The 11th Annual
ISCORE
Iowa State Conference on Race and Ethnicity

Friday, March 5, 2010
Iowa State Memorial Union
Program Schedule Overview

8:00–9:00 a.m. ................. Registration and Continental Breakfast ................. West Lobby
9:00–9:50 a.m. ................. Welcome and Opening Address ......................... Sun Room
10:00–10:50 a.m. ............. Concurrent Sessions
11:00–11:50 a.m. ............. Concurrent Sessions
12:00 Noon–2:00 p.m. ....... Luncheon and Keynote Address ...................... Sun Room
2:10–3:00 p.m. ................. Concurrent Sessions
3:10–4:00 p.m. ................. Concurrent Sessions
4:00 p.m. ...................... ISCORE Reception ............................... Sun Room

COMMITTEE
Andrea Arzuaga, College of Design
Richard Barajas, Multicultural Student Affairs
Michael Benitez, Graduate Student
Sherry Cronin, Multicultural Student Affairs
Aurelio Curbelo, College of Agriculture and Life Sciences
Carmen Flagge, Office of Admissions
Chris Fowler, Margaret Sloss Women’s Center
Tom Hill, Vice President for Student Affairs
Japannah Kellogg, Student Support Services Program
Robert Knight, ISU Dining
Sheena Lara, College of Liberal Arts and Sciences
Robert Lipsy, LAS Student Academic Services
DJ Loerzel, Office of Admissions
Scott Maas, Memorial Union
Debra Sanborn, Hixson Opportunity Awards Program
Stephanie Zywicki, Department of Residence

2009 NCORE PARTICIPANTS
STUDENTS
Joshua Allen
Olachi Anaemereibe
Jose Chavez
Auna Gould
Isela Guzman
Karen Hodo
Paul Kirkpatrick
Hannah Kubicek
Jefferson Mitchell
Deepak Navi
An Pham
Carlos Ramirez
Sandra Rosado
John Solomon
Liping Vong
Jessica Yang

STAFF
Richard Barajas
Mike Benitez
Chris Fowler
Japannah Kellogg
Sheena Lara
Erin Pederson

MENU
The ISCORE luncheon menu traditionally celebrates our campus diversity. Our menu this year features Native American cuisine representing all regions of the United States. Enjoy.

Woodlands Grilled Chicken with Pumpkin Corn Sauce
Pueblo Barbecued Pork
Great Plains Buffalo Beef Stew
Chippewa Wild Rice and Eggs
Mohegan Succotash
Mixed Lettuce Salad with dressing
Navajo Fry Bread
Navajo Peach Crisp with Piñon nuts
Pumpkin Bread
Iroquois Strawberry Drink

This annual ISCORE conference is a result of the university’s 1998–99 yearlong university-wide celebration, “The Legacy of George Washington Carver—Inspiring Students to Become Their Best.”

Iowa State University does not discriminate on the basis of race, color, age, religion, national origin, sexual orientation, gender identity, sex, marital status, disability, or status as a U.S. veteran. Inquiries can be directed to the Office of Equal Opportunity and Diversity, 3280 Beardshear Hall, 515 294-7612.
Welcome and Opening Address
9:00-9:50 a.m.

Luis F. Rico-Gutierrez, Dean, College of Design

Bridges ................................................................. Sun Room

Luis F. Rico-Gutierrez became dean of the Iowa State University College of Design on July 1, 2009. He previously served on the architecture faculty at Carnegie Mellon University, Pittsburgh, for 13 years, and as associate dean of the university’s College of Fine Arts for the last eight of those years. From 2001 to 2006, he also was chair of the steering committee for the Studio for Creative Inquiry, a multidisciplinary arts research center within the College of Fine Arts. He had directed Carnegie Mellon’s Remaking Cities Institute since 2006.

Rico-Gutierrez was a professor in the School of Architecture at ITESM, Queretaro, Mexico, from 1993 to 1996 and manager of the architecture department at Fundacion Rafael Leoz, Madrid, Spain, from 1991 to 1993. He is professionally accredited in Mexico and Spain. He earned his bachelor’s degree in architecture (1986) from ITESM and a graduate degree (1988) from Fundacion Rafael Leoz. He earned a master’s in building science (1997) from Carnegie Mellon. His research includes the use of information technology in the design process and grassroots participatory practice in urban design.

Morning Sessions
10:00-10:50 a.m.

By Any Means Necessary: The Bandana Project .................................................... Gold Room

Have you ever been afraid to go to work? Should anyone be forced to give up their dignity in order to feed their family? Farm worker women are often ignored and marginalized. Their silence allows abusers to prey on them. Many farm worker women use bandanas on the job to cover their faces and bodies in an attempt to ward off unwanted sexual attention that often leads to rape. By speaking out publicly, the Bandana Project has adopted the bandana as a symbol of solidarity to end this abuse. Come learn more about the issue, make a bandana for our Iowa State Sexual Assault April exhibit, and learn how you can help send a message that sexual violence will not be tolerated in the workplace or any place.

Lissa Place, Graduate Student, Educational Leadership Policy Studies

Diversity Defined: A Conversation with the Advisory Committee on Diversity Program Planning and Coordination (ACD) ................................................................. Room 3538

Established in January 2007, the Advisory Committee on Diversity Program Planning and Coordination helps to coordinate diversity efforts across campus and to enhance university progress in this area. The committee is charged to assess the effectiveness of diversity efforts on campus, identify gaps in university diversity policies and efforts, develop new policies and initiatives as necessary, and ensure that units across the university are meeting diversity objectives. Attendees to this interactive session will have the opportunity to discuss possible changes to the university’s definition of diversity and ways to measure progress in this regard. Participants will also learn about the diversity web page for the university that is under development and will be able to make suggestions about its style and content.

