PROGRAM ASSESSMENT: HAIRitage for Heritage

FEBRUARY 26, 2016
The Office of Institutional Diversity's Student Diversity & Inclusion Programming Unit held its second event of the 2016 Spring Semester on February 26, 2016.

Dr. Keonya Booker, assistant professor of Teacher Education and Ashley Ragin, student diversity and inclusion program assistant, moderated the program. College of Charleston students Quinandria Lee and Ebony Venson and stylist Tia Jackson of Nubian Designs Natural Hair Salon in North Charleston, SC served as panelists.

A variety of themes were explored during this event, including:

- How to take care of natural hair
- The relaxed vs. natural hair debate
- The detrimental impact the overemphasis on hair can have on young black girls’ self image
- The future of black hair salons in the wake of the Natural Hair Movement
- Cultural appropriation of dreadlocks
- The acceptance of natural hair in the workplace
- Investment in Carol’s Daughter (L’Oreal) and Shea Moisture (Bain Capital) hair products by other ethnic groups

In addition to a favorable turnout from College of Charleston students, students from Florida State University’s Black Student Union also attended this event.
Institutional Goal Alignment

College of Charleston Diversity Strategic Plan

Goal 3: Create a supportive environment that is diverse, inclusive and welcoming to all.
OID Departmental Goal

**Goal 1:** Promote/facilitate the total integration of diversity into the life of the College by implementing comprehensive educational, cultural, social and outreach events. This will be accomplished through intentional/sustained all-inclusive programming for students, faculty, and staff (i.e. OID Signature Speaker Series, Diversity Week, Critical Issues in Diversity Series, diversity training workshops, campus-wide inter-group dialogues, and other initiatives).

- **Objective:** Campus diversity climate and multicultural relations
SURVEY RESULTS

Of the 80-plus surveys administered, 77 were returned. An assessment of those survey results are included in this section of this report.
Survey Question 1

I am a...

- CofC Student
- CofC Faculty Member
- CofC Staff Member
- CofC Trustee
- CofC Graduate
- Community Member

RESULTS

Attendee Affiliation

<table>
<thead>
<tr>
<th>Affiliation</th>
<th>Count</th>
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<tbody>
<tr>
<td>CofC Student</td>
<td>41</td>
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<tr>
<td>CofC Faculty</td>
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<td>CofC Staff</td>
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<td>FSU Student</td>
<td>25</td>
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<td>CofC Graduate</td>
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<td>Community Member</td>
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<td>11</td>
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</tbody>
</table>
Survey Question 2

I am...

- African American
- White
- Multi-ethnic
- Native American
- Asian American / Pacific Islander
- Hispanic American / Latino

RESULTS

Attendee Ethnicity
Survey Question 3

I found out about today’s event through...

- Social Media
- Word of Mouth
- A Flyer/ Sandwich Board
- Email
- Invitation

RESULTS

Event Notification

<table>
<thead>
<tr>
<th>Event Notification</th>
<th>Count</th>
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<tbody>
<tr>
<td>Social Media</td>
<td>12</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>24</td>
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<tr>
<td>Flyer</td>
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<td>Email</td>
<td>13</td>
</tr>
<tr>
<td>Invitation</td>
<td>27</td>
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<td>No Response</td>
<td>6</td>
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</table>
Survey Question 4

I attended today’s event to...

- Hear the speaker
- Learn more about the Office of Institutional Diversity
- Complete a course assignment
- Become Informed
- Network
- Other (briefly explain)

RESULTS

Purpose of Attending

- 30 heard the speaker
- 6 to learn more about OID
- 1 complete course assignment
- 46 became informed
- 15 networked
- 11 other
- 5 no response
Survey Question 5

What were your expectations for this event?

○ To learn something I did not previously know
○ To hear solutions for improving or addressing diversity
○ Other (briefly explain below)

RESULTS

Expectations

- Learn something new: 61
- Hear solutions to the problem: 20
- Other: 6
- No Response: 7
Survey Question 6

Based on your expectations at today’s event, do you believe your expectations were met?

