United Common Ground
3-Year Organizational Plan
Spring 2013
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United Common Ground
Executive Summary

**Student Life Mission:**

As educators, we promote total student development, build inclusive learning communities, and prepare students for successful work and global citizenship.

~Advocate ~ Educate ~ Celebrate~

**United Common Ground Mission Statement:**

United Common Ground is a student-led programming organization that develops, implements, and hosts programs that support all forms of diversity, multiculturalism and contemporary social issues; as well as advocates for an inclusive campus experience that guarantees access and equity.

**History of Organization**

The organization believes in the idea that learning is not confined to the classroom or credit courses, but rather takes place in every aspect of the student’s college experience. The Student Activities Board (SAB) voted in 2003 to separate programming funds, previously allocated by staff, from within the Campus Center budget. The purpose was to create a student-led organization – the Educational Programming Board (EPB), now known as United Common Ground (UCG).

In its first year of existence (2003-04) programs were specifically designed at improving the climate for cultural and ethnic diversity on the Madison College campus. Programs were linked with campus events and one K-12 classroom outreach program.

In 2005-2006, UCG (formerly EPB) was on a temporary hiatus first semester because an advisor was not yet in place. Therefore, there were limited campus activities offered. Second semester, a full-time advisor was hired and UCG efforts were set in motion.

From 2007-2010 UCG created core events which grounded the roots of the organization. Many of these events were intergenerational with internal and external collaborations. Examples of these events were: Hispanic Heritage Month, Día de Los Muertos, Black History Month Luncheon, and Earth Day Celebration. UCG also rekindled their partnerships with UW Madison in lending sponsorship to the Madison World Music Festival. The co-sponsorship began in 2003 and was re-established in 2009. In 2009-2010 UCG collaborated with the festive to host international groups at the Truax and South campuses and community sponsored Willy Street Fair. These events exposed our students and the wider community to global music and cultural diversity.

In 2011-2012, the organization hosted a variety of quality programs. Faculty and community partnerships where established and broadened, in order to provide co-curricular events on campus. The group was able to lay the foundation for event series related to contemporary social issues such as a dialogue on race, white privilege and women issues. These events complimented classroom curriculum in the English, Sociology, Psychology and Nursing departments. These efforts also created a wide range of public exposure including campus wide recognition, community presence and awareness among local community organizations.
In the fall of 2012, UCG saw an increase in impactful events and collaborations. Our first goal and success was to establish an event that was held at Madison College’s South Campus (film maker Jesus Nebot). We then built collaborations with the Program Activities Board (PAC) to bring musicians to campus as part of our Hispanic Heritage Luncheon. This event also saw collaboration with Orgullo Latino to expand upon the work they had done to bring this celebration to campus. UCG then built opportunities to collaborate with community resources such as the Madison Police Department, Madison Urban Ministry, Voices Beyond Bars, University of Wisconsin (UW)- Madison Nelson Institute for Environmental Research, UW- Madison Multicultural Student Center, UW- Madison Wunk Sheek, Madison 350.org, and Centro Hispano. Other collaborations were with Marlene Pearson of the Madison College Sociology Department. In the future, we look forward to building strong collaborative efforts with student clubs and organizations, along with internal departments and community allies.

Inclusive Excellence Model- Foundation of United Common Ground

Many colleges around the country are currently realigning themselves with the principles of the Inclusive Excellence Model for their institution. Numerous UW system schools have adopted this model including UW -Madison, UW-Whitewater, UW-La Crosse and UW-Oshkosh. UCG has committed itself to the principals of the Inclusive Excellence Model. This model requires involvement and commitment from all organizations, campus offices and college programs in order to be successful.

This model takes a critical examination of our approach to equity and diversity. To ensure success of this model, the foundational belief is that no single organization, department or person can create an effective and inclusive program without help. Building collaborations take time and a great deal of effort. We believe we need to link expertise with resources and align efforts across clubs, organizations, departments and student resources within our institution. We initiated the implementation and acceleration of this model at Madison College.

Inclusive Excellence is the active, intentional, and ongoing engagement with diversity, accessibility and equity. It promotes learning, critical thinking and personal enrichment. Additionally, it teaches people how to contribute to an increasingly diverse and global society. The model promotes civic knowledge and engagement, while increasing intercultural knowledge and competencies at all levels of the college. Our activities create educational opportunities outside the classroom in interesting and creative ways. Through these events we can learn and develop a sense of social responsibility, become engaged in advocacy, participate in cultural celebrations and dispel myths about stereotypes. By educating and bringing awareness to campus, we can start to overcome attitudes of racism, prejudice, fear and bias. It also encourages more intentional interaction with faculty, staff and various campus offices.

All Madison College departments and administrative offices have the mission to create effective multicultural, diverse and equitable frameworks in which faculty, staff and students will engage. There is a great need to create learning opportunities for student development that are purposeful & holistic. We must offer opportunities for students to have intentional interaction with multicultural, diverse and historically marginalized groups. United Common Ground strives to enhance student’s comprehension of cultures, heritages and identities, other than their own. We also strive to assist in our own understanding of biases & prejudicial stereotypes. Knowledge of the dynamics of these concepts fosters an environment for people to value differences. When people feel valued, they are motivated and focused on the common good for all. All of our values, goals, practices and successes are interconnected and interdependent. Inclusiveness and excellence are one and the same. All subsets of Madison College should share the responsibility of systematic change, by dedicating ourselves to building an inclusive culture. By doing so,
diversity/accessibility/equity will be woven into the works and lives of all students, staff, and faculty; thus creating an atmosphere where everyone can excel through inclusion.

