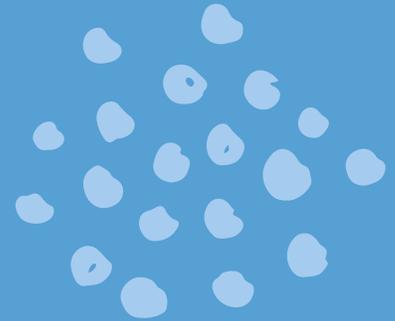


DIVERSITY REPORT

**UNC UNDERGRADUATE EXEC BRANCH
OF STUDENT GOVERNMENT
*2019-2020***



Introduction



The UNC Undergraduate Exec Branch of Student Government Diversity Report was created in an effort to better understand the demographic makeup of the Branch. To do this, we felt it important to create a survey to ascertain the areas we represent well and the areas in which we could be doing better. As a branch, we hope to be as representative as possible and this report will help us to do so. Overall, approximately 97% of our members took this survey, so the data is an extremely accurate representation of the branch.

The Survey

The report was distributed to every team that exists within the Executive Branch. We wanted to get as accurate a picture as data could give us, therefore we covered a lot of different topics. The following is a list of all subjects that were covered in the questions:

Age

Race and/or
Ethnicity

Sexual
Orientation

Gender
Identity

Political
Affiliation

Median
Household
income

Type of City
Grown Up In:
Rural, Urban,
Suburban

Religion

School Year

Academic
Major

First Generation
Student
Identification

Scholarship
and Type

Key Takeaways



Although there are a number of important areas that we covered, there are a few which we feel need to be highlighted: Household income, religion and political affiliation.

HOUSEHOLD INCOME

AS A BRANCH, 25.67% ANSWERED THAT THEY HAVE A HOUSEHOLD INCOME GREATER THAN \$200,000, PUTTING THEM IN THE UPPER CLASS. THIS IS IMPORTANT BECAUSE THIS DOES NOT STATISTICALLY MATCH-UP WITH THE GENERAL BODY OF UNC, WHERE A SIGNIFICANT NUMBER QUALIFY FOR FINANCIAL AID. A NOTE WITH THIS CATEGORY, HOWEVER, IS THAT 22% OF RESPONDENTS DID NOT ANSWER THE QUESTION.

IT'S UNCLEAR IF THIS WOULD HAVE SWAYED THE DATA, BUT IS IMPORTANT TO NOTE.