- Yes
- No
- Somewhat

RESULTS
Survey Question 7

Is this your first time attending one of OID’s programs?

- Yes
- No

RESULTS

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>53</td>
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<tr>
<td>No</td>
<td>21</td>
</tr>
<tr>
<td>No Response</td>
<td>3</td>
</tr>
</tbody>
</table>
Survey Question 8

How would you rate the quality of this event?

- 4 = excellent
- 3 = good
- 2 = fair
- 1 = poor

RESULTS

Event Rating

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<tr>
<th>Category</th>
<th>Count</th>
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<tbody>
<tr>
<td>Excellent</td>
<td></td>
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<tr>
<td>Good</td>
<td></td>
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<tr>
<td>Fair</td>
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<tr>
<td>Poor</td>
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<tr>
<td>No Response</td>
<td></td>
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</tbody>
</table>
Survey Question 9

Prior to attending this event did you feel pressure to have relaxed or natural hair?

- Yes
- No

RESULTS

Prior Pressure to have Relaxed/Natural Hair

- Yes: 58
- No: 15
- No Response: 5
Survey Question 10

Having participated in this program, how has your perspective on relaxed vs. natural hair changed?

- 4 = improved
- 3 = somewhat improved
- 2 = the same
- 1 = unimproved

RESULTS

Improvement of Diversity Awareness

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Count</th>
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<tr>
<td>Improved</td>
<td>27</td>
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<tr>
<td>Somewhat improved</td>
<td>21</td>
</tr>
<tr>
<td>The Same</td>
<td>23</td>
</tr>
<tr>
<td>Unimproved</td>
<td>1</td>
</tr>
<tr>
<td>No Response</td>
<td>6</td>
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</table>
Survey Question 11

Do you believe this program was a relevant contribution to promoting all-inclusive diversity at the College of Charleston?

- Yes
- No

RESULTS

<table>
<thead>
<tr>
<th>Program Relevance</th>
<th>Value</th>
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<tbody>
<tr>
<td>Yes</td>
<td>68</td>
</tr>
<tr>
<td>No</td>
<td>7</td>
</tr>
<tr>
<td>No Response</td>
<td>2</td>
</tr>
</tbody>
</table>
Survey Question 12
Which diversity topic(s) would you like OID’s Diversity Programming Unit to address through future programs, events, or workshops?

- Race, class & politics
- LGBTQ Issues
- Religious Diversity
- Disability Issues
- Global Diversity Issues
- Other (briefly explain)

RESULTS

Suggested Topics
Survey Question 13

In the future, which format(s) would you prefer to engage in discussions/dialogues about diversity?

- Intimate workshops
- Large Lectures
- Hands-on Activities

RESULTS

Recommendations for Future Programs

Intimate Workshops: 41%
Large Lectures: 30%
Hands-on Activities: 24%
No Response: 5%
Further Reading

- Hair Story: Untangling the Roots of Black Hair in America (Ayana Byrd & Tori Tharps)
- The Science of Black Hair: A Comprehensive Guide to Textured Hair Care (Audrey Davis-Sivasothy)
- I Love My Hair! (Natasha Anastasia Tarpley & E.B. Lewis)
- Big Hair, Don’t Care (Crystal Swain-Bates)
- Doing Business with Beauty: Black Women, Hair Salons, and the Racial Enclave Economy (Adia Harvey)
- The Politics of Black Women’s Hair (Althea Prince)
- Nappy Hair (Carolivia Herron)
- Emi’s Curly Coily, Cotton Candy Hair (Tina Olajide)
- Hair Matters: Beauty, Power, and Black Women’s Consciousness (Ingrid Banks)
- Hair Raising: Beauty, Culture, and African American Women (Noliwe M. Rooks)
- On Her Own Ground: The Life and Times of Madam C.J. Walker (A’Lelia Bundles)
National Commentary on the Natural Hair Movement

New York Times
Huffington Post
Thirsty Roots
USA Today
Clutch Magazine
Black Enterprise Magazine