

ACHA: DEIJA TOWN HALL UPDATE

3:00 pm ET	I. Welcome	James Wilkinson, CEO
3:05 -3:10	II. Brief history of DEIJA efforts at ACHA Key points in the organization's journey	James Wilkinson, CEO
3:10- 3:15	III. DEIJA in the ACHA Strategic Plan: Building DEIJA into the DNA of all ACHA's programs and activities	James Wilkinson, CEO
3:15 – 3:30	IV. DEIJA Consultant's Organizational Assessment and Final Report: Major Findings	Roger Moreano, Director of Strategy and Innovation, MSM Global
3:30 – 3:45	V. DEIJA Committee Report Takeaways from Fall 2023 member survey, and Next Steps for the DEIJA Committee and ACHA	Padma Entsuah, Chair, DEIJA Committee
3:45 – 4pm	VI. Question and Answer	All speakers



ACHA: DEIJA TOWN HALL UPDATE

A BRIEF HISTORY AND 3-YEAR STRATEGIC PLAN

March 5, 2024



AMERICAN
COLLEGE
HEALTH
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James Wilkinson, CEO

Jwilkinson@acha.org

**The ACHA DEIJA Journey:
A Five-Year Synopsis**

2007

Allies for LGBT Coalition launched (now [LGBTQ+ Coalition](#))

2013

Board position statement on [Marriage Equality](#)

2019

[HBCU Coalition](#) launched

Board reaffirms [Non-Discrimination Policy](#)

The ACHA DEIJA Journey: A Five-Year Synopsis

2020

Racial Marginalization and Health Inequities (RMHI) Task Force:

- Create resources for members
- Make recommendations for Improvement at ACHA
- Serve as experts and advisors on DEI topics

Board [statements](#):

- Racial Marginalization and Health Equity
- Access to gender affirming care
- Anti-bias/ anti-violence

Health Equities [Virtual 2-day Summit](#)

The ACHA DEIJA Journey: A Five-Year Synopsis

2021

Submission of RMHI Report to Board
Board of Directors Response

- Both available [on ACHA website](#)

All ACHA National Office Staff completed [DEI in the Workplace Certificate](#) through USF

- All new staff must complete within 6 months of start

2021: RMHI Report Immediate Outcomes:

- Annual Meeting (AM) session and poster submissions de-identified, demographic questions updated
- DEI Programming Guidance document updated; guide for presenters and AM Program Planning Committee
- DEI built into charges & guidance for **ALL** committees, task forces, coalitions and sections

The ACHA DEIJA Journey: A Five-Year Synopsis

2022

At-Large Director dedicated to DEIJA

- Voice of DEIJA on the Board
- Liaison to committees
- Part of AM Program Planning Committee

Guidance to AM presenters to intentionally consider social determinants and health disparities

[Land Acknowledgment Statement](#) on website, read aloud at AM

Affinity group meetings held at AM

Board statement on overturn of Roe v. Wade (Dobbs decision)

The ACHA DEIJA Journey: A Five-Year Synopsis

2022 continued:

- Inaugural HBCU Health Summit funded for Spring 2023
- RMHI Task Force - > RMHI Committee
- Reproductive Rights Task Force launched post-Dobbs (June)
- ACHF Emotional Well-Being Survey [final report](#):

"Perception of institutional support for diversity is the strongest predictor of emotional well-being among students, staff, and faculty."

2023

Board adoption of new [ACHA 3-year Strategic Plan](#) built around the theme

**“Health and Well-Being
Are Foundational
to Student Success”**

The ACHA DEIJA Journey:
A Five-Year Synopsis

2023

DEIJA is first pillar/initiative of the [ACHA Strategic plan](#):

**“Grow Diversity, Equity, Inclusion, Justice,
and Accessibility
in the field and on campuses.”**

ACHA creates and supports an environment where students, faculty, and staff thrive by:

Committing

to Diversity, Equity, Inclusion, Justice, and Accessibility and an evolving approach for continued support of DEIJA in college health & well-being.

Building

greater acceptance and recognition of the critical role of college health and well-being in building healthy campuses.

Sharing

knowledge between multiple disciplines with a unified focus of advancing the health and well-being of college students and their communities.

Developing

multi-faceted, data-driven, whole-person approaches to holistic campus health and well-being in collaboration with their communities.

Focusing

on inclusive and evolving research, education, networking, and advocacy to achieve these outcomes.

