

Bentley's Black United Body Diversity, Equity, & Inclusion Strategic Plan



Implemented November 2023 | Duration: Two Years

I. Executive Summary

The Black United Body (BUB) at Bentley University is proud to present its two-year Diversity, Equity, and Inclusion (DEI) Strategic Plan. Rooted in a mission to create an inclusive and respectful space where every member is valued, irrespective of their background, BUB commits to fostering diversity, equity, and inclusion within its organization and across Bentley's campus. The vision is to be a trailblazer for DEI, promoting open dialogue, cultural awareness, and inclusivity. Guided by principles of respect, valuing diverse perspectives, inclusivity, social justice, and a celebration of Black culture, BUB has structured its plan around four key pillars: Celebrating Multifaceted Diversity, Inclusive Community Engagement, Personal and Professional Development, and Open Dialogues and Inclusive Leadership.

This comprehensive strategy lays out specific goals, objectives, and performance indicators to ensure accountability. It includes initiatives such as engaging external speakers, promoting awareness of Black history and culture, conducting workshops and training sessions, and fostering student-led DEI projects. BUB's plan aligns with Bentley University's Inclusive Excellence Framework and its Access and Opportunity Strategic Focus, reinforcing the commitment to building a more inclusive and equitable campus. With this strategic plan, BUB is prepared to embark on a journey toward a more diverse, equitable, and inclusive future, fostering an environment where every individual's voice is heard and valued.

II. DEI Mission

Bentley's Black United Body (BUB) is unwavering in our commitment to fostering diversity, equity, and inclusion within our organization and across our campus. Our mission is to create an inclusive and respectful space, where every member is valued and heard, irrespective of their background. We actively engage with DE&I issues through education, advocacy, and the celebration of Black culture.

III. DEI Vision

We envision BUB as a trailblazer for diversity, equity, and inclusion on campus. Our vision is to lead by example, promoting open dialogue, cultural awareness, and inclusivity throughout the Bentley community. We aspire to be a strong support system for Black and African American students and contribute significantly to a more equitable Bentley University.

IV. DEI Principles & Values

BUB is anchored in core principles, including respect for every individual, valuing diverse perspectives, fostering inclusivity, promoting social justice, and celebrating Black culture.

Diversity	We embrace and celebrate diversity in all its forms.
Inclusivity	We create a welcoming environment where all voices are heard.
Empowerment	We provide opportunities for personal and professional growth.
Open Dialogue	We encourage open conversations and understanding.

V. Scope & Duration

This plan outlines BUB's commitment to advancing DE&I initiatives over two years. It includes a strategic roadmap with short-term, mid-term, and long-term goals to foster inclusivity within BUB and Bentley University.