**Deliverables to student body:**

UCG offers opportunities for students to learn about diversity, multiculturalism and contemporary/social issues. Our programs are offered to Madison College students as a means to compliment education outside of the classroom. The vision is to initiate campus wide events that will raise awareness, consciousness and understanding about marginalized /oppressed groups. Our purpose is to create a safe, open and welcoming atmosphere, a place where people with different cultures, economic classes, ethnicities, sexual/gender orientations, ability statuses, values and religious beliefs are treated with respect and dignity. Creating a safe community promotes student engagement and enrichment, which in turn supports retention.

**Empowerment & Leadership Opportunities:**

As a student organization, UCG offers opportunities for members to develop leadership skills. Students learn skills in the areas of professional responsibility, time management, event planning, cultural competencies, public speaking, meeting facilitation and delegation of responsibilities. Additionally, they gain enhanced global perspectives, exploration of their own cultural values and tools to dismantle the system of oppression. These types of perspectives assist in understanding diversity, improve communication, cultural competencies and critical thinking skills. Student leaders in UCG work with the advisor to assess their growth and development. We also seek to improve the leadership skills of our members through attendance at national/local conferences, retreats and seminars.

**Intentional Learning:**

UCG is dedicated to the enhancement of our member’s social justice and leadership skills. We have committed ourselves to attendance at local and national conferences such as the National Conference on Race and Ethnicity, the YWCA Racial Justice Summit and the White Privilege Conference. We also plan to attend local workshops and trainings that reflect social and racial justice themes and foster ally partnerships, as well as promote internal growth. UCG feels that these skills will support our mission, enhance recruitment abilities and ensure the development of the Inclusive Excellence Model within Student Life and Madison College.

**Partnership for Global Education:**

UCG recognizes the importance of promoting understandings of diversity from complex perspectives that embrace both local and global diversity. To that end UCG is committed to partnering with the Center for International Education (CIE) and the World Student Association (WSA) to foster strong cross-college partnerships and leverage student funds to serve the maximum audience. To support this partnership, UCG will commit $5,000 annually to global and international awareness programming, developed in partnership with CIE and WSA. Events would include (but not limited to) an annual Global Showcase event highlighting international cultures and a global lecture & film series. Implementation will take place through a sub-committee that would include students from UCG and WSA, with the inclusion of staff advisors from both groups. This cross-college collaboration will not only maximize the impact on student multicultural and international understanding /competency, but, also creates a framework for collaboration, which itself is a benefit to the college. This collaboration will result in engagement of more
students outside of traditional clubs and organizations, promote greater peer interaction between domestic and international students, and establish a cross-college partnership that would be needed in any future implementation of a multicultural or inclusive safe space center.

**Define audience served:**
The group’s primary responsibility is to provide quality programming and events at all Madison College campuses for students and surrounding communities. The vast majority of our programs are open to the public, as a means to stimulate community engagement on important cultural, historical, and social issues, while engaging our campus population. Programs serve as a means for faculty involvement with collaborative opportunities. Madison College faculty and staff are encouraged to share ideas about how UCG can incorporate their programming ideas with class curriculum. Such opportunities are made possible through speakers, experts, knowledge in areas addressed by their curriculum, and opportunities for presentations facilitated by UCG within courses.

**Accomplishments:**

United Common Ground has begun to create a solid base of engaged and enthusiastic members. We are proud to have a diverse, cohesive and hard working group. In order to better serve the Madison College community, UCG has continued to increase our internal collaborations. Not only have we partnered with various clubs and groups, we have expanded into the classroom by collaborating with numerous departments within the college. Coinciding with the internal work we have done, we have also worked to broaden our network by reaching out into the community to find beneficial partnerships.

**Internal and External Collaborations:**

Within the recent academic school year we have continued to develop our established connections, as well as new partnerships within the college. In the fall, we worked with Orgullo Latino to host the Hispanic Heritage Luncheon to bring cultural food and festivities to the Madison College Truax Campus. This event also included a collaboration with Program Activities Board (PAC) to provide music by the band “Grupo de la Buena.” The fall semester focus was dedicated to providing events at the metro campuses. In September a film screening of Jesus Nebot’s “No Turning Back” was presented. The film addressed issues facing undocumented immigrants entering the US from South America and Mexico. Continuing to bring impactful events to Madison College, the group worked with Marlene Pearson, Madison College Sociology Department, to host David Kennedy at Truax Campus. This speech from a national developer of Gang Violence Interventions was also a collaboration with the Madison Police Department, Madison Urban Ministry (MUM), and Voices Beyond Bars. In October, spoken word artist, Michael Reyes, was sponsored as the keynote speaker at the Centro Hispano Scholarship Banquet. He also facilitated poetry workshops at the Truax Campus. For our final collaboration of the fall semester, we teamed up with UW Madison Nelson Institute of Environmental History, Madison 350.org, UW Madison Multicultural Student Center, and UW Madison Native American student organization Wunk Sheek, to bring Indigenous Environmental Justice speaker and activist Tom Goldtooth to the DTEC campus. Lastly, UCG held a tabling day at both DTEC and Truax for AIDS Awareness Day in collaboration with the AIDS Resource Network.
EVENTS