Strategic Initiative 1:



Strategic Initiative 1 Implementation Roadmap

Grow Diversity, Equity, Inclusion, Justice, and Accessibility in the field and on campuses.

Year 1 - 2023

- **Develop Board values statement**
- **Adopt Member Code of Conduct**
- **Annual Meeting DEIJA sessions**
- **Annual Board training**
- **Annual Staff training**
- **Create New AM Subcommittee: Community Engagement Group**
- **Engage DEI-certified Trainer/Consultant**
- **DEIJA Consultant conduct assessment of ACHA policies, systems, structures, & issue report to Board**
- **Repopulate DEIJA Committee (formerly RMHI Committee)**
- **Develop and deploy first annual member survey**
- *Develop Progress Report card-Moved to 2024*
- *Release first survey results and baseline Progress Report card - Move to '24*
- **Launch inaugural HBCU Health Summit**
- **Fully fund 2024 HBCU Health Summit**
- **Establishment of Community College Coalition**
- *Overhaul/update CHWP credentialing program content to emphasize DEIJA and leadership training -moved to 2024*
CHWP Task Force Co-Chairs have been named; TF being populated

Year 2 - 2024

- **Annual Meeting DEIJA sessions and trainings**
- **X webinars per year on DEIJA training and promising practices**
- **Annual Board and Volunteer Leader training**
- **Annual Staff training**
- **Community Engagement group activities at AM**
- **Develop and release baseline Progress Report card**
- **Town Hall Meeting to release first survey results**
- **Deploy 2nd annual member survey- Fall '24**
- **Annual Meeting presentations on '23 assessment, survey and progress report card**
- **New website launch - reflects DEIJA intentionality, informing members of engagement and leadership pathways**
- **Refine and expand HBCU Health Summit Plan for HBCU Special Issue of JACH**
- *Identify needed program content updates*
- *Overhaul/update CHWP credentialing program content to emphasize DEIJA and leadership training*
- *Prepare relaunch plans for College Health and Wellness Certificate Program*

Year 3 - 2025

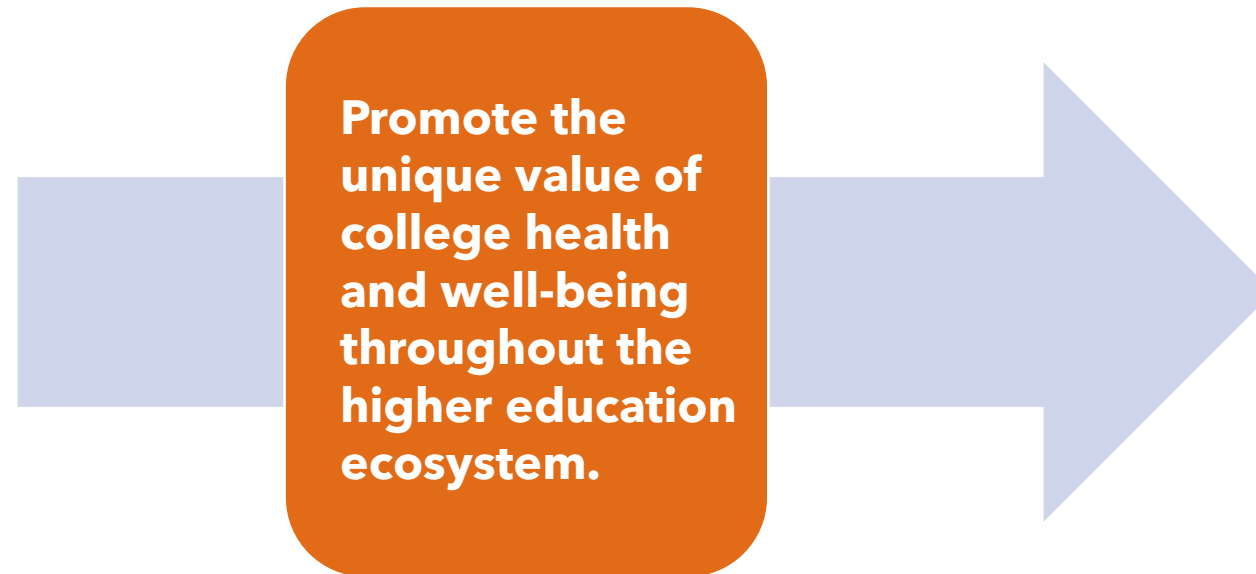
- Annual Meeting DEIJA sessions and trainings
- X webinars per year on DEIJA training and promising practices
- Annual Board training
- Annual Staff training
- Community Engagement group activities at AM
- Deploy 3rd annual member survey
- Annual Meeting presentation on first three surveys and updated progress report card
- Refine and expand HBCU Health Summit
- HBCU Special Issue of JACH
- Refine College Health and Wellness Certificate Program
- Develop leadership pre-conferences for underrepresented groups

