PROGRAM ASSESSMENT:
2016 Black History Month Program
( featuring South Carolina State Representative Gilda Cobb-Hunter)

FEBRUARY 12, 2016
CONTEXT & OVERVIEW

Each year the Office of Institutional Diversity hosts an annual program to celebrate Black History Month. South Carolina State Representative Gilda Cobb-Hunter served as this year’s keynote speaker.

The title of Representative Cobb-Hunter’s speech was “Shaping the Future of South Carolina Politics: The Role of Black Women”. Though her speech was tailored towards black women, Representative Cobb-Hunter implored all members of the audience to hold their elected officials accountable and take their civic responsibilities seriously by becoming, or remaining, actively engaged in decisions that impact their communities at all levels of government. Using her personal motto “In spite of,” she also encouraged young members of the audience to defy limitations placed on them based on their gender or ethnicity and instead set high goals for themselves.

Representative Cobb-Hunter has served in South Carolina’s General Assembly since 1992. She became the first person of color, male or female, to lead a legislative caucus when she was elected House Minority Leader in 1997. She is currently the Vice President of the National Black Caucus of State Legislators, South Carolina’s National Committeewoman for the Democratic National Committee, and Vice-Chair of the African American History Monument Commission. She led the historic effort to build the first monument to African Americans on the grounds of any state capitol and in 2015, she was awarded an honorary doctorate from the College of Charleston.

Representative Cobb-Hunter is a graduate of Florida A&M University and is also a Licensed Master Social Worker. She serves Orangeburg, Bamberg and Calhoun Counties.
Office of Institutional Diversity Staff with Charleston Mayor John Tecklenburg (center) and South Carolina State Representative Gilda Cobb-Hunter (far right)
Institutional Goal Alignment

OID Departmental Goals

**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

There were 35 people in attendance at this event. Of the 30-plus surveys distributed, 19 were returned. Results from the survey 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
- Potential CofC Student
- Parent of a potential CofC Student

RESULTS

Attendee Affiliation

<table>
<thead>
<tr>
<th>Affiliation</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>CofC Student</td>
<td>7</td>
</tr>
<tr>
<td>CofC Faculty</td>
<td>1</td>
</tr>
<tr>
<td>CofC Staff Member</td>
<td>0</td>
</tr>
<tr>
<td>CofC Trustee</td>
<td>0</td>
</tr>
<tr>
<td>CofC Graduate</td>
<td>0</td>
</tr>
<tr>
<td>Community Member</td>
<td>9</td>
</tr>
<tr>
<td>No Response</td>
<td>1</td>
</tr>
</tbody>
</table>
Survey Question 2

I am...

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

RESULTS

<table>
<thead>
<tr>
<th>Attendee Ethnicity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>13</td>
</tr>
<tr>
<td>Asian American/Pacific Islander</td>
<td>1</td>
</tr>
<tr>
<td>Caucasian</td>
<td>2</td>
</tr>
<tr>
<td>Native American</td>
<td>0</td>
</tr>
<tr>
<td>Hispanic American/Latino</td>
<td>0</td>
</tr>
<tr>
<td>Multi-ethnic</td>
<td>0</td>
</tr>
<tr>
<td>No Response</td>
<td>1</td>
</tr>
</tbody>
</table>
Survey Question 3

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

• Social Media
• Word of Mouth
• A Flyer/Sandwich Board
• Email

RESULTS

Event Notification

<table>
<thead>
<tr>
<th>Method</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>7</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>3</td>
</tr>
<tr>
<td>Flyer</td>
<td>4</td>
</tr>
<tr>
<td>Email</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
</tr>
<tr>
<td>No Response</td>
<td>0</td>
</tr>
</tbody>
</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 for Attending

- No Response
- To learn more about OID
- Other
- Complete course assignment
- Network
- Become informed
- Hear the Speaker