In 2012-2013 UCG presented the following events:

Fall 2012
- Campus Fun Day- UCG table
- Jesus Nebot “No Turning Back”- Film Screening and Q&A at the Madison College South Campus with the producer/director addressing issues facing undocumented immigrants entering the US from South America and Mexico
- Hispanic Heritage Month Luncheon – Collaborated with PAC and Orgullo Latino to host a cultural food, dance and history celebration
- David Kennedy: Gang Violence Intervention – Collaborations the Madison Police Department, Madison Urban Ministry (MUM), Madison College Sociology Dept. –Marlene Pearson, & Voices Beyond Bars
- Michael Reyes spoken word artist facilitated poetry workshops - Truax Campus -Keynote speaker for the Centro Hispano Scholarship Banquet
- Tom Goldtooth: Indigenous Environmental Justice Speaker and Activist- Collaborations included UW Madison Nelson Institute of Environmental History, Madison 350.org, UW Madison Multicultural Student Center, and UW Madison Native American student organization Wunk Sheek
- AIDS Awareness Day- Tabling and resource sharing at DTEC & Truax, Collaboration with the AIDS Resource Network

Spring 2013
- Winter Fest – (Launching of the LINK) UCG tabled and facilitated an activity titled “The Privilege Line “
- “Eyes on the Prize” Parts 13 & 14 – Guided discussion by Colin Bowden, DTEC and Truax Campuses
- 1st Black History Month Luncheon - DTEC- Music & Soul Food Celebration- Collaboration with PAC (100 attendees)
- Black History Month Luncheon at Truax- “Streetlife” Motown Revue, Soul Food Luncheon, & African Week Fashion Show- Collaborations - PAC, African Student Union, & Black Student Union (295 attendees)
- Global Perspectives on Beauty: The Cultural and Religious Significance of Henna

Spring 2013 (Pending)
- Global Showcase- Collaboration with World Student Association
- Understanding Islamaphobia: Film screening and Panel discussion- Collaboration with Muslim Student Association
- Earth Day Tabling
- Social Justice & Leadership Skill Building for UCG members: National Conference on Race and Ethnicity (June)

Tentative Events 2013-2014
- Center for International Education – committed funding resources- $5000 annual support
  o Global Showcase, Distinguished Lecture Series, Global Film Series
- Inclusive Excellence Training: Access, Inclusivity and Equity
- Internal Skill Building: YWCA Racial Justice Summit
Tentative Events 2013-2014 (cont.)

- Internal Skill Building: Diversity Conference in NY
- Equal Access Awareness Series-Focus on Civil Rights, Education & Resources
- Hispanic Heritage Month Luncheon and events
- Racism and Sexism in Comics and Gaming
- International Education Week Celebrations
- RACE: An Open Dialogue
- Cultural Competency- partnership with the Human Services Department
- Islam Awareness
- Black History Month Programming
- Human Trafficking Awareness Programming
- Asian American Cultural Awareness Celebration
- Madison College support of the 2014 White Privilege Conference (WPC)
  - April - Madison, WI; Collaboration YWCA Racial & Restorative Justice Program
  - Internal Leadership Skill Building through attendance at the WPC
- National Conference on Race and Ethnicity (NCORE)

Opportunities of the organization:

The intent of UCG is to educate and celebrate the commonalities which unite all people. The group has presented a variety of impactful events throughout the academic year. We feel that to continue this momentum we must retain the amount of presence that has been established at the Truax and Downtown campuses, while increasing efforts at other Metro sites. The ability to host a similar variety of events, at multiple locations, will be assisted by the requested budget dollars. UCG hopes to enhance it’s well established internal collaborations with student clubs/organizations through events that address inclusiveness, cultural competence, racism, equitable rights, education, gender and environmental issues. Through co-facilitated events with groups/institutions such as the Center for International Education (CIE), Centro Hispano, Edgewood College, UW Madison - Multicultural Student Center/Nelson Institute and the YWCA, it has nurtured positive and mutually beneficial relationships.

The World Students Association (WSA), CIE and our group will engage is a lasting partnership for cross-college promotion of global understanding and multicultural competency. This will be done through development of a new set of initiatives, which include a Distinguished Lecture and Global Film Series, as well as increased support for the annual Global Showcase. This collaboration will provide a unique opportunity to build a long lasting alliance between the groups by structuring the processes. Implementation of new college programming will require all groups to work together and collectively decide the purpose, learning outcomes and assessment methods for all events.

Additionally, UCG will focus on sustaining and enhancing student involvement in the organization by campaigning, personal face to face contact efforts, soliciting students in Ethnic Study courses and actively utilizing the LINK for recruitment. By continuing to offer a variety of diverse cultural events on campus we will attract student interest. An important route to student engagement will entail visiting the discussion of creating a dimension of space that will have the capacity to promote cultural diversity and competencies for marginalized groups. Creation of an Inclusive Community Safe Space will promote learning opportunities for cultural idea exchanges, through intentional interaction and socializing. This cross cultural exchange will assist us in continuing our engagement efforts through collaborations with student clubs, organizations and educational departments. Important tools to increase retention of
interested students will include training opportunities, development of leadership skills and attendance at local social & racial justice conferences. Internally, we have established opportunities to sustain our ongoing efforts while at the same time introducing new students who attend UCG meetings. We will do this by providing a rotating “new member representative” charged with filling in prospective students on the workings of event building and understandings of social justice issues.

