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HOW CAN COLLEGES ATTRACT MORE MINORITY STUDENTS?

HIRE MORE MINORITY DEANS



There are many ways to attract Hispanic students to pursue and complete college and university studies. Probably one of the most important, yet overlooked, ways to generate enthusiasm and interest in higher education is to create a sense of belonging and comfort for students with different cultural backgrounds and language skills. Hispanic professionals in classrooms, administrative offices and lecture halls can make the difference between success and failure for some Hispanic students. For institutions seeking to increase their number of minority students, a multicultural staff could hold the key to building a more diverse student body. In this issue HO presents a list of the top 25 schools with the greatest percentage of Hispanic instructional staff and a separate top 25 list of schools with the most Hispanics as part of their instructional staff. Symptomatic of the challenge to staff diversity can be found in a recent survey by the PhD Project which found that Hispanic Americans are far less likely to hold the dean's chair at America's leading business schools than they are to serve on the Board of Directors of major corporations.



The study found that among the 1,601 business schools in the U.S., Hispanic Americans are dean of just nine of them—or 0.5 percent. By contrast, Hispanics represent 4.5 percent of directors at the largest 200 S&P 500 companies (Spencer Stuart, Nov. 2014). Of those 200 largest businesses, 47 percent have at least one Hispanic American director.

“Business schools have long recognized the value of attracting and educating a diverse group of MBA, undergraduate and doctoral students, but when minority students look at business school faculties and leadership, they see very few people who look like them. This can send the signal that business isn’t for them,” Bernard J. Milano, The PhD Project’s co-founder and President of the KPMG Foundation, creator and lead sponsor of the program, said.

“America’s business community wants to hire a more diverse work force, and America’s business schools want to provide a more diverse talent pool. Placing more role models and potential mentors in front of the classroom and in the dean’s office will help to attract more underrepresented minorities to business studies and business careers – a goal we all share,” Milano added.

The PhD Project has been working to address this imbalance, and since its formation in 1994, the number of underrepresented minority faculty has more than quadrupled. “Still, there is a long way to go,” Milano said.

The PhD Project has also begun an initiative to encourage more minority faculty members to apply for positions as deans and other senior administrators. During the current academic year, four African Americans and one Hispanic American have become business school deans. Since 1994, The PhD Project has helped increase the number of minority business school professors from 294 to 1,299.

The PhD Project, a 501(c) (3) organization founded by the KPMG Foundation, works to increase faculty diversity by recruiting mid-career business professionals to switch careers and



become business professors. These individuals complete a rigorous PhD program in business with support from The PhD Project, and become professors who will inspire and encourage the next generation of business professionals. •

Story courtesy of PRNewswire and the PhD Project

TOP 25 lists compiled from NCES/IPEDS 2014 database on instructional staff positions at 2-year and 4-year schools in the United States.