AUDITING THE OFFICE OF DIVERSITY AND INCLUSION AT LONGWOOD UNIVERSITY

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INTRODUCTION

• The Acadia communication audit team
• Worked diligently over course of 2011 fall semester
• Provided a quality service to the Office of Diversity and Inclusion
• Audit focused on communication within the office
• Found strengths along with areas for improvement and growth
• Produced recommendations
RESEARCH METHODS

- Collected valuable information
- Qualitative and quantitative
- Surveys, interviews, and observations
- Interviews & surveys conducted and completed
- The Director of the Office of Diversity and Inclusion, and students from the Student Diversity and Inclusion Council (S.D.I.C.)
• Surveymonkey.com.
• Distributed to client and participating members of S.D.I.C.
• The Director of the Office and 13 students who are in the student diversity and inclusion office completed the survey (61.5%)
• Surveyed about their relationships, comfortable channels of communication, and work settings
INTERVIEWS

- Interviews conducted with the Director of the Office of Diversity and Inclusion and executive board members of the S.D.I.C.
- Crucial part in the communication audit
Members of Acadia observed the:

- Multicultural Student Reception
- (ODI) Student Organization Orientation
- Other events sponsored by the office (i.e. Diversity Shirt Reveal)
LIMITATIONS

- Results
- Research and analysis of observations
- Perspective of individuals who are outside of the organization
- The responses from the survey were limited
STRENGTHS

- Open Communication Setting
  Communication is not hindered by difference of opinion or rules of upper level supervisors
- Survey showed that members felt no hindrance of opinions
- Interviews conducted found that members feel that their opinion was listened to
- Positive Communication relationships
  Communication between organization members is healthy and there is a general lack of conflict and aggressive behavior.
- Survey showed positive relationships between all members of the organization
- All interviews showed a positive relationship with organization head
Functions and changes in Communication Channels
The use texting, email, and face-to-face interaction and the changes being made along with the frequency in which they are used
Frequent informal face-to-face communication used
Interviews found frequent contact with Dr. Riley was helpful within the organization
The survey found that there is the right amount of face-to-face communication
AREAS OF IMPROVEMENT

- Lack of conflict resolution plan
  - A set strategy for resolving conflicts that take place between organization members
  - No set plan for future conflict in organization
    - Interviews contradictory
AREAS OF IMPROVEMENT

- Functions of communication channels
  - The use or lack thereof of texting, email, and face-to-face interaction and the changes being made
  - Very little immediate contact
    - Survey showed little use of telephone or texting communication
    - Interviews showed a “Texting Tree” would be beneficial to immediate contact
  - Email technology not adequate
    - Interviews showed that members do not always read organization emails
AREAS OF IMPROVEMENT

• Communication settings
  ○ The environment in which meetings and other mediums of communication take place along with general attitude towards communication
  ○ Lack of set, measurable goals
    ▪ Survey’s showed a lack of feedback on tasks
  ○ Not enough meeting space
    ▪ Interviews gave an opinion of crowded offices
SUMMARY

- Through interviews and surveys Acadia has found that the strongest point within the Office of Diversity and Inclusion is the Open communication setting, and excellent relationship quality between the subordinates and top management. The only serious weakness found was the lack of a conflict resolution plan.

- The only serious weakness found was the lack of a conflict resolution plan. This challenge would effect day-to-day functioning. If this is not fixed then there will be no action to fall back on when there is a conflict in the office. A strong conflict resolution plan will ensure that problems within the office are handled in a professional and organized manner.
RECOMMENDATIONS

- Create a concrete conflict resolution plan
- Find a larger space to conduct meetings
- Plan out clear goals and ways to measure progress
- Initiate texting tree and survey afterwards to rate it’s effectiveness
THANK YOU!

- Acadia Communication Solutions would like to personally thank Dr. Riley and participating members of the Student Council of Diversity and Inclusion!