**Challenges of the Organization:**

Last year, UCG found it necessary and beneficial to restructure the chair positions. For more efficiency, the Internal and External Collaboration Chair were merged and an Administrative/Multimedia position was created. Recruitment has been a challenge; however, the group has seen an increase in membership and interest due to exposure from sponsored events. Our commitment and student effort has been consistent. The group has increased campus presence and collaborations with student clubs and organizations with good response. UCG feels that intentional collaborative efforts with a view towards support and inclusivity are the means to improve and progress forward. UCG will continue to learn ways to increase and enhance collaborations.

UCG at Winterfest 2013
United Common Ground
3 Year Goals

Goals:

Goal 1: United Common Ground will provide opportunities to explore and develop cultural competencies, inclusivity, and understanding of social issues for the Madison College campus and community.

Objective 1: UCG programming including events and celebrations, will continue to promote intercultural appreciation, access, inclusivity, understanding and equity.

Strategy 1: Develop and promote programs that support dialogue and cooperative interaction among the diverse Madison College students, faculty, and staff. These events aim to celebrate distinct cultural heritages promote inclusivity and facilitate a safe, open and welcoming atmosphere at Madison College.

Plan for 2013-2014: UCG will build recruitment efforts through the expansion of core events. Use UCG event surveys and student forums to find out how students feel about the current environment of inclusivity at Madison College to develop involvement in student safe space. Implement organizational procedures that will ensure the sustainability of UCG events and celebrations. UCG will provide a minimum of one event at a metro campus per semester.

Plan for 2014-2015: UCG will build recruitment efforts through the expansion of core events. Use UCG event surveys and student forums to find out how students feel about the current environment of inclusivity at Madison College to develop involvement in student safe space. Implement organizational procedures that will ensure the sustainability of UCG events and celebrations. UCG will provide a minimum of two events at a metro campus per semester with our main focus on South and West campuses.

Plan for 2015-2016: UCG will build recruitment efforts through the expansion of core events. Use UCG event surveys and student forums to find out how students feel about the current environment of inclusivity at Madison College to develop involvement in student safe space. Implement organizational procedures that will ensure the sustainability of UCG events and celebrations. UCG will provide a minimum of two events at a metro campus per semester with our main focus on South and West campuses. Begin piloting & sponsoring a minimum of one diverse program at a regional campus.

Rationale: Providing high-quality learning experiences fosters participation, involvement and education by building understanding/connectedness to multiple perspectives of heritage, experience and values. This in turn will facilitate a safer and more inclusive campus for students and promote student engagement.
Objective 2: Develop ongoing programs to increase students’ awareness of global events and issues which increase understanding of their role as global citizens and the responsibility for civic participation

**Strategy 1:** Develop social critique within UCG with an eye toward creating a holistic perspective of community at Madison College.

**Plan for 2013-2014:** Provide regular readings and other forms of text to guide discussion around issues of power and privilege. Sponsor at least one (1) public student forum on issues related to UCG mission. Using a potential Inclusive Community Safe Space here would mean space to work, train and learn in, as well as a space with resources to hold possible forums or trainings specific to these issues.

**Plan for 2014-2015:** Continue guided discussion around issues of power and privilege. Sponsor at least one (1) public student forum on issues related to UCG mission. Hold at least one (1) Leadership training around Inclusive Excellence Model with social justice critique with student leaders and/or faculty and staff.

**Plan for 2015-2016:** Continue guided discussion around issues of power and privilege. Sponsor at least two (2) public student forum on issues related to UCG mission. Hold multiple Leadership trainings around Inclusive Excellence Model with social justice critique with student leaders, faculty and staff

**Rationale:** A group focused on inclusion and social equity cannot function well at its mission unless 1) it is well educated on these issues internally, and 2) they are supported by leadership around them.

**Measures of Success:** At least one (1) other SAB organization actively develops an inclusion plan by 2013-2014. SAB is routinely and fully attending Leadership Trainings on an annual basis.

**Strategy 2:** Sponsor and promote educational activities that raise consciousness concerning issues effecting students and society as a whole.

United Common Ground intends to share information with student leaders from clubs and organizations by creating an Inclusive Summit (student convocation), with the support of Student Life. This summit will be a safe space for students to express and share experiences. This gathering will expose them to issues relating to class, race and gender. It will also help assist in their future professional and personal life in a globalized society. It is of extreme importance to understand global realities. We must visit the discussion of creating a dimension of space that will have the capacity to promote cultural diversity and competencies for marginalized groups. Creation of an Inclusive Community Safe Space will promote learning opportunities, cultural and idea exchanges through socializing.

The inclusive summit will have an enormously positive impact on the student body. Leaders will share the learned information with their peers. This exercise will have an exponential effect on society. The students of today will be the professionals of tomorrow. It is important they become culturally competent in order to function and make just decisions.
Plan for 2013-2014: Based on successful events from this year, develop programs and events that will encourage student engagement regarding contemporary, social issues/topics to increase student understanding of their role as global citizens. Work with Center for International Education host 1-2 events per year that focus on international global issues.

Plan for 2014-2015: Develop programs and events that will encourage student engagement regarding contemporary, social issues/topics to increase student understanding of their role as global citizens. Work with faculty to offer a minimum of 1 event focusing on cultural inclusion/appreciation. Utilize surveys, the LINK, media sights and community agencies to gain information on developing new partnerships and programming ideas. Continue working with currently utilized faculty partners and increase community outreach to cosponsor events.

