CAMPUS CULTURE AND CLIMATE ASSESSMENT

EXECUTIVE SUMMARY

STRATEGIC COMMUNICATIONS AND MARKETING REPORT

Office of Diversity and Inclusion
EXECUTIVE SUMMARY

Strategic Communications and Marketing

Kennesaw State University’s Strategic Plan, 2012-17, Goal 4, commits to “enhance the collegiate experience, and foster a welcoming, diverse, and inclusive environment.” Accordingly, this report provides an in depth analysis of the Strategic Communications and Marketing (SCM) data from the 2014 campus climate assessment.

In collaboration with the Office of Diversity and Inclusion, SCM will create a Diversity Action Committee charged to act on the findings from the climate assessment. This analysis will assist the Committee in the development of action items that improve upon SCM’s strengths and address SCM’s challenges. The results of these actions will be assessed in the next climate assessment, which will provide longitudinal data on the impact of these efforts.

A total of 14 staff respondents from SCM participated in the 2014 Assessment of Climate for Learning, Living and Working at Kennesaw State University (KSU). The table below shows the breakdown of respondents by gender, the only category with sufficient numbers for more detailed analysis.

<table>
<thead>
<tr>
<th>Demographic Categories</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female Staff</td>
<td>8</td>
<td>57%</td>
</tr>
<tr>
<td>Male Staff</td>
<td>6</td>
<td>43%</td>
</tr>
</tbody>
</table>

The next table shows the demographic breakdown of all SCM staff for most currently available data. Data was only available for gender and race/ethnicity.

<table>
<thead>
<tr>
<th>Demographic Categories</th>
<th>Spring 2014</th>
<th>Fall 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#</td>
<td>%</td>
</tr>
<tr>
<td>Female</td>
<td>20</td>
<td>61%</td>
</tr>
<tr>
<td>Male</td>
<td>13</td>
<td>39%</td>
</tr>
<tr>
<td>Person of Color</td>
<td>13</td>
<td>39%</td>
</tr>
<tr>
<td>White</td>
<td>20</td>
<td>61%</td>
</tr>
</tbody>
</table>

Five different analyses are included in this report. Responses from SCM staff were compared to all other KSU staff. Within SCM, responses of SCM female staff were compared to those of all SCM identity groups, to male SCM staff, and to established benchmarks. Mean responses from SCM staff identity groups to numerical scale items about the general climate were compared to those of all other KSU staff identity groups. More information about the statistical measures used to analyze the data can be found in the introduction to the full report.
SCM Staff Compared to KSU Staff — Reported Strengths and Challenges

Top Strengths
- Higher agreement that they are comfortable taking earned leave without fear that it may affect their careers
- Higher agreement that KSU is supportive of taking leave
- Higher levels of comfort with climate in department

Top Challenges
- Higher percentage who have seriously considered leaving KSU
- Higher agreement that their colleagues expect them to represent the “point of view” of their identities
- Lower agreement that KSU is supportive of flexible work schedules

SCM Female Staff — Reported Strengths and Challenges

Top Strengths
- Higher agreement that they are comfortable taking earned leave without fear that it may affect their careers
- Higher agreement that they have colleagues who give career guidance when needed
- Higher agreement that KSU is supportive of taking leave

Top Challenges
- Lower agreement that they have supervisors who give career guidance when needed
- Lower agreement that their supervisors provide them with resources to pursue professional development
- Lower agreement that KSU provides them with resources to pursue professional development

Other findings of note:
- Female staff rated the climate as closer to “sexist” and “negative for women” compared to male staff.
- For general climate scales (friendly – hostile, cooperative – uncooperative, improving – regressing, welcoming – not welcoming, respectful – disrespectful) most demographic groups within SCM have more positive ratings than their KSU counterparts.
- Exception to the above are groups with n<5.

In addition to the identity groups listed above, the report contains findings for staff based on faith-based affiliation. See full report for details.
WE ARE stronger together.