Numbers:
- No Response: 0
- To learn more about OID: 4
- Other: 1
- Complete course assignment: 2
- Network: 1
- Become informed: 15
- Hear the Speaker: 11
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

<table>
<thead>
<tr>
<th>Expectations</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learn something new</td>
<td>12</td>
</tr>
<tr>
<td>Hear solutions to the problem</td>
<td>7</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
</tr>
<tr>
<td>No Response</td>
<td>3</td>
</tr>
</tbody>
</table>

No Response: 3
Other: 0
Hear solutions to the problem: 7
Learn something new: 12
Survey Question 6

Based on your experience 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

First Time Attending

- Yes: 6
- No: 2
- No Response: 10
Survey Question 8

How would you rate the quality of this event?

• 4 = excellent
• 3 = good
• 2 = fair
• 1 = poor
Survey Question 9

How would you rate your level of intercultural competence (diversity awareness) after attending this event?

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

RESULTS

[Bar chart showing the distribution of responses to the survey question. The chart shows the number of responses for each level of improvement: 8 for improved, 4 for somewhat improved, 3 for the same, 0 for unimproved, and 3 for no response.]
Survey Question 10

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

- Yes
- No

RESULTS

Program Relevance

- Yes: 15
- No: 14
- No Response: 3
Survey Question 11

Which diversity topic(s) would you like OID’s diversity programming unit to address through future programs, events, or workshops? (Check all that apply)

- Race, class and politics
- LGBTQ Issues
- Religious Diversity
- Disability Issues
- Global Diversity Issues
- Other

**RESULTS**

- Race, Class & Politics: 14
- LGBTQ Issues: 6
- Religious Diversity: 4
- Disability Issues: 4
- Global Diversity Issues: 2
- Other: 0
- No Response: 0

*Suggested Topics*
Survey Question 12

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

- Intimate workshops
- Large lectures
- Hands-on Activities

RESULTS

Recommendations for Future Programs

- Intimate Workshops: 27%
- Large Lectures: 43%
- Hands-on Activities: 17%
- No Response: 13%
Further Reading

- **Pearls, Politics and Power: How Women can Win and Lead** (Madeleine Kunin)
- **Unbought and Ubossed** (Shirley Chisholm)
- **Shirley Chisholm: Catalyst for Change** (Barbara Winslow)
- **Women in the Civil Rights Movement: Trailblazers and Torchbearers, 1941 – 1965** (Vicki L. Crawford)
- **Freedom’s Daughters: The Unsung Heroines of the Civil Rights Movement from 1830 to 1970** (Lynne Olson)
- **Sisters in the Struggle: African-American Women in the Civil Rights-Black Power Movement** (Bettye Collier Thomas)
- **Hands on the Freedom Plow: Personal Accounts by Women in SNCC** (Faith S. Holsaert)
- **Black Women and Politics in New York City** (Julie A. Gallagher)
- **Women, Culture & Politics** (Angela Y. Davis)
- **Notes from the Cracked Ceiling: What it Will Take for a Woman to Win** (Anne E. Kornblut)
- **It Still Takes a Candidate: Why Women Don’t Run for Office** (Jennifer L. Lawless)
- **Sisters in Law: How Sandra Day O’Connor and Ruth Bader Ginsburg Went to the Supreme Court and Changed the World** (Linda Hirshman)
- **Women and Politics in a Global World** (Sarah L. Henderson and Alana S. Jeydel)
- **Madam President: The Extraordinary, True (and Evolving) Story of Women in Politics** (Catherine Thimmesh)
- **Women and Politics: The Pursuit of Equality** (Lynne E. Ford)
Resources

• American University School of Public Affairs Women & Politics Institute
• Cosmopolitan Magazine
• MAKERS
• University of Massachusetts Boston Center for Women in Politics and Public Policy
• The Gilder Lehrman Institute of American History
• UN Women
• The National Democratic Institute
• Rutgers University Center for Women and Politics
• PewResearch Center (a)
• PewResearch Center (b)