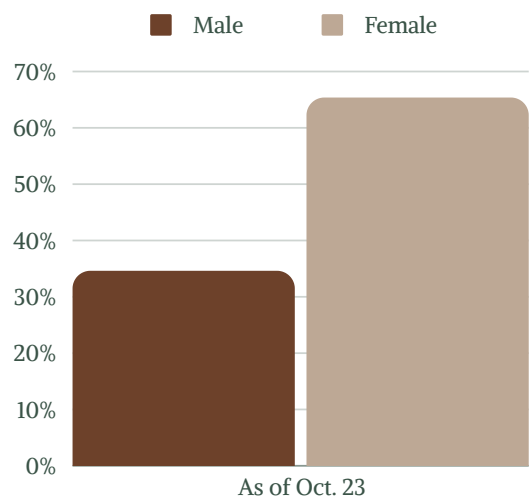
VI. Assessment & Baseline Data

Based on the recently conducted DE&I assessment, we have gained valuable insights into the current state of diversity, equity, and inclusion within both our organization, Black United Body (BUB), and Bentley University. Our assessment revealed that BUB is indeed a vibrant and diverse community, with 88.89% of our members identifying as African/Black and 11.11% as Mixed, representing a rich tapestry of multicultural experiences. Furthermore, our members come from an array of ethnic backgrounds, spanning Palestinian, Chinese, Mexican, Japanese, Moroccan, Indigenous, Italian, German, Latino, African American, African, Cape Verdean, Ghanaian, Haitian, Dominican, Argentinian, Kenyan, Nigerian, Gambian, and Ugandan heritage. In terms of gender, we maintain a balanced crossroads, with approximately 55.56% identifying as female and about 44.44% as male. This assessment also highlighted the varying membership durations, ranging from less than a year to three or more years, showcasing a diverse commitment level within our community. To capture a comprehensive view of the student experience, we are considering conducting surveys, focus groups, and interviews to delve deeper into our members' experiences and perceptions regarding DE&I. These findings and the baseline data will inform our strategic plan and guide our efforts to build upon our strengths and address areas that require improvement.

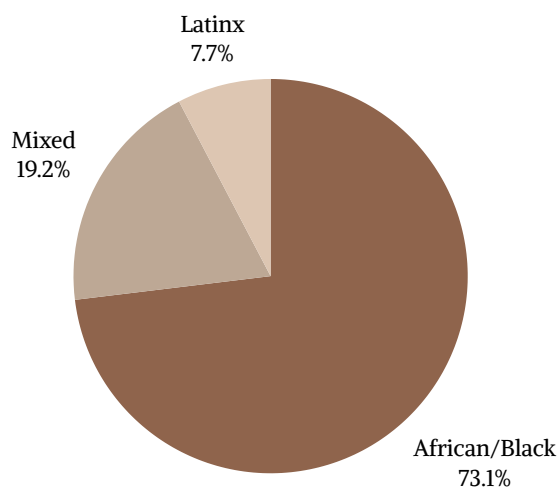
Additionally, the assessment identified several key initiatives and desires expressed by our BUB members to enhance diversity, equity, and inclusion within our organization and Bentley University. These initiatives include a strong interest in fostering leadership diversity and representation, as evidenced by the commendable rating of 8.29 out of 10 in this area. Members expressed a strong sense of belonging within BUB, with a rating of 8.94 out of 10, indicating the importance of

maintaining a welcoming atmosphere. A significant desire to lead future DE&I events or initiatives was also evident, with an impressive rating of 7.53 out of 10. Members also reported feeling comfortable discussing DE&I topics within BUB, scoring 8.35 out of 10. Additionally, the assessment highlighted a satisfactory level of satisfaction with professional development opportunities, with a rating of 7.24 out of 10. Moreover, BUB members shared a range of innovative DE&I event suggestions, such as collaboration with cultural organizations, alumni networking and town halls, DEI-focused career fairs, mentorship programs, educational and cultural events, and community outreach with volunteering, all of which underline our commitment to fostering inclusivity and equity. These findings reflect the aspirations of our diverse and engaged community and will serve as the foundation for the strategic initiatives outlined in our DE&I plan.

Gender Distribution as of October 2023

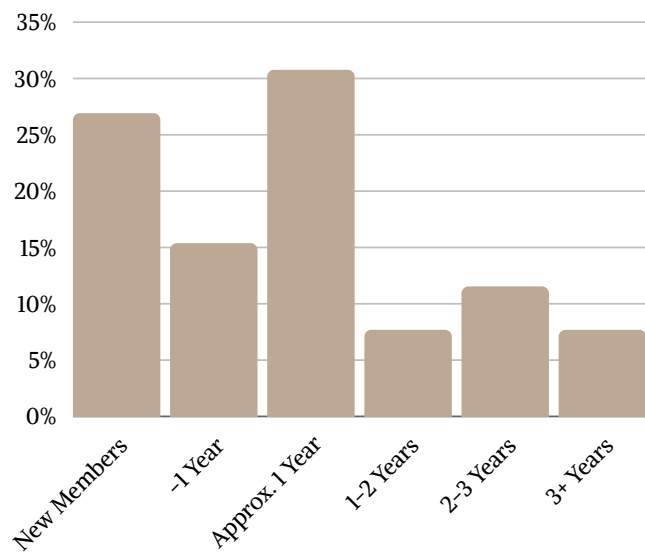


Ethnic and Racial Diversity as of October 2023



**Note: Two members identify solely as Latino, while 2 members identify as both Black and Latino, counted within the Black category for calculation purposes.*

