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UNC POLICY MANUAL 300.8.5
CERTIFICATION & REPORT

ANNUAL CERTIFICATION & REPORT
EQUALITY WITHIN THE UNIVERSITY OF NORTH CAROLINA
August 31, 2024

Peter Hans, President
University of North Carolina System
223 S. West St., Ste. 1800
Raleigh, NC 27603

Dear President Hans:

The University of North Carolina Board of Governors adopted Section 300.8.5 of the UNC Policy Manual, *Equality Within the University of North Carolina*, on May 23, 2024, to reaffirm the University's longstanding commitment to equality.

As such, the chancellor and director of student affairs (or equivalent officer) of each constituent institution must certify and report on his or her constituent institution's compliance with Section 300.8.5¹.

As such, I certify the following on behalf of my constituent institution:

- I. I certify that Appalachian State University fully complies with the University's commitment to institutional neutrality and nondiscrimination required by law and Section 300.8.5 of the UNC Policy Manual.
- II. To achieve compliance, my constituent institution took the following concrete actions:

A. Eliminated Positions:

The following positions have been eliminated:

- *University Program Associate in Intercultural Student Affairs* Pos No.: 087921; Total Expense (Salary + Benefits) Eliminated: \$73,208.
- *Assistant Director of Intercultural Student Affairs*. Pos No.: 094171. Total Expense (Salary + Benefits) Eliminated: \$75,126.

¹ The Equality Policy requires annual certification as to compliance and expects reports of savings derived from achieving compliance. It is likely that any savings achieved will occur in the first year and that succeeding annual certifications will not report on any additional savings in the out years (because non-compliant programs, employment divisions, and employment positions should be addressed completely in the first year).

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- *Associate Director of Intercultural Student Affairs*. Pos No.: 070691; Total Expense (Salary + Benefits) Eliminated: \$96,932.
- *Chief Diversity Officer*. Pos No.:090951; Total Expense (Salary +Benefits) Eliminated: \$242,734.
- *Executive Assistant*, Pos No.: 096331; Total Expense (Salary+Benefits) Eliminated: \$86,811.
- *Director of DEI Educational Development & Campus Climate Strategy*; Pos No.: 096581 (Salary+Benefits) Eliminated: \$87,080.

B. Realignment of Positions:

Prior Job Title	Prior Job Description	New Job Title	New Job Description
Director of Intercultural Student Affairs Pos # 044891	Reporting directly to the assistant vice chancellor for student affairs, the director will be responsible for developing and providing programs and services—primarily for minoritized students—that will support and enhance their academic, social, emotional, and overall success. As a result, the director’s efforts should result in the creation of an Office of Intercultural Student Affairs that epitomizes development and inclusive excellence. Moreover, the director will be responsible for providing opportunities for the broader campus community in order to successfully increase the community’s intercultural competence. Ultimately, the director will be empowered to work with, and will be supported by the campus community in order to create a climate	Director of Student Success and Community Pos # 0A0061	The Director of Student Success & Community plays a pivotal role in fostering an enriching and supportive environment outside the classroom. This position is responsible for developing, implementing, and evaluating complementary programs and initiatives that enhance student engagement, personal development, and holistic success that strengthen degree attainment effectiveness. Additionally, this position oversees select residential learning communities and scholarships.

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	which supports a welcoming and inclusive experience for all within Appalachian State University.		
Associate Director of Intercultural Student Affairs Pos # 044751	The purpose of this associate director is to oversee and manage the day-to-day functions of the Women's Center and Henderson Springs LGBTQ+ Center through outreach to these respective communities at App State. Additionally, this associate director will support the Office of Intercultural Student Affairs' broader mission and vision to address the needs of underrepresented students.	Associate Director of Student Success and Community Pos # 0A0031	The Associate Director of Student Success & Community is a key partner in advancing the mission of fostering a supportive environment outside the classroom. Working closely with the Director of Student Success & Community, this role assists in the development, implementation, and assessment of programs and initiatives aimed at enhancing student engagement, personal development, and overall success that strengthen degree attainment effectiveness. Additionally, the Associate Director will provide oversight for physical and digital accessibility, as needed, ensuring access to resources and services.
Senior Associate Director of Diversity Initiatives Pos # 069141	This twelve-month exempt (EHRA) position is responsible for improving Appalachian State's ability to meet new student enrollment goals of students of historically diverse and marginalized populations. This position is specifically responsible for leading the planning,	Sr. Associate Director of Admissions Pos # 069141	This twelve-month Exempt Professional Staff (EPS) position is responsible for improving Appalachian State University's ability to meet new student enrollment goals. This position helps Appalachian State University in various

