The Office of Institutional Diversity’s Student Diversity & Inclusion Programming Unit chose to address the issue of colorism at their second event of the 2015 Fall semester.

While colorism has received a substantial amount of attention within the African American community, it is also a topic of contention among other groups of color such as Indians, Asians, and Hispanics. Researchers within the social sciences suspect that the issue stems from the remnants of British colonialism and slavery in the United States.

To explore this issue on a deeper level, CofC students Ashley Ragin and Quinandria Lee served as panelists for the program while Dr. Anthony Greene, Assistant Professor of African American Studies, moderated the discussion. There were 15 students in attendance.

In addition to a general question-and-answer session about the topic, Dr. Greene, Ms. Lee and Ms. Ragin led students in a series of hands-on exercises to help them better-understand and dialogue about the topic.
Survey Results

Of the 15 surveys distributed, 15 were returned. An assessment of the survey results are included on pages 4-13 of this report.
Survey Question 1

I am a College of Charleston...

- Student
- Faculty Member
- Staff Member
- Trustee
- Graduate

RESULTS

Question 1: CofC Affiliation
Survey Question 2

I am...

- African American
- Hispanic/Latino
- White
- Multi-ethnic
- Native American

RESULTS

0 1 2 3 4 5 6 7 8 9

African American
Hispanic/Latino
White
Multi-ethnic
Native American

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

Question 2: Ethnicity
Survey Question 3

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

- Social media
- Word of mouth
- A flyer
- Email

RESULTS

Question 3: Event Notification

- Email
- Flyer
- Word of Mouth
- Social Media
Survey Question 4

I attended today’s event to...

- Find out more about this topic/activity
- Learn more about OID
- Earn class credit or complete an assignment

RESULTS

Question 4: Reason for Attending

Find out more about topic/activity

Learn more about OID

Earn Class Credit or Complete Assignment
Survey Question 5

How would you rate your knowledge of colorism on a scale of 1 to 5?

- 1 = no knowledge
- 2 = low knowledge
- 3 = somewhat knowledgeable
- 4 = knowledgeable
- 5 = very knowledgeable

RESULTS

Question 5: Prior Knowledge of Colorism

- No Knowledge: 14%
- Low Knowledge: 14%
- Some Knowledge: 36%
- Knowledgeable: 22%
- Very Knowledgeable: 14%
Survey Question 6

What did you expect to learn as a result of attending today’s event?

- Colorism’s impact on self-perception
- The impact of colorism across ethnicities
- The persistence of colorism in 2015
- Other (see page 10 for responses)

RESULTS

Question 6: Expected Learning Outcomes

- Colorism’s impact on self-perception: 31%
- Impact of Colorism across ethnicities: 31%
- Persistence of Colorism in 2015: 35%
- Other: 3%
Survey Question 7

Were your expected learning outcomes achieved?

- Yes
- No
- Somewhat

RESULTS

Question 7: Achievement of Expected Learning Outcomes

- Yes: 92%
- No: 0%
- Somewhat: 8%
Survey Question 8

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

- Race, class & politics
- LGBTQ Issues
- Religious Diversity
- Disability Issues
- Global Diversity Issues
- Other (see page 10 for responses)

RESULTS

Question 9: Suggested topic(s) for future OID student diversity programs, events, or workshops
Survey Question 9

What improvements could OID make to improve this program?

# None...I loved this program!
# Lovely Event!
# Perfect.
## Additional Survey Responses ("Other")

### Question 6: Expected Learning Outcomes

# The same ole, same ole where everyone talks about how that one time someone called them “midnight” or “light bright”. I really just came to support, not to learn.

### Question 8: Suggested topic(s) for future student diversity programs

# Mental Health in the Black Community.
# African colorism in Latin America.
Appendix

To provide more information on the topic of colorism, additional resources are included in this section of this report.
Further Reading

- The Color Complex (Revised): The Politics of Skin Color in a New Millennium (Kathy Russell)
- Color Matters: Skin Tone Bias and the Myth of a Postracial America (Kimberly Jade Norwood)
- Shades of Difference: Why Skin Color Matters (Evelyn Nakano Glenn)
- Race, Gender, and the Politics of Skin Tone (Margaret L. Hunter)
- Global Mixed Race (Rebecca C. King-O’Rianin)
- The Strange History of the American Quadroon: Free Women of Color in the Revolutionary Atlantic World (Emily Clark)
- Becoming Mexipino: Multiethnic Identities and Communities in San Diego (Rudy P. Guevarra, Jr.)
- Race Migrations: Latinos and the Cultural Transformation of Race (Wendy Roth)
- When Half is Whole: Multi-ethnic Asian American Identities (Stephen Murphy-Shigematsu)
- The Sum of Our Parts: Mixed-Heritage Asian Americans (Teresa Williams-Leon)
- Is Lighter Better?: Skin-Tone Discrimination among Asian Americans (Joanne L. Rondilla)
- Skin Deep: How Race and Complexion Matter in the “Color-Blind” Era (Cedric Herring)
- The Global Beauty Industry: Colorism, Racism, and the National Body (Meeta Jha)
- Color Stories: Black Women and Colorism in the 21st Century (JeffriAnne Wilder)
- Pigmentrocracies: Ethnicity, Race and Color in Latin America (Edward Telles)
- National Colors: Racial Classification and the State in Latin America (Mara Loveman)
Resources

Colorism Healing

PBS’ Black in Latin America

OWN

Columbia University School of Education