

OFFICE OF MINORITY AFFAIRS & DIVERSITY

50TH ANNIVERSARY

FACT SHEET



In 2018, the University of Washington Office of Minority Affairs & Diversity (OMA&D) will celebrate its 50th anniversary - a significant milestone for the UW and the communities we serve. Together, we will look back to honor our rich legacy of work on behalf of diversity, equity and inclusion, and celebrate our impact. And together, we will look ahead - to imagine the possibilities for the next 50 years. The information below is intended to help OMA&D units and campus partners understand how we are celebrating this milestone and what resources are available to them.

GOALS

What we hope to achieve

The goals of the 50th anniversary celebration are to enhance awareness of the history, impact and achievements of OMA&D, recognize OMA&D's partnerships and role to inspire similar work across the campus and greater community, and communicate OMA&D's vision for the future around diversity and inclusion efforts.

MESSAGING

What we want to communicate

We have created four messaging pillars to guide our anniversary storytelling efforts that recognize our past, present and future. These pillars may also help guide campus partners' communications and/or event-planning activities.

Our Roots – Student-Led Activism and Society's Call for Equity: National and student-led calls for access, representation and inclusion drove action by UW leadership to respond and create what is now known as the Office of Minority Affairs & Diversity.

Our Impact – Breaking Barriers Since 1968: For 50 years, we have designed and advanced innovative college access and student support programs that have transformed the lives of students, as well as their families and communities.

Our Partnerships – Inspiring Equity & Inclusion: OMA&D is instrumental in making diversity an institutional priority. Its advocacy for equity and inclusion catalyzes university-wide efforts and partnerships committed to this work.

Our Vision – Looking to the Future: We are leaders in advancing equity for underrepresented groups in higher education, and build from our legacy of advocacy to promote broad inclusion and enact positive change.

THEME

Building on a Legacy of Excellence, Diversity and Inclusion

The anniversary theme is "Building on a Legacy of Excellence, Diversity and Inclusion." A shortened tagline of "Excellence • Diversity • Inclusion" may also be used. Through this theme, we seek to recognize that the foundation of this office was built upon the efforts of student activists and supporters, faculty, staff and community 50 years ago. It is a legacy of work on behalf of diversity and inclusion that drives excellence within our campus community today, and that we will continue to build in the future.

MARK

What the mark represents

OMA&D's anniversary mark provides a visual commemoration of this 50-year milestone. It utilizes a UW brand font, and its overall design combines a bold, retro feel. The shadow effect acknowledges our legacy and the build up to our 50th year. The transparency within the 50 represents inclusion, and depending on the context in which it is used, provides an opportunity for all of our communities to see themselves reflected. The linked numbers and upward angle represent progress and our forward-thinking vision.

WEB SITE

uw.edu/omad/50th

The 50th anniversary web page on the OMA&D site is now live and will continue to be updated through the 2017-18 academic year. Visitors will find event listings, as well as other highlights and resources. Be sure to check back frequently.

SOCIAL MEDIA

#uwomad50

OMA&D units, students, campus partners, alumni and community members are encouraged to use the hashtag #uwomad50 to share anniversary related social media posts. Information on specific engagement opportunities will be forthcoming.



OUR STORY

On May 20, 1968, members of the Black Student Union and their supporters occupied the office of UW President Charles E. Odegaard to demand an increased university commitment to diversity. UW administration responded by creating what is now known as the Office of Minority Affairs & Diversity (OMA&D). These efforts established an infrastructure of support for under-represented minority, first-generation and low-income students that included advising activities, instructional services and cultural spaces for community building. In subsequent years, this struggle created the space for the inclusion of ethnic studies, gender studies and other academic programs focusing on aspects of diversity. The legacy of work by students, faculty, staff and community serve as a constant reminder that we stand on the shoulders of others who came before us and laid the foundation on which we operate in terms of the cultural activities, academic support infrastructure and intellectual resources that currently exist. Today, OMA&D college access programs serve over 21,000 students across the state, while retention programs serve over 5,700 UW undergraduates.

uw.edu/omad/50th

CONTACTS

For questions about the 50th:

Events/Partnerships:

Jeanette James, 50th Committee Chair
nettie@uw.edu

Communications/Marks:

Erin Rowley, OMA&D Communications Director
erowley@uw.edu

Revised 3/22/18

RESOURCES

What is available to you

Using the Mark: OMA&D units are encouraged to start using the anniversary mark during the 2017 Fall Quarter to raise awareness of this milestone. OMA&D units and campus partners who would like to use the 50th mark on any related collateral, web pages or e-communications should contact OMA&D Communications Director Erin Rowley (erowley@uw.edu).

50th Assets: Various assets (letterhead stationary, PowerPoint templates, etc.) featuring the 50th mark are also available for OMA&D units and campus partners to use if interested. Please contact Erin Rowley (erowley@uw.edu) for information.

Stay Tuned: Be sure to check back frequently to the 50th anniversary web site (uw.edu/omad/50th) - more resources will be posted as they become available.

CAMPUS INVOLVEMENT

Join us in the celebration

OMA&D invites the entire campus community to celebrate with us by organizing a 2017-18 program around topics of equity, diversity and social justice, or recognizing this milestone during an existing event, program or communications. For more information about ways to engage, contact 50th Anniversary Planning Committee Chair Jeanette James (nettie@uw.edu).

EVENTS

Event programming will feature a combination of OMA&D and campus partner events in 2018 including those listed below. Visit uw.edu/omad/50th for the full slate of engagement opportunities.

Samuel E. Kelly Distinguished Faculty Lecture (April 13)

Named for OMA&D's founding vice president, this annual lecture series recognizes UW faculty research focused on diversity and social justice.

50th Anniversary Historical Display (May 1 - June 13)

OMA&D, in partnership with UW Libraries, will produce a visual historical display that immerses visitors into the story and vision of OMA&D.

Celebration (May 16)

Hosted by OMA&D and the Friends of the Educational Opportunity Program, this dinner and scholarship fundraiser recognizes the academic success of student scholars and the recipient of the Odegaard Award, considered the highest achievement in diversity at the UW.

The History of OMA&D: A Talk with Emile Pitre (May 17)

Longtime OMA&D staff member turned historian Emile Pitre was an original member of the UW Black Student Union whose 1968 protest led to the establishment of OMA&D. His talk will capture the 50-year history of the office.