Plan for 2015-2016: Develop programs and events that will encourage student engagement regarding contemporary, social issues/topics to increase student understanding of their role as global citizens. Work with faculty to offer a minimum of 1 event focusing on cultural inclusion/appreciation. Utilize surveys, the LINK, media sights and community agencies to gain information on developing new partnerships and programming ideas. Continue working with currently utilized faculty partners and increase community outreach to cosponsor events. Structure a minimum of 1 program that directly relates and compliments the classes meeting the Ethnic Studies Certificate requirements.

Rationale: Educating students outside of class increases understanding/awareness of global interconnectedness and interdependency.

Goal 2: United Common Ground will maintain and develop effective structures of communication and collaboration within the MADISON COLLEGE campus community as well as the wider Madison community of UCG events and activities.

Objective 1: Foster and coordinate UCG publicity efforts with existing Student Life and Madison College communication mechanisms and resources, including metro campuses.

Strategy: Continue to utilize and improve use of Student Life resources, the LINK, Student Senate-The Voice, college publications, marketing departments, faculty/staff and social networks to communicate and promote UCG activities and events to students and staff.

Plan for 2013-2014: Increase and improve the information UCG gives to these communication outlets. Utilize social media (The LINK, The Voice, Facebook, Instagram, Twitter, etc) for increased promotion of events. Begin working with faculty as a means to foster communication pathways within 1 new department each year. Use a potential Inclusive Community Safe Space to help educate students, publicize events and recruit members.

Plan for 2014-2015: Continue improving UCG information that is provided to internal communication mechanisms. Utilize social media (The LINK, The Voice, Facebook, Instagram, Twitter, etc.) for increased promotion of events. Begin working with faculty
as a means to foster communication pathways within 1 new department each year. Use a potential Inclusive Community Safe Space to help educate students, publicize events and recruit members. Research which mechanisms are most used by students & staff, increase funding to these areas. Translate promotional materials in other languages adding 1 new language each year. Continue working with staff/faculty to communicate UCG events within departments.

**Plan for 2015-2016:** Continue improving UCG information that is provided to internal communication mechanisms. Utilize social media (The LINK, The Voice, Facebook, Instagram, Twitter, etc.) for increased promotion of events. Begin working with faculty as a means to foster communication pathways within 1 new department each year. Use a potential Inclusive Community Safe Space to help educate students, publicize events and recruit members, with an eye toward helping improve the Space. Research which mechanisms are most used by students & staff, increase funding to these areas. Translate promotional materials in other languages adding 1 new language each year. Continue working with staff/faculty to communicate UCG events within departments. Allocate more materials & resources to proven communication mechanisms, have a seamless communication structure that moves UCG info/materials to academic departments, staff & students.

**Rationale:** By continuing to use and improve the material we send out, via these communication outlets, we can improve promotion of events/activities to students and staff. This will help increase the number of people who may take advantage of our events, increase pool of informed individuals that we can draw on to increase membership. This strategy will help achieve Goal 2 by improving communication.

**Measure of Success:** Utilize surveys and spread sheets as well as hit counts on UCG media outlets to measure each year any consecutive growth in attendance or UCG events or use of UCG social media sites by students or staff.

**Objective 2:** Initiate and maintain pathways of communication with Madison-area community organizations that meet and/or complement UCG’s message.

**Strategy:** Maintain and increase communication pathways with external Madison community centers and organizations.

**Plan for 2013-2014:** Continue to foster communication with external community entities to increase our support network. Work with YWCA Racial and Restorative Justice Program to help support the annual Racial Justice Summit and the 2014 White Privilege Conference.

**Plan for 2014-2015:** Continue to foster communication with external community entities to increase our support network. Work with YWCA Racial and Restorative Justice Program to help support the annual Racial Justice Summit. Seek opportunities to submit presentation proposals at local social justice/diversity conferences.

**Plan for 2015-2016:** Continue to foster communication with external community entities to increase our support network. Work with YWCA Racial and Restorative Justice Program to help support the annual Racial Justice Summit. Seek opportunities
to submit presentation proposals at local social justice/diversity conferences. Seek opportunities to submit presentation proposals at national social justice/diversity conferences.

**Rationale:** Building communication outlets with external community entities will increase the community’s awareness of Madison College’s effort to build an inclusive campus.

**Measure of Success:** Use surveys to measure the number of community members that utilize our events or how participants heard about our events.

**Objective 3:** *Promote the awareness of UCG through social media outlets (The Link, The Voice, Facebook, Twitter, YouTube, Instagram, Tumblr, etc.) while maintaining, and expanding these outlets as needed.*

**Strategy:** Develop UCG social media sites with tangent of mainstream trends to effectively reach and meet the standards of Madison College students.

**Plan for 2013-2014:** Continue to use and improve the awareness of UCG on The Link and Facebook. Explore and begin to expand the number of social media sites used by UCG by a minimum of one new site (Pinterest, Four Squares, etc.).

**Plan for 2014-2015:** Continue to use and improve the awareness of UCG on The Link and Facebook. Explore and begin to expand the number of social media sites used by UCG by a minimum of one new site. Promote new and existing social media sites to students to identify the different outlets of finding information on UCG events and activities. Develop a minimum of one interactive technology for students to participate in activities. Utilize a potential Inclusive Community Safe Space to aid in these promotion efforts.