The ACHA DEIJA Journey:
A Five-Year Synopsis

2023 - Public Statements

- Access to healthcare for transgender patients
- Joint statement with ACE on government data collection policies targeting marginalized populations
- Upholding importance of DEI on campus, reaffirmation of values
- Reaffirming support of Affirmative Action after SCOTUS ruling
- Supporting Campus Communities during conflict in Israel and Gaza

Strategic Initiative 2:



Strategic Initiative 2

Implementation Roadmap

Promote the unique value of college health and well-being throughout the higher education ecosystem.

Year 1

- Create advisory board of 3-5 administrators who are champions of whole campus health and well-being
Candidates list complete
[Need to convene group, begin development of measures of acceptance and awareness among campus leaders]
- **Communications Audit to include member survey on communications preferences**
- *Update publication mix (consultant report forthcoming)*
- [Develop thought leadership/content marketing plans]
Budget for marketing/content staff for '24
- **Website Overhaul - intentionality around engagement for multiple customer profiles/persona**
[On Track for summer 2024]
- Introduce College Health Index (CHI) legislation in US Congress
[Draft legislation complete; Congressional climate unfavorable]

Year 2

- X publications/executive resources
- X Appearances by ACHA leadership/proxies at higher education gatherings
- X ACHA leadership/proxy media appearances
- Plan for inaugural College Health Week-Cross Campus Well-being Week
- File for *CalendarDay* recognition for 2025
- Launch rebranded member magazine **Second journal?**
- Plan thought leadership/content marketing plans leveraging new website
- Prepare and launch 'Share Your Stories' campaign
- Continue website development and refinement
- Develop Healthy Campus web portal for CHI
- Continue CHI promotion/advocacy
- Accumulate CHI data (if CHI enacted)

Year 3

- X publications/executive resources
- X Appearances by ACHA leadership/proxies at higher education gatherings
- X ACHA leadership/proxy media appearances
- Inaugural College Health Week
- Launch rebranded member magazine
- Launch thought leadership/content marketing plans
- Continue website refinement
- Continue CHI promotion/advocacy
- Refine CHI/healthy campus portal
- Report on CHI data (if available)

Strategic Initiative 3:



Strategic Initiative 3 Implementation Roadmap

Advance a holistic and collaborative approach to health and well-being on college campuses.

Year 1

- Create advisory board of 3-5 administrators who are champions of whole campus health and well-being
Candidates list complete
Next step: Convene the group
- [AM session]
- [X number of online events]

- **Convene Interassociation Group for Well-being ("Interassociation Group")**
- **Build Interassociation alliance, define desired outcomes (College Well-Being Week, Feb. 2024 being planned)**
- **Build bridges to other groups doing similar work, explore coordination**

- **Board appoint a representative Task Force (co-chairs named, members invited)** to update *Framework for a Comprehensive College Health Program* document ("Framework document")

Year 2

- Convene the campus advisory board
- X number of AM sessions
- X number of online events
- X publications/resources

- Build 3 year plan for Interassociation Group
 - Develop framework for whole campus response specific to the mental health crisis
 - Coordinate with Framework document Task Force to ensure content is mutually reinforcing

- Update existing Framework document
- Develop plans for comment from the field, publicity and dissemination

Year 3

- X number of AM sessions
- X number of online events
- X publications/resources

- Refine Framework document with:
 - Feedback/improvements from the field
 - Feedback/Outcomes from Interassociation Group for Well-being
- Publicize and disseminate final updated Framework document
- Merge updates into Healthy Campus Assessment instrument

Strategic Initiative 4:



Strategic Initiative 4 Implementation Roadmap

Deliver innovative and actionable intelligence to help guide decisionmakers.

