How to Negotiate Your Professional Future as a Person of Color

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*Regional Director of Admission*
Hendrix College, Texas

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*Sr. Director of Undergraduate Admission & Recruitment*
University of Texas at San Antonio, Texas
Introductions

Beverly
Regional Director of Admission
Hendrix College, Conway, Arkansas

College Admission Professional for 33 years
NACAC Guiding the Way to Inclusion Faculty for 3 years
Richie’s Spirit Foundation Scholarship Judge for 4 years
Former Texas Association for College Admission Counseling President
Former NACAC President
TACAC founders Award 2016
TACAC LifeTime Achievement Award 2018
Introductions

Beverly
Sr. Director of Undergraduate Admission and Recruitment
University of Texas at San Antonio, San Antonio, Texas

College Admission Professional for 25 years
NACAC Guiding the Way to Inclusion Faculty
Past TACAC President
AACRAO Strategic Enrollment Management Endorsement Program
NACAC Adhoc Committee on Governance Restructuring
College Board Admission & Enrollment Services Advisory Committee
College Board SW Regional Council Member
The Philosophy of Negotiation
Negotiation is **Not**:

- Playing a game
- One upping
- Getting everything you want
Negotiation **Is:**

- Being Prepared before you need to Negotiate
- Asking what you need professionally but also personally
- Knowing who you are, knowing what you need and asking for it
- A contract or covenant
The Reality
Landscape of Higher Education
Minority Presidents

The percentage of minority college presidents has slowly increased over the last 30 years. Women of color, however, are the most underrepresented in the presidency.

- 17% of college presidents are racial minorities
- 36% of minority presidents lead associate colleges
- 5% of college presidents are women of color
Demographics: College Presidents, by Race/Ethnicity

2016

- American Indian/Alaska Native: 1%
- Asian or Asian American: 2%
- Black, Afro-Caribbean, or African American: 8%
- Caucasian, White, or White American: 83%
- Hispanic/Latino(a): 4%
- Middle Eastern or Arab American: 1%
- Multiple Races: 1%

Source: www.acenet.edu/acps2017
Institutions Served

Minority college presidents were more likely to lead public institutions than private institutions in 2016. Their representation has increased across most types of institutions.

Explore the Data »

Minority* Presidents, by Institutional Control

*Caucasian, White, or White American

Public  Private  For-Profit

*In this study, presidents who identified their race as other than White or who identified their ethnicity as Hispanic or Latino(a) were classified as a minority.
Minority Presidents by Gender

Women of color were vastly underrepresented in the college presidency in 2016. They were also more likely than other college presidents to be serving in their first presidency.

Explore the Data »

College Presidents, by Gender and Race/Ethnicity

2016

- Minority Men
- Minority Women
- White Men
- White Women

*In this study, presidents who identified their race as other than white or who identified their ethnicity as Hispanic or Latino(a) were classified as a minority.
Landscape of Professional Sports
NFL Owners Who Are White | NFL Owners Who Are People of Color
---|---

The Buffalo Bills and Jacksonville Jaguars are the only NFL teams with owners who are people of color.

Source: "The 2017 Racial and Gender Report Card: NFL" from The Institute for Diversity and Ethics in Sport
## 2018 NFL CEO/President

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<th>Ethnicity</th>
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<td>0</td>
</tr>
<tr>
<td>Women</td>
<td>3.0%</td>
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### 2019 MLB CEO/President

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<tr>
<td>Asian</td>
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<td>American Indian/</td>
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<tr>
<td>Native Hawaiian</td>
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<td>Two or more races</td>
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<tr>
<td>Women</td>
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Representation of People of Color among NBA Head Coaches

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<th>Asian</th>
<th>Latino</th>
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<tr>
<td>2015</td>
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<td>2</td>
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<tr>
<td>2018</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Ethnicity</td>
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</tr>
<tr>
<td>White</td>
<td>90.2%</td>
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<tr>
<td>African American</td>
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<tr>
<td>Latino</td>
<td>1.6%</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td>0.0%</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
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<td>0</td>
<td></td>
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<tr>
<td>Total People of Color</td>
<td>9.8%</td>
<td>6</td>
<td></td>
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</tr>
<tr>
<td>Women</td>
<td>11.5%</td>
<td>7</td>
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</table>
How to Negotiate

&

Prepare for the Future
• Know what you are worth
• Level of confidence
• Prepare for your 1\textsuperscript{st} job
• Prepare for the next job
• Know the numbers
• Be a part of the research
• Understand the Budget
• Strategic Enrollment
• Computer Programs: Running Reports, etc.
Professionalism

What does it look like and how does it assist in Negotiation?
Necessary Tools

Resume and Cover Letter
Necessary Tools

When survey is active, respond at PollEv.com/beverlyday438
Do Your Research
Move from public to private / public to public

Benefits
Insurance
Reason why

Salary
Retirement
Mobility
Parent/Child care
Pay for classes/ education opportunities
Professional development
University Endowment
University Budgets & Raises
Org Charts/ Structure
Presidential Changes
Have a Board of Directors (BOD)
Who should be a part of your BOD?

- Someone that has your best interest at heart
- Someone you trust and won’t doubt
- Someone who accepts who you are as a person
- People you chose and deputize
Roles of your Personal BOD

- The Gandalf
- The Batman
- The Scooby Gang
- The Spock
- The Yoda
- The Doctor

From Cilantro Diaries: Business Lessons from the Most Unlikely Places, Lorenzo Gomez, III
Create Your Board of Directors
Shore Up

• Know your limitations
• Know your strengths
• Hear what others are saying
• Adapt without losing who you are

Know your passion and make a plan
• Go for positions but don’t assume you will get the job
• Be prepared if you don’t get the job
• Don’t go with just the race card

There may be another reason.....Shore up
Different Rules
Different Rules

When survey is active, respond at PollEv.com/beverlyday438
Closing Reflection - PIE
Priceless piece of information
• What has been the most important piece of information for you today?

Item to implement
• What is something you intend to implement from our session today?

Encouragement I received
• What is something that you are already doing that you were encouraged to keep doing?
“You can’t build your house in a storm”

Update resume, apply for job when you don’t need a job

Don’t get in debt (material things)
Don’t let people take advantage of your gifts

Love what you do, don’t love the job

You are not entitled but take stock of EVERYTHING in your life you have to be grateful for.
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Thank You!!!!!!