**Plan for 2015-2016:** Continue to use and improve the awareness of UCG on The Link and Facebook. Explore and begin to expand the number of social media sites used by UCG by a minimum of one new site. Promote new and existing social media sites to students to identify the different outlets of finding information on UCG events and activities. Develop a minimum of one interactive technology for students to participate in activities. Utilize a potential Inclusive Community Safe Space to aid in these promotion efforts. Add links on all social media sites to other sites and The Link for broader network and effectively using UCG social media outlets. Upgrade UCG on The Link to meet the needs of the students and staff.

**Rationale:** The utilization of social media sites will improve the awareness and communication of UCG events and activities, assisting in achieving Goal 2.

**Measure of Success:** Measure the annual number of hits, likes and joining of UCG sites and compare these numbers to the year previously. Make observations and judge quality of UCG on the comments made by the student body on social sites. Also, use surveys to gather information about knowledge of sites or improvement of sites.
**Objective 4:** United Common Ground will collaborate with internal/external departments, organizations and institutions to leverage a broader community input and impact.

**Strategy 1:** Build, strengthen and maintain partnerships with departmental faculty members, internal academic departments and Madison College clubs. UCG will extend outreach to all faculty, particularly to the Center for International Education and staff that teach courses that are required for the Ethnic Study Certificate.

**Plan for 2013-2014:** Establish formal partnership with Center for International Education and World Students Association to develop joint global programming. Events would include (but not limited to) an annual Global Showcase event highlighting international cultures, Global Lecture and Film Series. Continue to encourage, develop and support relationships with student groups.

**Plan for 2014-2015:** Establish formal partnership with Center for International Education and World Students Association to develop joint global programming. Events would include (but not limited to) an annual Global Showcase event highlighting international cultures, Global Lecture and Film Series. Continue to encourage, develop and support relationships with student groups. Seek co-collaboration of events with UW Madison and Edgewood College. Extend annual co-sponsored events to other metro campuses. Continue implementation of partnership with CIE/WSA and explore other strategies for cross-college collaboration.

**Plan for 2015-2016:** Establish formal partnership with Center for International Education and World Students Association to develop joint global programming. Events would include (but not limited to) an annual Global Showcase event highlighting international cultures, Global Lecture and Film Series. Continue to encourage, develop and support relationships with student groups. Seek co-collaboration of events with UW Madison and Edgewood College. Extend annual co-sponsored events to other metro campuses. Continue implementation of partnership with CIE/WSA and explore other strategies for cross-college collaboration. Extend sponsorships of a UGC event to a Regional Campus. Work with CIE/WSA and other cross-college partnerships to promote the creation and implementation of a multicultural inclusive space that promotes both domestic and international understandings of diversity, and provides a safe space for performances, lectures, events and other activities that promote multicultural and international understanding and competency.

**Rationale:** Including internal & external organizations support for events/activities will create a greater understanding of our connection to the larger community. These partnerships will allow United Common Ground to explore various aspects of social, cultural and contemporary issues from an academic point view. This will allow students the opportunity to expand their knowledge, compliment their course work, encourage engagement, promote advocacy.

**Measure of Success:** More and larger events with internal/external organizations playing an active role in organization and collaboration.
Goal 3: United Common Ground will seek continual improvement to the quality of its programming efforts. Recruitment

Objective 1: Present/sponsor events & activities, which relate to UCG mission, and correspond to the respective atmosphere/culture of each campus.

Strategy: Survey all students and staff at the start of the semester to gather information on what issues, topics or themed series they would like presented. Also, ask them what types of events they would like to become involved in planning and implementing. Creating events in which they are interested will help with recruitment.

Plan for 2013-2014: Create a survey to be given to faculty asking them how UCG can increase integration of curriculum into its programming to support student learning. Analyze data. Sponsor 1-2 additional events, based upon faculty suggestions.

Plan for 2014-2015: Create a survey to be given to faculty asking them how UCG can increase integration of curriculum into its programming to support student learning. Analyze data. Increase number of events per semester, based upon faculty suggestions. Create student survey asking how UCG programming can assist in student learning, ask faculty to distribute in classes at the beginning of the semester, analyze data. Look at problems with circulating this survey and address how it can reach an optimal number of students.

Plan for 2015-2016: Continue surveying students & faculty asking them how UCG can increase integration of curriculum into its programming to support student learning. Analyze data. Increase number of events per semester, based upon suggestions, student survey asking how UCG programming can assist in student learning, ask faculty to distribute in classes at the beginning of the semester, analyze data. Look at problems with circulating this survey and address how it can reach an optimal number of students.

Rationale: This will satisfy Goal 3 by allowing more student/faculty input and constructing programming which complements each campus' unique culture/atmosphere and demographics, thus improving overall event quality.
United Common Ground
Organizations Operations Plan

Structure of group:

In addition to general members, United Common Ground needs Chair positions to establish unity and leadership within the group. Five proposed Chairs to further the development of activities consist of: Social & Contemporary Issues Chair, Multicultural Chair, Collaboration Chair, Advocacy Chair and Multimedia Chair. These chair members work together with general members to select speakers, publicize and host events, and conduct follow-up activities to evaluate the success of the event and recruitment of new members. UCG will look to pilot a chair position in the 2013-2014 year that will be a lead in our recruitment efforts. Advising for the Chair positions is provided by the Student Life UCG advisor.