RELIGION

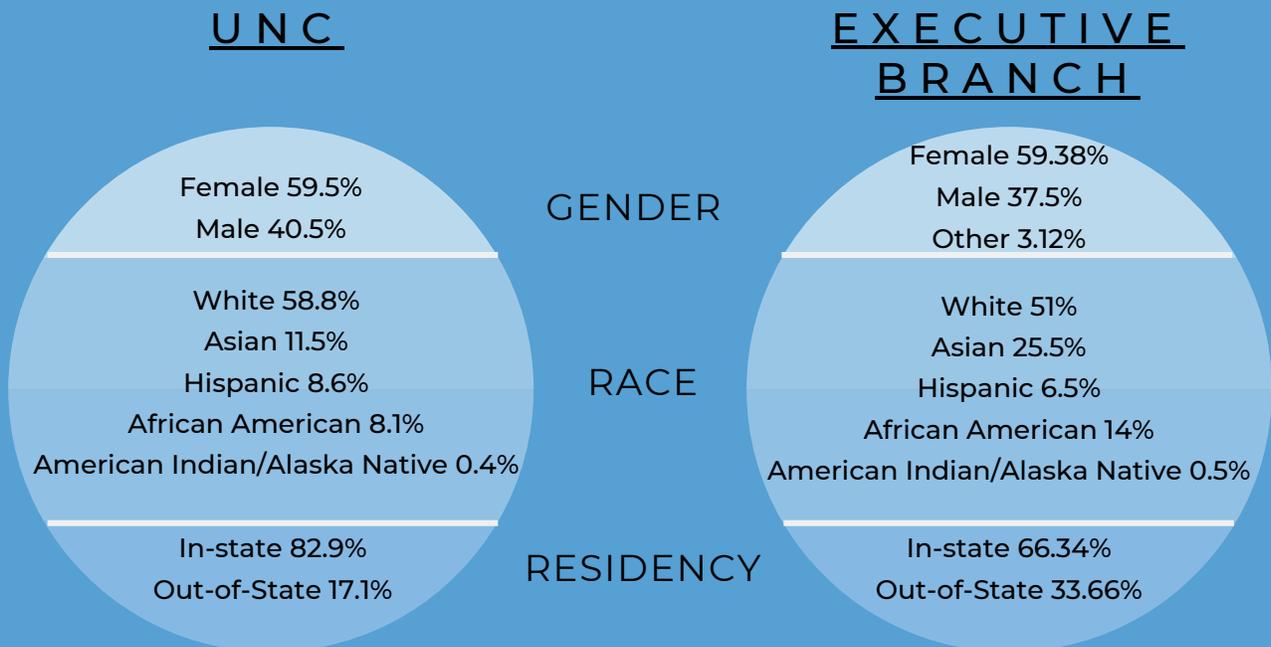
ANOTHER INTERESTING TAKE AWAY FROM THE REPORT IS THAT 85.1% OF OUR BRANCH PRACTICES RELIGION. IN COMPARISON TO THE STUDENT BODY AS A WHOLE, THIS NUMBER IS MUCH HIGHER, WITH ROUGHLY 20% OF THE STUDENT BODY DECLARING SOME RELIGIOUS AFFILIATION. WHILE SOME FORM OF CHRISTIANITY IS EMERGED AS THE MOST PRACTICED RELIGION, THERE IS REPRESENTATION FROM VARIOUS OTHERS SUCH AS JUDAISM, ISLAM, AND NON-DENOMINATIONAL.

POLITICAL AFFILIATION

A MAJORITY OF THE BRANCH IS DEMOCRAT IDENTIFYING, WITH 65% IDENTIFYING EITHER STRONG, WEAK, OR MODERATELY DEMOCRAT. THIS MAY BE REFLECTIVE OF THE UNC STUDENT BODY AS A WHOLE - WE DO NOT HAVE DATA FOR COMPARISON - BUT IS OF IMPORTANCE AS IT INCLUDES A GROUP THAT IS UNDERREPRESENTED. THE REMAINING 35% OF EXECUTIVE BRANCH MEMBERS VARY FROM REPUBLICAN TO LIBERTARIAN. THIS IS A CATEGORY THAT DESERVES ATTENTION AS THOSE WITH DIFFERING POLITICAL VIEWS COULD FEEL UNHEARD.

→ Executive Branch versus UNC ←

The following chart highlights key areas where the Executive Branch can be compared to the UNC Student Body as a whole. The data is taken from the most recent incoming class (Class of 2023). It includes a breakdown by Gender, Race, and Residency to highlight key areas where we are both accurately representing as well as over- and under-representing.



As a result of this report, we created a number of recommendations in order to improve upon the areas where we are lacking, and to maintain the areas we represent well. These recommendations fall into two camps: raise awareness of implicit bias training and proactive recruitment. The strategies we will implement include additional steps that can be taken, which we are either encouraging to be continued or suggesting be implemented.