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	<p>coordination, execution, and assessment of all plans to meet undergraduate recruitment and enrollment goals for diverse students, in direct support of the university's strategic plan and enrollment management goals, using best practices for recruitment of high-achieving diverse students. This includes working with current students/groups at Appalachian to garner additional recruitment assistance including but not limited to service opportunities, media/content, and networking opportunities in existing and new markets. In short, the Senior Associate Director of Diversity Initiatives is tasked to build bridges between prospective students and current University constituents (students, faculty, staff, and programming) to deepen the contextual understanding of the environment that Appalachian State offers to underrepresented students. This position typically supervises or co-supervises other team members involved in building such bridges. This position is also responsible for recruitment</p>		<p>regions in and outside of North Carolina.</p> <p>This position is specifically responsible for leading planning, coordination, execution, and assessment of plans to meet undergraduate recruitment and enrollment goals, in direct support of the university's strategic plan and enrollment management goals, using best practices for recruitment of high-achieving populations. This position will provide student support while identifying and engaging talent and opportunities for all students. In short, the Senior Associate Director is tasked with building bridges between prospective students and current University constituents (students, faculty, staff, and programming). This position typically supervises and co-supervises other team members involved in building such bridges. And is also responsible for recruitment planning and activities for achieving desired enrollment goals. This position will act as one of the primary contacts for</p>
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	<p>planning and activities for achieving desired enrollment goals within assigned geographic areas. This position will act as one of the primary contacts for high schools and regional community colleges for Appalachian, will assist prospective students and families in their transition from high schools, 2-year institutions, or other 4-year institutions by providing information and assistance on the admissions and financial aid process, academic programs, campus visitation, and housing. Appalachian State University is committed to developing and allocating resources to the fundamental task of creating a diverse campus culture. We value diversity as the expression of human similarities and differences, as well as the importance of a living and learning environment conducive to knowledge, respect, acceptance, understanding and global awareness.</p>		<p>high schools and regional community colleges for Appalachian, will assist prospective students and families in their transition from high schools, 2-year institutions, or other 4-year institutions by providing information and assistance on the admissions and financial aid process, academic programs, campus visitation, and housing.</p>
Associate Director of Admissions, Black/African-American Recruitment Pos # 095351	<p>The Associate Director of Admissions is a twelve-month exempt (EPA) position who leads and assists in the coordination of Appalachian State University's recruitment of prospective undergraduate students. Appalachian</p>	Associate Director of Admissions Pos # 095351	<p>The Associate Director of Admissions is a twelve-month exempt (EPA) position who leads and assists in the coordination of Appalachian State University's recruitment of prospective</p>