Abbreviated position descriptions (current):

Social and Contemporary Issues Chair: This position will initiate campus wide events that will educate and provide understanding about marginalized and oppressed groups, social and contemporary issues, and ongoing relevant themes. Some responsibilities include developing and implementing educational programs and events, in addition to activities that educate students about current issues that students are facing. The Chair will facilitate engagement between student’s lived experiences and their connection to social issues. These events will help students understand the relationship between their own experiences and the experiences of other groups in society in order to encourage advocacy.

Multicultural Chair: This position plans and organizes activities that highlight various cultural rituals and celebrations such honorary and awareness months, etc. This position is responsible for developing and implementing educational programs, events, and activities that expand student’s exposure to diversity and multiculturalism. Events should both expand and foster student’s cultural competencies while assist in creating an inclusive campus environment.

Advocacy Chair: This position motivates, organizes, and promotes civic engagement in order to support and develop student’s sense of social responsibility. Some of the responsibilities include developing and implementing educational programs, events and activities that educate students about advocacy and social justice. Activities and themes will challenge structural systems, processes, and policies that do not promote equity and equality. The goal is to engage students in becoming involved and active to bring about meaningful change. The events will help students understand the relationship of their own lives and actions to those of marginalized and oppressed groups.

Collaboration Chair: This chair member is responsible for internal and external collaborations. Internal collaborations consist of making connections with Madison College faculty members and staff, student clubs and organizations, departments within the college, and the Metro and regional campuses. External collaboration promotes outreach with community organizations, schools within the Madison area (including colleges and high schools), community centers, and social service agencies.

Multimedia Chair: This member is responsible for data collection and entry, as well as meeting agenda and minutes. The chair member will also assess marketing requests, including graphics, Web site updates, calendar postings, and maintaining of UCG social media outlets such as The Link. Responsibilities also include sustaining internal processes through records and organization of internal documentation. Other
responsibilities would be coordinating various marketing strategies as necessary. This position may also include recording and uploading event through pictures, sound, and video for exposure and accessibility.

**Advisor Responsibilities:**

The UCG advisor will facilitate UCG programming, leadership development of UCG members, assessment feedback, and general oversight of the budget and organization operations. In addition to providing leadership and assistance, as needed to support the organization and its mission, the UCG advisor will:

- Co-facilitate weekly meetings with UCG chair and general members.
- Meet weekly with each UCG chair member.
- Host and facilitate at least one leadership development activity each semester (e.g. fall team building, spring budget).
- Accompany the group of UCG chairs and/or members to local, regional, and/or national conferences.

**Significant operating procedures:**

*Benchmarks and Accountability:* Based on the experience of the previous members of the organization, each of the position descriptions above has been revised to fit the growing needs of the organization. UCG felt it was necessary to modify the positions in order to better accommodate the functioning of the student group. By proxy, these revisions will help to better serve the needs of the Madison College community. UCG encourages feedback from the student body to help create new events and promote visibility and success.

*Assessment:* Assessment is a critical process of UCG. Students are asked to assess their own growth and development related to their skills via a pre and post self-evaluation. They are asked to assess student learning outcomes from UCG programs through surveys, integration of programs with classroom curriculum, and other feedback methods. Over the course of the UCG three-year plan, students will be asked to modify or improve educational program offerings to move forward and establish the Inclusive Excellence Model. Through this process, UCG hopes to position itself as the vehicle to begin the integration of diversity and unity at Madison College.

**Member’s benefits and responsibilities:**

Each of the chair positions receives up to $400 per semester stipend to be paid after satisfactory advisor reviews & evaluation at the end of each semester. In addition to their programming responsibilities, chairs members are responsible for recruiting other students to serve UCG. As part of leadership and social justice skill building, UCG members and chair positions are asked to attend educational events, conferences, events, and meetings. Additionally, each member is responsible for developing and leading events, establishing partnerships through responsive outreach efforts, and encourage connections with Madison College. Students work closely with the advisor, whom provides learning opportunities, skill building plans and ensures progress toward their learning objectives and goals.
Methods and process for obtaining student body feedback:

Attendees at individual events have been asked to complete surveys and participate in a reflection wall. UCG has also used video recording that may be live streamed, OneCard swiping, dialogue and discussion, as well as pre and post knowledge based comparison surveys that allows gathering of data regarding the effectiveness of the program in meeting learning objectives. Additional information is gathered about how participants were informed about the program through surveys and word of mouth. UCG will conduct student forums and information collection regarding the establishment of an Inclusive Community Safe Space at Madison College.

Members 2012 - 2013

Danielle Bailey - Advocacy Chair
Sneha Bhargava – Multimedia Chair
Brandon McCarey – Collaboration Chair
Zeynab Ahmed – Social contemporary issues Chair
Nimera Ali - Multicultural Chair
Miguel Hernandez-Ochoa
Sisa Ponce Chuquin
Reggie Hoskins
Tyler Ganser
Colin Bowden
Charles Borom
Christine Chee
United Common Ground
Funding Plan

Financial forecast for 2013-2014:

UCG recognizes the importance of promoting understandings of diversity from complex perspectives that embrace both local and global diversity. To foster strong cross-college partnerships and leverage student funds to serve the maximum audience, we have committed $5000 annually to the Center for International Education (CIE) and the World Student Association (WSA) in support of collaborative programming. This new initiative will include, but not limited to, increased support for the Global Showcase event and the creation of a Global Lecture & Film Series. Increased attendance at local, state and national conference offer more opportunities for us to learn new strategies on how to implement cultural competency and Inclusive Excellence Training. Participating in workshops and conferences will further assist members in developing their leadership and communication skills.