Membership Duration as of October 2023



Perceptions of BUB's DE&I Efforts as of October 2023



VII. BUB's DE&I Strategy Pillars

Celebrating Multifaceted Diversity

Embracing Diversity in All Forms

This pillar highlights the celebration of multifaceted diversity within our community. Our members come from diverse racial, ethnic, and gender backgrounds, and this diversity is our strength. We acknowledge and celebrate the different ethnicities represented within our organization. Our strategy emphasizes the importance of continuing to engage with and understand these distinct backgrounds, recognizing that each person's journey contributes to the collective tapestry of BUB. We will work to amplify diverse voices, experiences, and perspectives through our events, activities, and ongoing dialogues.

Goal 1: Promote DE&I Awareness and Engagement

Objective 1: Facilitate open dialogues on DE&I topics within the Bentley community and launch/increase awareness of BUB's DE&I events.

- Q1: Create a comprehensive calendar of DE&I events, including those focused on career development, education, and cultural exploration.
 - Responsible: DEI Chair and Marketing Chair

- Accountable: President
- Q2: Utilize social media and online communication channels to promote DE&I events and encourage participation.
 - Responsible: Marketing Chair and Outreach Chair
 - Accountable: President
- Q3: Invite external speakers and experts in DE&I to provide fresh perspectives and insights during the events, bringing a broader range of experiences to the discussions.
 - Responsible: Outreach Chair and DEI Chair
 - Accountable: President

Objective 2: Strengthen Collaborative Partnerships to Enhance the Impact of DE&I Initiatives

- Q1: Collaborate with cultural organizations to organize events that celebrate the diverse backgrounds of BUB members.
 - Responsible: Outreach Chair and DEI Chair and President
 - Accountable: President
- Q2: Establish connections with BUB alumni who possess a strong background in DE&I, as well as faculty members specializing in DE&I, and invite them to actively engage in our events, offering their wealth of experiences and insights to enrich the dialogue and discussions.
 - Responsible: DEI Chair and Vice Presidents
 - Accountable: President
- Q3: Develop structured collaborations with different Bentley University departments and offices to ensure DE&I initiatives are integrated into various aspects of campus life.
 - Responsible: Vice Presidents and DEI Chair
 - Accountable: President

Inclusive Community Engagement

Building Bridges Beyond BUB

This pillar is all about fostering an inclusive community by building bridges beyond the BUB realm. We understand the importance of collaboration and connection. Our DE&I initiatives include collaborating with other cultural organizations, hosting alumni networking and town halls with identity and advocacy student organizations, engaging in community outreach and volunteering, and creating safe spaces and support groups. These initiatives expand the boundaries of our community, creating spaces where everyone feels welcomed, understood, and included. Our strategy is to actively involve our members in events and initiatives that promote interconnectedness and shared dialogue.

Goal 2: Philanthropy and Community Engagement

Objective 1: Establish and Strengthen Partnerships for Community Engagement.

- Q1: Continue and expand the partnership with the Waltham Boys & Girls Club, building upon the existing relationship to develop impactful programs.
 - Responsible: DEI Chair and Vice Presidents
 - Accountable: President
- Q2: Identify additional community organizations or causes aligned with BUB's values and mission for potential partnerships.