Year 1

- **Convene Research Strategy Task Force in-person**
- **Implement Task Force recommendations**
- **Data Warehouse:**
- **Hired Sr. Data Analyst**
- **Upload and make available all available iterations of Institutional Profile Survey (IPS 1-5)** *Continue development of available reports (on track)*
- **1 Annual Meeting session (2023)**
- *[X Training webinars for users - Q1 2024 - ON TRACK]*
- *Deploy updated Salary Survey*
- **Integrate Well-Being Assessment (WBA) into product lineup, pilot Fall 2023**
- *Seek and apply for US Government grants in alignment with our research and data goals (Preparing to apply Q1 2024)*
- **Consulting Program review of documents**

Year 2

- Implement Research Strategy TF remaining recommendations
- Data Warehouse:
 - Upload and make available all available iterations of National College Health Assessment III (NCHA-III)
 - Continue development of available reports
 - X Annual Meeting sessions
 - X Training webinars for users
 - X Report/Publication/Thought leadership pieces
- Design and launch of updated Association Management System (AMS- ACHA's membership database)
- Design database to incorporate IPS elements into Institutional Member Profiles; and to pull IPS data into data warehouse
- *Publish Staffing/Salary Survey Reports*
- Publicize and fully launch WBA
- Inaugural WBA reports; refinements to instrument
- Develop Consulting Program strategic plan
- Overhaul Consulting Program selection and training processes

Year 3

- Implement Research Strategy TF remaining recommendations
- Data Warehouse:
 - Continue refinement of existing upload processes and reports
 - X Annual Meeting sessions
 - X Training webinars for users
 - X Report/Publication/Thought leadership pieces
 - Deploy AMS data bridge for IPS elements into Data Warehouse (Qualtrics integration)
- Plan for Staffing/Salary Survey deployment in following year
- Plan for possible integration of WBA into Data Warehouse
- Refine WBA instrument with eye toward possible Data Warehouse inclusion
- Launch updated Consulting program

Volunteer Infrastructure

Current Volunteer Groups (63) with primary DEIJA Charges

Sections (9)	Standing Committees (8) (Named in Bylaws)	Board Advisory Committees (11)	Task Forces (9)	Coalitions (15)	Affiliates (11) (within 6 Regions)
Administration	Annual Meeting Planning -*1	Advocacy	AVP/AVC Health and Well-Being	Alcohol Tobacco and Other Drugs	Central
Advanced Practice Clinicians	Audit	ACHA-NCHA Steering	CHWP Review Task Force	Campus Safety and Violence	Mid-America
Clinical Medicine	Bylaws	Awards	Comprehensive Framework Review Task Force	Community Colleges	Mid-Atlantic
Health Promotion	Continuing Education	Benchmarking	Faculty and Staff Resiliency	Emerging Public Health Threats and Emergency Response	New England
Mental Health	Ethics	Data Warehouse (CCHN)	JACH Review	Faculty and Staff Wellness Coalition	New York State
Nurse Administrators (Nurse Directed Health Services)	Finance	Fellows	Promoting LGBTQIA+ Equity	Health Information Management	North Central
Nursing	Nominating	Healthy Campus	Reproductive Rights	HBCU Coalition	Ohio
Pharmacy	Resolutions	Membership And Leadership Development	Data Strategy	Integrated Health Centers	Pacific Coast
Students	*1 New Subcommittee: Community Engagement Group	Diversity, Equity, Inclusion, Justice, and Accessibility (DEIJA)	Title IX Response	LGBTQ+ Coalition	Rocky Mountain
		Vaccine Preventable Diseases		Sexual Health	Southern
		Student Advisory Committee -*2		Spirituality and Wellness	Southwest
				Sports Medicine	
				Student Health Insurance Benefit Plans (SHIBPS)	
Groups with DEIJA focus are BOLD and Highlighted Secondary focus in bold.		*2-NEW, needs to be populated		Travel Health	
				Wellness Needs of Military Veterans	22



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Diversity, Equity, Inclusion, Justice, Accessibility at ACHA

Results from DEI Assessment
Conducted by MSM Global Consulting
Presentation to ACHA Board Jan 2024

How to Interpret the Results of this Assessment

- Bring deep curiosity
- Pay attention to strengths as well as challenges
- Listen to the overall messages, avoid “wrong-spotting”
- Give time to reflect and process
- Consider next steps but don’t rush to “fix” everything

Strengths

“I think there are a lot of people working towards fostering DEIJA community through an intersectional lens; I have seen their determination to change the current culture of ACHA.”