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	<p>State University seeks one Associate Director position to work remotely and be responsible for the recruitment of students in one of the North Carolina Metro areas, either Charlotte/Mecklenburg and surrounding counties or Wake County and surrounding counties. This individual will exercise decision-making ability to achieve student recruitment, outreach, admissions, and enrollment objectives. This position is responsible for strategic planning and recruitment activities within an assigned geo-market and responsible for achieving recruitment and enrollment goals within the assigned geo-market. The Associate Director will have a strong understanding of tracking and reporting on recruitment goals and trends within his/her geo-market. The Associate Director will act as one of the primary contacts for high schools and regional community colleges for Appalachian State University, with primary responsibility within a selected geo-market in North Carolina and, possibly, selected out of state areas. This position represents Appalachian at</p>		<p>undergraduate students. This individual will exercise decision-making ability to achieve student recruitment, outreach, admissions, and enrollment objectives. The Associate Director will have a strong understanding of tracking and reporting on recruitment goals and trends. The Associate Director will act as one of the primary contacts for high schools and regional community colleges for Appalachian State University, with primary responsibility within in North Carolina and, possibly, selected out of state areas. This position represents Appalachian at high schools, community colleges, and other recruitment events on and off-campus and assists prospective students and their families in their transition to Appalachian by providing information and assistance on the admissions and financial aid process, academic programs, campus visitation, and housing. This position reports to the Senior Associate of Admissions and works closely with the Senior Associate Director of</p>
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	<p>high schools, community colleges, and other recruitment events on and off-campus and assists prospective students and their families in their transition to Appalachian by providing information and assistance on the admissions and financial aid process, academic programs, campus visitation, and housing. This position reports to the Senior Associate Director for Diversity Initiatives to ensure the effective recruitment of Black/African-American students and works closely with the Director of Undergraduate Admissions and Recruitment for general territory and recruitment efforts.</p>		<p>First Year Recruitment for general territory and recruitment efforts.</p>
<p>Assistant Director of Hispanic and Latinx Recruitment Pos # 098221</p>	<p>The Assistant Director of Admissions is a twelve-month exempt (EHRA) position that leads and assists in the coordination of Appalachian State University's recruitment of prospective undergraduate students. This individual will exercise decision-making ability to achieve student recruitment, outreach, admissions, and enrollment objectives. This position is responsible for strategic planning and recruitment activities within an assigned geo-</p>	<p>Assistant Director of Admissions Pos # 098221</p>	<p>The Assistant Director of Admissions is a twelve-month exempt (EHRA) position that leads and assists in the coordination of Appalachian State University's recruitment of prospective undergraduate students. This individual will exercise decision-making ability to achieve student recruitment, outreach, admissions, and enrollment objectives. This position is responsible for strategic</p>

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	<p>market and responsible for achieving recruitment and enrollment goals within the assigned geo-market. The Assistant Director will have a strong understanding of tracking and reporting on recruitment goals and trends within his/her geo-market. The Assistant Director will act as one of the primary contacts for high schools and regional community colleges for Appalachian State University, with primary responsibility within a selected geo-market in North Carolina and selected out-of-state areas. This position represents Appalachian at high schools, community colleges, and other recruitment events on and off-campus and assists prospective students and their families in their transition to Appalachian by providing information and assistance on the admissions and financial aid process, academic programs, campus visitation, and housing. This position reports to the Senior Associate Director of Diversity Initiatives.</p> <p>This position has responsibilities for coordinating efforts to recruit and enroll</p>		<p>planning and recruitment activities and responsible for achieving recruitment and enrollment goals. The Assistant Director will have a strong understanding of tracking and reporting on recruitment goals. The Assistant Director will act as one of the primary contacts for high schools and regional community colleges for Appalachian State University, with primary responsibility within North Carolina and selected out-of-state areas. This position represents Appalachian at high schools, community colleges, and other recruitment events on and off-campus and assists prospective students and their families in their transition to Appalachian by providing information and assistance on the admissions and financial aid process, academic programs, campus visitation, and housing. This position reports to the Senior Associate Director of Admissions.</p> <p>This position has responsibilities for coordinating efforts to recruit and enroll prospective students. The</p>
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	<p>prospective students in the defined geo-market. The Assistant Director does this by:</p> <ul style="list-style-type: none"> Working closely with Multicultural Student Development, campus organizations, and the Senior Associate Director of Diversity Initiatives in Admissions in order to recruit and enroll students that identify as Hispanic/Latinx. 		<p>Assistant Director does this by working closely with campus organizations and the Senior Associate Director of Admissions in order to recruit and enroll students.</p>
<p>Executive Assistant Budgeted Salary of 6/30: \$62,131 Pos #: 096331 (position transferred to Enrollment Management)</p>	<p>To provide administrative support for the Chief Diversity Officer</p>	<p>Business Officer (Enrollment Management)</p>	<p>Facilitation & management of financial resources, including but not limited to, financial management, personnel administration and purchasing.</p>

C. Other Content or Programmatic Changes

Appalachian State University provides for institutional neutrality where the institution will not endorse a position or have an opinion on matters of contemporary political debate or social action.

Appalachian State University prohibits compelled speech and shall continue to protect the freedom of speech and expression enshrined in the First Amendment to the United States Constitution and Article I, Section 14 of the North Carolina Constitution.