- Responsible: Outreach Chair and DEI Chair
- Accountable: President
- Q3: Collaborate with the Bentley Service-Learning Center and other relevant university departments to explore new opportunities for community engagement.
 - Responsible: DEI Chair and Senior Advisor
 - Accountable: President
- Q4: Organize community outreach events, such as volunteering and service projects, to foster a sense of responsibility and engagement within the Bentley community.
 - Responsible: DEI Chair and Outreach Chair and Operations Chair
 - Accountable: President

Objective 2: Enhance E-Board Belonging and Support

- Q1: Facilitate regular check-ins, fostering open communication channels, gathering feedback, and providing continuous support for E-Board members.
 - Responsible: Senior Advisor and DEI Chair
 - Accountable: President
- Q2: Encourage individual skill development by conducting assessments to identify strengths and areas for growth, allowing for the customization of roles based on these assessments.
 - Responsible: Vice Presidents and DEI Chair
 - Accountable: President
- Q3: Enhance connection and empathy among E-Board members by implementing a 'Share Your Story' segment during meetings, where 2-3 members can share personal experiences.
 - Responsible: DEI Chair
 - Accountable: President
- Q4: Strengthen team cohesion and collaboration by organizing team-building activities and retreats.
 - Responsible: Operations Chair and Marketing Chair
 - Accountable: President
- Q5: Establish a mentorship and peer support program within the E-Board, ensuring that each freshman liaison is paired with a member of the executive suite to provide guidance, support, and an additional ally on the E-Board.
 - Responsible: DEI Chair and President
 - Accountable: President

Objective 3: Strengthening Community Engagement and Partnerships

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 - Accountable: President

Personal and Professional Development

Investing in Growth and Mentorship

This pillar focuses on providing personal and professional development opportunities that span a wide range of industries and experiences. We understand that our members seek mentorship and support as they navigate their personal and professional journeys. Our DE&I strategy includes mentorship programs, promoting professional development, connecting with alumni, and addressing mental health and wellness. These resources and support mechanisms contribute to our community's growth and well-being, ensuring that everyone has access to the tools they need to succeed.

Goal 3: Support Black and African American Students

Objective 1: Establish mentorship and support programs for Black and African American students at Bentley University.

- Q1: Engage President Chrite and Claudette Blot to facilitate the recruitment of experienced mentors from Bentley's Black alumni and broader professional network for the mentorship program.
 - Responsible: Senior Advisor and DEI Chair
 - Accountable: President
- Q2: Develop an academic support program tailored to the academic needs of Black and African American students at Bentley University, collaborating with existing resources to enhance academic success.
 - Responsible: DEI Chair and Vice Presidents
 - Accountable: President
- Q3: Provide academic and personal support resources, leveraging the expertise of mentors and BUB's faculty and staff allies.
 - Responsible: Vice Presidents and DEI Chair
 - Accountable: President

Objective 2: Advocate for resources and policies that address the specific needs of Black and African American students.

- Q1: Collaborate closely with Bentley's Office of Diversity and Inclusion to identify the unique needs and challenges faced by Black and African American students.
 - Responsible: DEI Chair
 - Accountable: President
- Q2: Conduct comprehensive research to gather data and insights that inform the development of specific recommendations for the university's administration.
 - Responsible: Secretary and DEI Chair
 - Accountable: President

- Q3: Ensure consistent representation from BUB on the Inclusive Excellence Council to maintain a strong presence in shaping policies and resources.
 - Responsible: Senior Advisor and DEI Chair
 - Accountable: President
- Q4: Secure funding or establish partnerships to provide exclusive development opportunities for BUB members, such as attending conferences like Afrotech, CultureCon, AdColor, and similar events that enhance their skills, network, and experiences.
 - Responsible: Treasurer and Vice Presidents and DEI Chair
 - Accountable: President

Objective 3: Enhance Black Student Recruitment and Support Initiatives.

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Open Dialogues and Inclusive Leadership

Investing in Growth and Mentorship

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Goal 4: Be a Premier DE&I Resource

Objective 1: Promote Black History, Culture, and Contemporary Issues Awareness.