“I feel as though ACHA makes a concerted effort to address DEIJA in its initiatives and membership to best address the needs of a diverse student population.”

- **Strong commitment and interest in DEIJA**
- **Respondents appreciate the initial efforts ACHA has made to foster DEIJA**

Strong commitment and interest in DEIJA

“Willingness to continuously work on the organization to recognize and improve.”

“I think on paper there is a commitment to doing this work. There have also been shifts in different areas (such as program planning) to create more long-term impactful change. Being able to make these shifts gives hope that it can happen in other areas as well.”

“Acknowledging that DEIJA is worth discussion and improvement.”

Respondents expressed their own personal commitment to and interest in learning about DEIJA.

Respondents appreciate initial DEIJA efforts

“There has been more BIPOC leadership, which is different from the past being predominantly white.”

“Fostering safe spaces for affinity groups to discuss needed topics and grow.”

“I love that they have recently offered infinity spaces. Please do more of that.”

“Public statements opposing laws/political stances that harm minority communities.”

“Reaching out to HBCUs.”

“More open to smaller schools.”

Survey respondents commended ACHA for its positive strides in DEIJA.

Challenges

- Lack of diversity, in ACHA particularly at the leadership level
- Poorly defined and communicated strategy for DEIJA
- Exclusionary behaviors and biased practices persist
- Lack of action and accountability for DEIJA
- Historical/Structural Barriers

Lack of diversity, in ACHA particularly at the leadership level

“I would like more voices across all historically, marginalized communities to be included or centered during the decision-making processes.”

“There needs to be more staff hired to truly ensure DEIJA is being filtered into every aspect of the organization. Make it a pillar of the organization.”

“Recruit more diverse members to staff and leadership positions.”

Respondents advocated for enhanced diversity across staff, members, and leadership in ACHA, emphasizing the importance of making DEIJA a foundational organizational pillar.

Poorly defined and communicated strategy for DEIJA

“I would like to have the leadership at my institution prioritize sharing information regarding all aspects of ACHA.”

“I wish there was more transparency.”

Respondents indicated that there is a lack of clarity and cohesion around the vision for DEIJA.

Exclusionary behaviors and biased practices persist across ACHA

“I have witnessed [current ACHA leadership] exclude people from conversations and an ambivalence and lack of performance to step up to difficult topics (abortion, anti-racism, inclusivity of queer identities).”

“Received cold reception when identified as a leader in spaces when one can tell that I identify as Black.”

“Folks have been anti indigenous through their language and when addressed acted as if I was overreacting.”

Respondents expressed concerns about perceived exclusion within ACHA, with instances cited across racial and ethnic minorities, LGBTQ+ identities, and politically conservative members.

Historical and structural barriers to institutionalizing DEIJA

“The organization continues to practice from a western medical model that centers white cis gender people.”

“Historical white supremacy in colleges and universities which flowed into this organization.”

Broader understanding of our conceptualization of "health"

Respondents expressed concerns about long standing leadership in ACHA being rooted in white colonial frameworks, hindering growth and evolution to meet the needs of diverse campus communities.

Members want to see action and accountability for DEIJA

I think this disconnect, we assume “the work” to be external rather than internal. There’s a disconnect and we want to fix it but we are fixing it externally without doing the internal work. The internal work is a choice. We can offer trainings and dialogues, but it’s difficult when there are people who don’t believe internal work as important.

“There are many diverse members and institutions, and it may be difficult to efficiently use limited resources.”

“Slow to connect with higher institutions other than well-known colleges & universities”

“The disconnectedness that many members may feel in rural communities or at colleges and universities that are less diverse.”

Respondents indicated the importance of ACHA leadership taking action to demonstrate its stated commitment to DEIJA.

