

CBE Diversity Action Plan –

Development of a Course Evaluation
lab for Busx 301
to include
diversity topics
and emotional
intelligence

B. Recruitment, Retention, and Success

Objective:

Create and revise protocols, policies, procedures, and practices that create a pipeline for high-caliber students, staff, and faculty to join, stay, and succeed at Towson University. This pipeline includes strategic recruitment, innovative onboarding and retention methods and measured academic and professional success

Action Plan

Action Steps	Assessment & Performance Measures	Responsibl
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Ensure dissemination
of advertisements to
diverse sources:

PhD Project
website
Develop
relationships
with HBCU
business
schools and
partner with
the
department
chairs for
promising
graduates
Higher Ed
jobs –
Diversity and
Inclusion
sponsor
SREB
State Doctoral
Scholarship
SREB

Action Steps	Assessment & Performance Measures	Responsible Agent	Timeframe	Resources or Outcomes for 2020-2021 Academic Year	Links to Strategic Objectives
Encourage SLC to volunteer with Communication Partners Program	Faculty, staff, and student participation	SACS	Annual		3.2.3 Provide support for participation in professional development and volunteer opportunities with a focus on diversity, equity, and inclusion
Develop CBE Newsletter to promote interdepartmental inclusivity		DAC	Monthly	CBE Tiger Tidbits launched in May 2021	3.1 Cultivate a community at TU where our diverse backgrounds, experiences, identities, abilities and life experiences are welcomed, valued and annual