- Q1: Develop and disseminate informative and engaging infographics throughout the year, showcasing significant moments and lesser-known figures in Black history and culture.
 - Responsible: DEI Chair and Marketing Chair
 - Accountable: President
- Q2: Offer DE&I workshops and training sessions to campus organizations, faculty, staff, and students, focusing on topics such as allyship and inclusive teaching practices.
 - Responsible: DEI Chair and Outreach Chair
 - Accountable: President
- Q3: Curate an accessible resource library with articles, videos, books, and materials related to Black history, culture, and contemporary issues.
 - Responsible: DEI Chair and Secretary
 - Accountable: President

Objective 2: Support Student Initiatives

- Q1: Encourage and provide support for student-led DE&I initiatives on campus.
 - Responsible: DEI Chair and Vice Presidents
 - Accountable: President
- Q2: Allocate resources and guidance to student organizations and individuals who aim to contribute to DE&I efforts.

- Responsible: Outreach Chair and Treasurer
- Accountable: President
- Q3: Recognize and celebrate the achievements of students involved in DE&I initiatives.
 - Responsible: Marketing Chair and DEI Chair
 - Accountable: President

VIII. Timeline, Milestones, and Key Performance Indicators (KPIs)

Fall Semester Year 1 (2 DEI events)

Month 1-2: Launch DE&I Awareness Campaign

- Milestone 1: Develop a comprehensive calendar of DE&I events for the semester.
- Milestone 2: Begin promoting DE&I events through social media and online channels.
- Milestone 3: Host the first DE&I event with positive member participation.

Month 1-2: Collaborate with Cultural Organizations

- Milestone 1: Establish partnerships with two cultural organizations for joint events.
- Milestone 2: Successfully organize one collaborative DE&I event with a cultural organization.

Month 3-4: Strengthen Collaborative Partnerships

- Milestone 1: Host the second DE&I event with active participation.
- Milestone 2: Engage BUB alumni and faculty in at least one DE&I event.

Month 3-4: Expand Community Partnerships

- Milestone 1: Continue and expand the partnership with the Waltham Boys & Girls Club.
- Milestone 2: Identify additional community organizations for potential partnerships.

KPIs for Fall Semester Year 1

1. DE&I Event Attendance: Measure the attendance at the first DE&I event to gauge member participation and engagement.
2. Collaborative Partnerships: Track the number of partnerships established with cultural organizations and the successful organization of collaborative events.
3. Community Partnerships: Monitor the growth of partnerships with the Waltham Boys & Girls Club and the identification of additional potential community partnerships.

Spring Semester Year 1 (3-5 DEI Events)

Month 1-2: Engage External Speakers and Experts

- Milestone 1: Invite two external speakers with diverse DE&I perspectives for on-campus events.

Month 1-2: Promote Awareness on Black History and Culture

- Milestone 1: Develop and share at least 5 infographics on Black history and culture.
- Milestone 2: Offer DE&I workshops to our e-board.

Month 3-4: Conduct Workshops and Training

- Milestone 1: Organize and complete one DE&I workshop for a campus organization.
- Milestone 2: Launch a resource library with at least 10 articles and materials.

Month 3-4: Conclude Year 1 with a Report

- Milestone 1: Compile and present a report summarizing DE&I achievements and areas for further development.

KPIs for Spring Semester Year 1

1. External Speaker Engagement: Measure the success of engaging external speakers and the impact of their talks on the audience.
2. Promotion of Black History and Culture: Track the distribution of infographics and the participation of the e-board in DE&I workshops.
3. Workshops and Resource Library: Assess the completion of the DE&I workshop and the growth of the resource library.
4. Year 1 Report: Evaluate the quality of the Year 1 report and its potential for guiding future actions.

Fall Semester Year 2 (3 DEI Events)

Month 1-2: Facilitate E-Board Support

- Milestone 1: Conduct quarterly check-ins with E-Board members.
- Milestone 2: Implement the 'Share Your Story' segment during meetings.

Month 1-2: Advocate for Black Student Resources

- Milestone 1: Collaborate with Bentley's Office of Diversity and Inclusion to identify unique needs.
- Milestone 2: Secure funding or partnerships for exclusive development opportunities.

Month 3-4: Enhance Student Initiatives

- Milestone 1: Provide resources to at least two student-led DE&I initiatives.
- Milestone 2: Allocate guidance and support to student organizations working on DE&I.