Appalachian State University's employment practices and provision of educational programs and activities shall continue to comply with federal and state law prohibiting discrimination and harassment of members of protected classes, including, without limitation, Title VII of the Civil Rights Act of 1964, The Age Discrimination in Employment Act of 1967, Title IX of the Education Amendments of 1972, the Americans with Disabilities Act of 1990, and the Uniformed Services Employment and Reemployment Rights Act.

Appalachian State University prohibits promoting certain concepts as required by state law, N.C.G.S. 126-14.6.

In furtherance of this, and consistent with UNC Policy 300.8.5, Appalachian State University has made the following programmatic changes:

- Appalachian State University has closed the Intercultural Student Affairs Office and established a new Center for Student Success and Community. Key components of the Center for Student Success and Community are as follows:

Vision: *To promote a transformative educational environment at Appalachian State University where every Mountaineer thrives academically, socially, and personally, fostering a community and space that supports lifelong learning and success.*

Mission: *The Appalachian State University Center for Student Success and Community is dedicated to empowering students to recognize and achieve their fullest potential through academic collaboration, innovative programming, and a commitment to the whole student. We strive to cultivate a nurturing and dynamic community that promotes academic excellence, personal growth, and belonging.*

Objectives: *Enhance Academic Support: Provide comprehensive academic support services, including tutoring, advising, and mentoring, to enhance student learning outcomes and academic success.*

Promote "Whole-istic" Student Development: *Foster student development by offering co-curricular programming, workshops, and initiatives that address personal growth, leadership development, and career readiness.*

Cultivate Community: Create a welcoming community that celebrates all Mountaineers through community-building events and support for targeted student populations.

Facilitate Collaborative Partnerships: Establish and maintain partnerships across Student Affairs and other campus departments and external stakeholders to develop, create, and maintain resources that support student success initiatives.

Assess and Improve Services: Continuously assess the effectiveness of programs and services through data-driven decision-making and feedback to ensure alignment with student needs and institutional goals while maintaining institutional neutrality. By achieving these objectives, the Appalachian State University Center for Student Success and Community aims to create a supportive and empowering environment that fosters student success and community engagement.

Staffing and Training: The new resource center will be staffed by Student Center Attendants. All student workers will be trained in institutional neutrality and student success-focused programming.

- Specific identity-based student organizations will no longer receive dedicated space within the new Center for Student Success and Community. Support of all student organizations will fall under the Office of Campus Activities.

The Women's Center and Henderson-Springs LGTB+ center will be managed consistent with UNC Policy 300.8.5 and will be staffed by Student Center Attendants who shall receive institutional neutrality training and will offer programming and services focused on student success. The names will be repurposed to be resource centers.

Applicable training programs offered through student resource centers will be reviewed in light of the Policy 300.8.5 and the list of prohibited content in N.C.G.S. 126-14.6 to ensure compliance.

- Appalachian State University will move to a single funding model for clubs and organizations that will be limited to supporting club membership and organizational development; there will be a prohibition on using funds in furtherance of programmatic content. Appalachian State University will

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develop a list of expectations and prohibitions on funding and require organization leadership to acknowledge receipt of the expectations. Appalachian State University will not be involved in any decisions related to programmatic content.

- Appalachian State University has reviewed its donor-supported scholarships and underlying gift agreements and will work with donors to ensure the application of the scholarships and gift agreements conform to University Policy and State law. Gift restrictions or modifications will be reviewed with donors, where available, and otherwise comply with the Uniform Prudent Management of Institutional Funds Act (N.C.G.S. § 36E-6) related to modifications of gift instruments. Appalachian State University remains committed to offering all other scholarship and support opportunities, including athletic scholarships, in a manner consistent with University Policy and State law.
- Appalachian State University is dedicated to continue its ongoing efforts to review its webpages, including social media, and remove content it has identified that endorses specific political or social viewpoints. University supported or operated accounts will focus on providing factual information about programs, services, and events without implying institutional endorsement of specific viewpoints. This includes Appalachian State University's ongoing efforts to modernize its internal "intranet" website, accessible to Appalachian State University students, staff, and affiliates. This effort is ongoing and will be monitored and updated as the University's universal web presence is reviewed and scanned, taking advantage of available technological tools and resources at its disposal.
- To the extent applicable, departments have removed any classification of employees as diversity, equity and inclusion liaisons or chairs; and where appropriate have the option to name faculty or student success liaisons.
- Appalachian State University, and its colleges and departments, mission statements and strategic plans have been revised to comply with UNC Policy 300.8.5 and State law.
- Appalachian State University is committed to offering neutrality training to key campus partners and stakeholders. Appalachian State University will communicate best practices to ensure faculty and staff personal statements,

