

SPECIAL SESSIONS

BUILDING, MAINTAINING, AND SUSTAINING A DIVERSE FACULTY

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Most would agree that diversity adds to the richness of the academy for students, faculty, the university community, and society writ large. It is generally accepted that individuals from different backgrounds bring different perspectives to important discussions on college campuses. Those from racial and ethnic minorities have been under represented among the student population on many campuses. They have also been under represented on teaching faculties nationwide. Some would argue ethnic minorities and women have been particularly underrepresented in colleges and schools of business that are viewed by many outside of these business disciplines as bastions of white male privilege. Gender and ethnic diversity remain a primary focus of attention in the recruitment of students, faculty and staff. However, there are other ways in which campus communities should be diverse. These include generational diversity, religious diversity, national diversity. On some business faculties, substantial numbers of faculty come from a variety of countries, religious traditions. The number of new business Ph.D. candidates from countries other than the United States exceed the number of US born candidates for some disciplines in different years.

This panel discussion focuses on diverse notions of diversity within schools of business, and the diversity of the marketing faculty at one particular university, California State University San Marcos. The six tenure-line faculty members in the department represent diversity in terms of age, gender, race, ethnicity, and national origin. In the College of Business, the 6-member marketing department is considered small. Nonetheless, this very cohesive group of professors is among the most productive in terms of research. It is also noted for its over-representation in service leadership within the college, on the campus, and within the business community.

We discuss two important keys to our success in building, maintaining, and sustaining our diverse department. They are recruitment and mentorship.

Recruitment

In recent years, the department has focused upon increasing the ethnic diversity of its membership. Working with the Ph.D. Project, we have successfully recruited two new faculty members who were attracted to our campus because of its mission, its values, and the students it serves.

Mentoring

A key to the department's success has been the mentorship of junior faculty by their senior peers. This mentorship extends far beyond teaching. Junior faculty are carefully mentored concerning their service activities and are directed to choose activities that meet their interests, passions, and talents. Furthermore, the department has a long history of collaborative research projects and publications. It is in the area of research that the junior faculty have been able to sometimes mentor and reinvigorate their more senior peers.