Our philosophy is that by increasing external/internal collaboration and being able to co-host more events, student awareness and involvement will increase. This will be critical to building a strong and sustainable organization and give the organization a stronger core of members and simultaneously provide increased accountability. The budget line items for conference, food, contract services and non-instructional supplies have been allocated for additional dollars to accommodate for these changes.

Budget Planning 2013-14:

During the 2011-2012 fiscal year, UCG decided not to ask for any increase of funds and returned $5,339 to SAB. In 2012-13 we asked for a 3% increase. Our group has been able to solidify a strong base of partnerships with various Madison College departments and internal/external community entities. These connections have presented the opportunity to integrate more classroom curriculum into a variety of events and promotions, thereby promoting co-curricular events. We have presented events revolving around specific themes social justice themes such as white privilege, Civil Rights, accessibility, inclusiveness and equity. The anticipated plan is to solidify a permanent partnership with the CIE and continue to strengthen internal/external collaborations. Additional programming at Truax, Metro and Regional campuses will be explored. UCG members feel that their collective efforts have proven the ability to bring quality instructional content to Madison College, which can be further increased by requesting an increase of $11,142 to our annual budget for the 2013-2014 school year.
Major Initiatives-Summary:
This semester was about shaping and building our collaborations across student clubs, organizations and campuses. We took initiative to seek out campus groups, organizations and departments who would support us with implementing the Inclusive Excellence Model. Through these efforts we were able to collaborate and showcase co-sponsored events with specific focus on critical themes and concepts. Such topics such as immigration/undocumented immigrant rights, indigenous perspectives on environmentalism, local gang violence prevention efforts and cultural appreciation were covered. The group believes that increased collaboration with the Center for International Education, campus clubs/organizations and academic departments will allow increase student awareness and make them feel connected to the Madison College environment and the greater global connectedness we all share. UCG events will bring together students, staff, faculty, families and community in the effort to promote diversity, inclusivity, advocacy and the awareness of various forms of culture. A focus in the coming year will be on intensive learning opportunities for members and chair positions through attendance at local and national conferences, trainings and workshops. We feel that internal skill building will put UCG in the position to share these perspectives with students in an intentional and positive way. Additionally, it will foster communication between teams and collaborators build safe space to dialogue on important topics and promote engagement with students who have not traditionally been involvement, beyond course work. The vision is that through the Inclusive Excellence Model all students will have an opportunity to flourish, excel and become engaged in an open, safe and welcoming campus environment.

Comment from our Reflection Wall during one of our Luncheons
UGC 2013-14 Budget Sheet:

Rationale and Assumptions Used:
SAB will be able to fund an increase in 2013-2014 and will allow an increase of $11,172 (40.71%)

Travel - $8,665
Hotel/registration/travel costs (students/Advisor) for retreats and conferences such as the National Conference on Race and Ethnicity, White Privilege Conference, Unity Summit, etc.

Food $5,855
Food charges for support of events such as Hispanic Heritage Luncheon, Global Showcase, Black History Luncheon and refreshments for smaller activities.

Supplies $2,733
Event supplies – costs for Global Film series, promotional items, decorations, prizes, T-shirts

Duplications $1,000
Increase includes promotional items such as colored posters, table tents and brochures.

Postage $160

Advertising $509
Advertising in the Clarion and community publications.

Repair Service $155
Share of the copier repairs

Contract Service $17,670
Expenses for speakers, artists, contracts

Telephone $109
Office telephone expenses

Tec Para LTE $4,120
Five chair position stipends, range is up to $400 per semester. Moved from Awards therefore FICA taxes ($604) have caused an increase.

Total Budget Increase from 2012-2013: $11,142.00 (Increase Percentage Total for 2013-2014 = 40.71%)
Total Budget Request for 2013-2014: $41,580.00
### United Common Ground - Fund 716-93430

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| Total Supp & Exp | $23,154.53 | $27,452.99 | $29,551.00 | $0.00 | $30,438.00 | $6,418.00 | $36,856.00 |

| Total Expenses | $23,289.09 | $28,736.21 | $29,551.00 | $0.00 | $30,438.00 | $11,142.00 | $41,580.00 | 40.71% |

| S.A.B. | 4721 SAB Allocation | $28,689.00 | $28,689.00 | $29,551.00 | $29,551.00 | $30,438.00 | $11,142.00 | $41,580.00 | 40.71% |

| Prior Year Earnings | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 |

| 4722 Membership Fees | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 |
| 4724 Gate | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 |
| 4726 Shared Receipts | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 |
| 4723 Entry Fees | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 |
| 4863 Advertising Revenue | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 |
| 4897 Other Revenue | $0.00 | $121.00 | $0.00 | $0.00 | $0.00 | $0.00 |

| Total Revenue | $28,689.00 | $28,810.00 | $29,551.00 | $29,551.00 | $30,438.00 | $11,142.00 | $41,580.00 | 40.71% |

| Net Income (Loss) | $5,399.91 | $73.79 | $29,551.00 |

Initial Request amounts include Curr Year Base Incr of: 3.00%