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academic pursuits, and research, teaching, and service activities do not suggest or imply that the university endorses any specific political or social viewpoints.

- In addition to, and otherwise notwithstanding the foregoing, Appalachian State University will continue to operate in a manner consistent with all federal, state, and local laws and regulations; including such regulations as may be applicable to the university pursuant to its affiliation with the NCAA as a Division I program and member of the Sun Belt Conference.
- As of the effective date of this certification, all new job postings within Appalachian State University will be updated to comply with the provisions of UNC Policy 300.8.5.
- Appalachian State University updated its automated hiring communication templates, application receipt confirmations, and other new hire forms to comply with UNC Policy 300.8.5.
- Appalachian State University updated its New Employee Onboarding course to comply with UNC Policy 300.8.5.
- Appalachian State University continues to actively and passively monitor its websites, automated communications, and other messaging to ensure ongoing compliance.

D. Savings & Recommended Reallocations:

Appalachian State University's personnel expense savings from eliminated positions are provided in Section II.A (\$661,891). Appalachian State University's position realignments are provided in Section II.B. Appalachian State University's proposed redirected use of funds is provided in Section II.E below (\$397,843). In addition to the personnel expense savings as provided in Section II.A., Appalachian State University proposes to save and not otherwise redirect \$131,877 in programmatic and operating expenses from its Intercultural Student Affairs office. Appalachian State University will see a total savings of \$793,768, which it does not propose to redirect during this reporting period.

E. Redirected Use of Funds (Savings):

Savings (\$\$\$)	Prior Use of Funds	Redirected Use of Funds
\$10,000	Identity-based student organization funding	Funding for all student organizations to apply for club funding and no longer specifically designated for identity-based student organizations
\$5,000	Intercultural Student Affairs contracted services for guest speakers and facilitators	Funding for Center for Student Success and Community contracted services for guest speakers and facilitators
\$15,000	Intercultural Student Affairs supplies and materials for general operations of the office and for programming	Funding for Center for Student Success and Community supplies and materials for general operations of the office and for student success programming
\$27,600	Intercultural Student Affairs food supplies and catering for programming and events hosted by Intercultural Student Affairs	Funding for Center for Student Success and Community food supplies and catering for student success-focused programming and events
\$10,400	Intercultural Student Affairs operating expenses for the department, including telephone service, copier, computers, and staff professional development	Funding for Center for Student Success and Community departmental operating expenses, including telephone service, copier, computers, and staff professional development
\$47,463	Intercultural Student Affairs graduate assistants and student employees who assist	Funding for Center for Student Success and Community graduate assistants and

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	with advising student organizations and manage student centers associated with Intercultural Student Affairs	student employees who assist with coaching students and provide reception coverage for the office
\$282,380	Diversity Office and Diversity Office Training Initiatives. This includes operating budget for the office, student wages, programmatic trainings and workshops, and travel for conferences and events, membership dues, certifications, etc.	Funding will now focus on Student Success initiatives, including adding academic advisors, and enhancing Civic Engagement and Civic Literacy initiatives. This will include supporting new positions and providing appropriate labor market adjustments to current positions, consistent with UNC System policy. The funds will be used to support new and existing academic advising programs and opportunities within the Beaver College of Health Sciences, the Walker College of Business, the Vet Tech program, the Student Learning Center, and the University Writing Center.

APPALACHIAN STATE UNIVERSITY

Signed by:
By: Heather Norris
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Name: Heather Norris

Title: Interim Chancellor

Date: August 31, 2024

DocuSigned by:
By: J.J. Brown
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Name: J.J. Brown

Title: Vice Chancellor, Division of Student Affairs

Date: August 31, 2024