HSI Institutional Infrastructure Working Group 1 Design Brief

Jacki P | Arodi P | Gabby P | Kiersten T

Introduction

By evaluating the context, objectives, positioning strategy and pragmatic issues, we have identified the mission and plan of action to take to achieve the mission. Our overarching goal is to create overall campus awareness and support of HSI initiatives through art, heritage and design. The following information details the process.

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Stakeholders

HSI Committee Members, Esther Rodriguez, Kelly Monico, CDES 4100, Stephen Jordan, students in k-12 pipeline, parents of potential students, students (part time and full time, Hispanic and non)

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Context

-We are at 20.3% (as of fall 2015) Hispanic student enrollment
-34% of Denver's population is Hispanic
-Hispanics in Colorado will increase by 25% in 2021
-By 2040, 1 in 3 people will be Hispanic
-Auraria neighborhood has a rich Hispanic background
-It is a viable need because it will provide needed funding for MSU and will increase campus diversity
-We are one of the lowest funded universities in the country, so we desperately need any funding we can get

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Problem Identification

-How might we inform people about what an HSI is and why it's important?
-How might we implement a system to keep this strategy up over time?
-Cultural competency
-Creating inclusive, comfortable spaces
-Encouraging discussion
-Campaigning for fair and consistent terminology (ALANA)
-Visually representing financial data and institutional benefits

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Objectives

-What is the purpose of the project?
  -To educate
  -To achieve and maintain enrollment numbers
  -To stimulate excitement surrounding HSI and the students it serves
  -To streamline institutional processes and faculty
-What do we want to accomplish?
  -We want to create a safe, engaging environment for students (ALANA awareness)
  -Awareness about HSI as a goal and ongoing institutional position
-How will we measure success?
  -Achieve HSI status
  -Numbers that show maintaining that number
  -Polls or interviews with people about what ALANA means

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Audience

-Demographics
-Students
-Ages 18-42
-All genders
-All backgrounds
-Spanish/English
-Values: education, money, technology
-Lifestyle: listen to music, mostly urban living spaces, students/work, spend a lot
of time with technology, walk
-Everywhere or ride public transport
-Faculty
-Working adults
-All genders
-All backgrounds
-All languages but mostly English/Spanish
-Value: salary, technology resources, knowledge on current events
-Lifestyle: urban and commuting population, listen to news or public radio,
participate in professional events,
attend a lot of staff meetings, might have families

Denver Metro Area for all

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Positioning & Communication Strategy

-**Possible Message**
- -HSI benefits all student and teacher groups of MSU Denver and we should embrace the accreditation as a whole

-Unity, pride, empowerment

-Education, open communication, availability, ease of use

-**Art**
- -Possible installation piece to represent HSI

-**Heritage**
- -Include a history of national, state and university association with Hispanic community

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Pragmatic Issues

-Lack of awareness
-Lack of interest
-Misconceptions/stereotypes
-Availability of funds

-Push-back from faculty on learning about another new endeavor
-Auraria campus not working with us on installation and space availability
-Distributing elevator cards effectively

-Not really any competition

-This is a brand new committee for a brand new problem so we don't feel there has been an official attempt at fixing this problem

-Interviews for further understanding
-Time management / Time Frame
-Unavailability of faculty for interviews or lack of focus

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Thank You