Recommended Strategic Actions

1. Enhance Diversity Across ACHA
2. Improve Engagement with Diverse College Partners
3. Enhance Transparency
4. Ensure Financial Accessibility
5. Enhance DEIJA Education and Training
6. Empower and Support DEIJA Committee
7. Strengthen Policies and Procedures
8. Address DEIJA Pushback
9. Develop a Communications Strategy for DEIJA

Recommended Priorities for 2024

Empower and Support DEIJA Committee	Communications Strategy	Learning & Development
<ul style="list-style-type: none">● Finalize Committee Charge and Charter● Work with Committee to develop Progress Report	<ul style="list-style-type: none">● Conduct town hall to present findings and gain insight from members.● Make DEIJA a focal point at annual meeting.● Develop specific communications around policies and mechanisms for reporting/responding to harmful, discriminatory, or exclusionary behaviors.● Develop DEIJA editorial calendar● Create a DEIJA response team	<ul style="list-style-type: none">● DEIJA training for Board● DEIJA training for Staff● DEIJA training for volunteer organization leaders● Provide a DEIJA and Leadership webinar series for members● Develop (or fund) leadership pathways program● Build a DEIJA Learning Resource Library● Bring DEIJA and leadership lens to CHWP

Diversity, Equity, Inclusion, Justice, and Accessibility Committee

ACHA TOWN HALL

MARCH 5, 2024

DEIJA Committee Members

Nadine Aktan, Rutgers University

Alic Czachowski, Columbia University

Padma Entsuah, Columbia University (Chair)

Daniella Recabarren, UNC-Wilmington

Michele Richardson, Bowie State University

Kim Webb, Washington University, St. Louis

Brenda Masiga-Crowell, Purdue University (Board Liaison)

Tanya McMillan, ACHA (Staff Liaison)

Committee Charges

- Work with MSM Global (consultants) in the development of a 3+ year plan for ACHA to address DEIJA issues.
- Draft a framework for the work of the committee for the next 2-3 years
- Develop a list of DEIJA committee areas of focus that align with the ACHA strategic plan
- Develop a leadership succession plan that is inclusive of length of terms for each position and an action plan to ensure leadership continuity in the event of mid-term turnover

2023-2024 Committee Work

- Worked with MSM Global to refine member survey
- Participated in focus group
- Drafted ACHA statement on conflict in Middle East
- Reviewed ACHA data collection instrument through DEIJA lens
- Members serving as liaison to other working groups and task forces
(Community Engagement Group and Framework Review Task Force)

Planning for the Future

Work with MSM Global (consultants) in the development of a 3+ year plan for ACHA to address DEIJA issues.

- Work with MSM Global on the outlined strategic actions and priorities

Recommended Strategic Actions

Enhance diversity across ACHA

Improve engagement with diverse college partners

Enhance transparency

Ensure financial accessibility

Enhance DEIJA education and training

Empower and support DEIJA committee

Strengthen policies and procedures

Address DEIJA pushback

Develop a communications strategy for DEIJA

Recommended Priorities for 2024

Empower and Support DEIJA Committee	Communications Strategy	Learning and Development
<ul style="list-style-type: none">• Finalize Committee Charge and Charter• Work with Committee to develop Progress Report	<ul style="list-style-type: none">• Conduct town hall to present findings and gain insights from members• Make DEIJA a focal point at the Annual Meeting• Develop specific communications around policies and mechanisms for reporting/responding to harmful, discriminatory, or exclusionary behaviors• Develop DEIJA editorial calendar• Create a DEIJA response team	<ul style="list-style-type: none">• DEIJA training for Board• DEIJA training for Staff• DEIJA training for volunteer organization leaders• Provide a DEIJA and Leadership webinar series for members• Develop (or fund) leadership pathways program• Build a DEIJA Learning Resource Library• Bring DEIJA and leadership lens to CHWP

Planning for the Future

Draft a framework for the work of the committee for the next 2-3 years

- How do we inform changes to policies and practices?
- How can we build collaborations across ACHA? Who do we collaborate with?
- How do we measure the key performance indicators?
- What is within scope of the DEIJA Committee?

Planning for the Future

Develop a list of DEIJA committee areas of focus that align with the ACHA strategic plan

- Inform strategies for increasing cultural diversity at the leadership level
- Inform efforts to increase transparency around policies and processes across the organization
- Create processes for identifying and addressing exclusionary practices
- Challenge systems rooted in oppression; work towards more equity-minded practices
- Develop a culture of accountability for DEIJA within ACHA

Planning for the Future

Develop a leadership succession plan that is inclusive of length of terms for each position and an action plan to ensure leadership continuity in the event of mid-term turnover

- How do we include other members of ACHA?
- Should there be term limits to leadership and participation?

Next Steps

- In-person retreat in March
- Provide training to ACHA leaders at Annual Meeting Leadership Luncheon
- General session at the Annual Meeting (Wednesday at 1:30pm)