KPIs for Fall Semester Year 2

1. E-Board Support: Measure the effectiveness of quarterly check-ins with E-Board members and the impact of the 'Share Your Story' segment.
2. Black Student Resources: Assess the success in identifying unique needs and securing partnerships for exclusive development opportunities.
3. Student Initiatives: Track the provision of resources to student-led DE&I initiatives.

Spring Semester Year 2 (3-5 DEI Events)

Month 1-2: Monitor Inclusivity Progress

- Milestone 1: Conduct surveys and focus groups to assess inclusivity progress.

- Milestone 2: Implement feedback-based improvements to ongoing DE&I initiatives.

Month 3–4: Conclude Year 2 with a Report

- Milestone 1: Compile and present a report summarizing DE&I achievements and areas for further development.

KPIs for Spring Semester Year 2

1. Inclusivity Progress: Evaluate the inclusivity progress based on survey results and focus group feedback.
2. Year 2 Report: Assess the quality of the Year 2 report, summarizing achievements and areas for further development.

IX. Aligning with Bentley University's Inclusive Excellence Framework

Bentley University's Inclusive Excellence framework guides our mission to foster a more just, inclusive, and equitable campus. Black United Body (BUB) is committed to this vision and aligns with the four key features of Inclusive Excellence:

<i>Inclusive Excellence Dimension</i>	<i>BUB's Efforts & Commitments</i>
Institutional Commitment & Capacity	BUB's initiatives reflect our commitment to diversity and capacity-building. We empower our members to thrive in a diverse environment through various programs.
Access & Success	We wholeheartedly support Bentley's efforts to increase access and success rates for underrepresented students. Our focus is to create an inclusive campus environment.
Climate & Intergroup Relations	BUB creates an inclusive climate through open dialogues and collaborative events. We encourage quality interactions across differences.
Education & Scholarship	Diversity is infused into our academic and educational initiatives. BUB offers DE&I workshops, promotes diversity in learning and scholarship, and supports student-led initiatives.

X. Alignment with Bentley University's Access and Opportunity Strategic Focus

BUB aligns with Bentley University's commitment to access and opportunity by:

- Partnering with local organizations to broaden access for underrepresented students.
- Improving on-campus experiences for first-generation and underrepresented populations.
- Promoting interaction and engagement among faculty and staff.
- Enhancing community members' well-being to create a better learning environment.

XI. Conclusion

Bentley University's Black United Body (BUB) is committed to a two-year Diversity, Equity, and Inclusion (DEI) Strategic Plan. Our mission is to create an inclusive and respectful space where every member is valued, irrespective of their background. This strategic plan outlines our vision, mission,

and values, focusing on four key pillars: Celebrating Multifaceted Diversity, Inclusive Community Engagement, Personal and Professional Development, and Open Dialogues and Inclusive Leadership.

BUB has structured this comprehensive strategy to ensure accountability, with initiatives such as engaging external speakers, promoting awareness of Black history and culture, conducting workshops and training sessions, and fostering student-led DEI projects. The plan aligns with Bentley University's Inclusive Excellence Framework and Access and Opportunity Strategic Focus, reinforcing the commitment to building a more inclusive and equitable campus. With this strategic plan, BUB is prepared to embark on a journey toward a more diverse, equitable, and inclusive future, fostering an environment where every individual's voice is heard and valued. Together, we will lead by example, promote open dialogue, cultural awareness, and inclusivity throughout the Bentley community.

Our findings from the DEI assessment provided valuable insights into our community's diverse composition and varying membership durations. BUB members expressed a strong desire to lead DE&I events, facilitate open dialogues on DE&I topics, and foster leadership diversity. Our alignment with Bentley University's Inclusive Excellence Framework and Access and Opportunity Strategic Focus highlights our commitment to creating an open, inclusive, and equitable campus environment. As we embark on this journey, we will remain anchored in our core principles: respect, valuing diverse perspectives, inclusivity, social justice, and celebrating Black culture. Together, we are dedicated to promoting understanding, celebrating diversity, and championing inclusivity.