Corporation; AT&T; Atlanta Hawks; Atlanta Capital Management; Bush's Beans; CAT Financial; Centro Hispano; 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.; Intel Corporation; International Paper; Knoxville Area Urban League-National Achievers Society; Knoxville Utilities Board; 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.; and Veritiv Corporation



ENROLLMENT IMPACT

FIRST-TIME FRESHMEN, FALL 2018

**percentages represent increases in enrollment from fall 2017*

34%	Asian or Pacific Islander students
13%	American Indian or Alaskan Native
42%	Out of State
9%	1st Generation based on narrow definition <i>(students whose parents had no college background)</i>

PROFESSIONAL DEVELOPMENT IMPACT

**percentages represent demographics of spring 2019 PepsiCo Diversity Leadership Development Program (19 students)*

47%	identified as female
37%	identified as Asian
16%	identified as Hispanic

**percentages represent demographics of spring 2019 Charlotte Professional Development trip attendees (35 students)*

60%	identified as female
34%	identified as African American

FACULTY IMPACT, FALL 2018

**percentages represent current numbers*

16%	minority faculty
43%	women faculty



AIM Academy

Accounting & Information Management

RETENTION & RECRUITMENT

TAKEOFF PROGRAM

This program is geared toward helping first-year students transition to college, and exposes them to all facets of the business world. Students participate in a variety of professional development workshops, build a network of peers and mentors, and engage with working professionals. These opportunities allow students to begin attaining the skills they need to become future business leaders.

DIVERSITY ADVANCEMENT PROGRAM (DAP)

The DAP provides students with the opportunity to hone in on their leadership and interpersonal skills while expanding their personal network and advancing diversity initiatives. Advocates facilitate dialogues promoting diversity and inclusion in the business world through workshops that reflect those in a business setting.

WOMEN IN BUSINESS, ENTREPRENEURSHIP, & LEADERSHIP SUMMIT

The summit is designed to empower students who identify as female from all backgrounds at the university. Nzinga Shaw, Chief Diversity Officer for the Atlanta Hawks, served as this year's keynote speaker. The event was co-sponsored by International Paper and the Haslam College of Business.

PRE-COLLEGIATE SUMMER PROGRAMS

100% of enrolled AIM alumni study business
89% of BETS participants admitted to UT
63% of enrolled BETS alumni study business

HIGH SCHOOL & COMMUNITY OUTREACH

Attended college fairs and recruitment events, resulting in 33 official visits, fairs, and events with FBLA, DECA, academic academies, students, and community members.

67% of AIM 2018 cohort applied to UT
83% of these students were admitted
50% confirmed their attendance

17%

MINORITY FIRST-TIME FRESHMEN

In fall 2018, 17 percent of Haslam first-time freshmen were minorities, a 5 percent increase from fall 2016 and 2017.

2019 DIVERSITY & INCLUSION AWARD RECIPIENT:

Freda Johnson



Office of Diversity & Community Relations

328-332 Haslam Business Building
Knoxville, TN 37996-4140

diversity.haslam.utk.edu
865-974-3646