Implicit Bias

First and foremost, it is important to be aware of our own implicit biases, and work to combat these Branch-wide. Our goal is to promote inclusivity and check bias at the door, regardless of whether or not it is known. These biases can appear in many different forms, but the following are some of the main ones for us to be aware of:

SEXUAL ORIENTATION

We are mostly heterosexual, being aware of our language during day to day interactions, make sure we are not assuming everyone is heteronormative

SOCIOECONOMIC

25% upper class, be aware of this when you're planning events and make sure they are accessible to those of a lower income

GENDER IDENTITY

We are mostly female identifying and cisgender. So being aware during committee meetings that the female voice may sometimes overpower male's and make sure we are getting opinions from transgender and gender nonconforming folks will be one of our biggest changes

POLITICAL AFFILIATION

Over half of the Branch identifies as liberal, so we need to make sure to be respectful of other political ideologies. We never want to be offensive or for people to feel like their voice isn't being heard or considered because they are the minority political group in the room.

NORTH CAROLINA NATIVE

We will make sure that we are catering to out-of-state students and the unique challenges they contend with that in-state students don't face. Our members mostly grew up in the suburbs, close to grocery stores, and we must make a better effort to engage with people who didn't.

RELIGION

Many of our members practice religion, and mostly identify as Christian. Again being cognizant of the values the Branch holds and that not everyone at UNC may hold those same values.

Opportunities

In addition to being aware of these biases, the Multicultural Affairs & Diversity Outreach also offers implicit bias training, to reinforce all of these behavior changes and to help our members and the broader campus community learn more about themselves and places within society. The burden of diversifying the Branch will not be placed entirely on MADO, but they will play a significant role in helping us to better represent the student body. Supporting and using them as a support to improve ourselves is important. It is not MADO's job to promote diversity and inclusion efforts for the entirety of student government, each committee should be doing this as well within their focus

Proactive Recruitment

We will start recruitment efforts now. The new student body president will be active next April, and we encourage all of our members to connect with someone from one of these groups and encourage them to apply for membership. Inviting individuals from marginalized groups that have historically faced barriers to entry into the Branch to an event that a particular committee is hosting can go a long way. Also continuing to reach out to multicultural organizations on campus to see if they would like any support from the Branch or what they would like to see us do to improve their experience at UNC will become a major tenant of this strategy. Every person and committee should make an effort in actively recruiting members.

In addition to simply trying to more accurately reflect our student body, we also want to make sure that we are retaining those members who have already committed to being part of the branch. We have 15% seniors, which is our lowest grade level group. There should also be an increased effort to encourage students to re-apply between their junior and senior year

Future Goals

As the Branch moves forward, we want to make sure that this survey has a measurable impact and continue to be inclusive and more representative. In order to achieve this, we have come up with a number of recommendations.

Changing the Stereotype

Now that we have the numbers from this diversity report we can be very transparent with the student body on the demographic makeup of the Branch. Publishing this report is a way to let the public know that although we don't match the demographics of the student body exactly, we do represent a lot of diverse groups and acknowledge that we are lacking in some areas. Transparency is important in order to recruit a more reflective student group and to hold ourselves accountable.

Social Media Campaigns

We believe that the Diversity Report can help us to recruit more diverse members. We have a great social media following, so we should use it. The use of social media can also be used to increase transparency and create even more trust with the student body.

Logging interactions with multicultural groups

We believe there should be a system in place to keep track of which multicultural organizations we are partnering with. This could maybe uncover some groups where we haven't directed any efforts towards. Additionally, we want to make sure that if we have reached out to an organization, we are both following through and respecting their response. This can happen in two parts.

If their response is "yes," that even should be happening and the Branch should be proactive in maintaining the relationship beyond the initial event, into the future. If their response is "no," we want to make sure there is a respectful, ongoing dialogue. This includes understanding why they don't want to work with the Branch as well as respecting their space and time before reaching out again about partnering. If you would like to be added onto this log, please email: uncexec@gmail.com directly.

Transparent representation

The Branch, and student government as a whole, has the stereotype of being predominantly white and male. Now we have the data to show that this is not the case. In fact, we are mostly female and we're working on the rest. Recognizing the stereotype and acknowledging that it needs to be changed is another way that we can show the student body that we want to listen to them and we want to actively represent them, beyond just saying that we do