Susan Carlson, Associate Provost for Faculty Advancement and Diversity, Office of the Executive Vice President and Provost

Melanie Bond, Program Coordinator, Office of the Executive Vice President and Provost

Members of the Advisory Committee on Diversity Program Planning and Coordination
10:00-10:50 a.m.

Understanding the Real Meaning of Hip-hop .......................................................... Room 3534
This session will overview hip-hop’s history and evolution. It will focus on how hip-hop has influenced the African American youth perspective and perception with its foundation within the Bronx, New York, African American community. We will look at the hip-hop movement and analyze why it is often portrayed negatively and has provided negative stereotypes for the African American youth.

Jeff Mitchell, Sophomore, Industrial Technology
Isela Guzman, Senior, Political Science
Jessica Yang, Junior, Culinary Science

Latinos in America .................................................................................................... Campanile Room
This session will focus on various experiences and issues Latinos experience in America. It will review and discuss how Latino Americans are viewed in America and how Latinos view America through survey and video response. Also an exploration into how Latino heritage and culture is shared throughout the United States will be reviewed. Video documentation and news media sources will be provided and used as reference.

Hannah Kubicek, Sophomore, Dietetics
Paul Kirkpatrick, Sophomore, Pre-Biological/Pre-Medical Illustration
Olachi Anaemereibe, Sophomore, Interior Design

Media Representation of Asian Americans ............................................................... Room 3219
This presentation will focus on the misrepresentation of Asian Americans in media. We will specifically examine the five most common methods of dehumanization used by media, which inspire paranoia, sexual fetish, mockery, ignorance, and hatred toward Asian Americans. Through video clips, commercial ads, testimonies, historical data, and small discussions, we will display the stereotypes used by the media and what they accomplish for America and its interests.

Jose Chavez, Sophomore, Interdisciplinary Studies
Karen Hodo, Sophomore, Graphic Design
Sandra Rosado, Junior, Biochemistry

Racial Profiling by Campus Police: Creating a Solution ............................................. Cardinal
The content of this workshop will be based on three premises: (1) the definition of racial profiling as established by the Institute on Race and Poverty; (2) racial profiling in policing exists; and (3) incidents of racial profiling can be reduced through police training. The purpose of this workshop is for the participants to devise a police training program to address racial profiling. Results of the workshop will be used to educate Iowa State University police officers. Participants will be asked to answer the following questions: How can the impact of racial profiling be explained to police officers? How can officers be trained to know the difference between profiling and investigating? How can supervisors be instructed to recognize and stop profiling? Additionally, participants will be asked for input as to the type of structure needed for effective programming on this topic.

Deb Larkin, Iowa State Police Department

11:00-11:50 a.m.

Our Life’s Work. Finding Time for Your Passions and Pursuits. ............................... Room 3538
Established in the fall of 2008, the Work/Life Advisory Committee advises the executive vice president and provost, as chief personnel officer, on issues of managing professional and personal lives. A key goal is to identify ways to maintain a university environment that will lead to effective recruitment, retention, and advancement of faculty, staff, and graduate students. The committee conducts ongoing review of current policies and practices to identify gaps or ineffective policies and practices. The committee works with faculty, staff, and administrators with responsibilities for these issues to design new policies, practices, and training. Attendees to this session will have the opportunity to find out more about the university’s Work/Life Advisory Committee. We will explore the connection between work/life issues and diversity issues. A panel of Iowa State University community members will share their personal stories about how they strive to integrate their work and their outside lives while also finding time for their passions.

Susan Carlson, Associate Provost for Faculty Advancement and Diversity, Office of the Executive Vice President and Provost
Melanie Bond, Program Coordinator, Office of the Executive Vice President and Provost
Members of the Work/Life Advisory Committee
Remote-Controlled Education: How the Media Provides Its Own Multicultural Education for Students

As we consider the ways in which we facilitate student learning of multicultural themes, we must also be aware of the role the media (conventional and social) plays in providing this narrative for students. This period in history marks the largest increase in expressive capability in human history, and students are constantly “plugged in” to the outside world and those around them. Through television, music, YouTube, Facebook, Twitter, and blogs, students are bombarded with multicultural messages that they internalize as a form of truth. This truth impacts their classroom discussion and interactions with the university community. In order to be effective multicultural educators, we must be aware of the media’s role in providing this content and the potential for inaccurate or misleading content disrupting or altering our own approaches when working with students. Through the use of various media sources, this session will explore the growing role of conventional and social media in multicultural education. Participants will engage in discussion about these various media sources and their impact while suggestions for future action will be presented as a means of working with media instead of fighting against it to educate students.

*Adam Foley*, Residence Hall Coordinator, Department of Residence

Sexual Orientation and Fighting for “Equal” Rights

This presentation will focus on addressing current discussions of homosexual orientation being open in the U.S. military. Who is affected when an individual declares a certain sexual orientation in the military? Is the military like any other job in that many heterosexual couples meet within work interactions? Why does the military look down upon or discourage homosexuals? If people of different sexual orientations can put their lives on the line to defend their country and constitution, why are they unable to partake in the same freedoms and rights granted to every citizen? Join us for this discussion about the issue, multiple arguments, and interactions.

*Jeff Mitchell*, Sophomore, Industrial Technology

The Language of Cultural Racism

To explore how racism is embedded in our culture, specifically through American cultural dialect, this presentation will investigate casual references and phrases that contain racist language. These phrases will be isolated (visually and verbally) and placed in historical context while discussing the culturally ingrained ideologies that one is expressing when engaging in this kind of language. The highest priority is to teach ISCORE participants the true meaning behind their language and how to resist past and present racial ideology.

*Karen Hodo*, Sophomore, Graphic Design

Minority Student Athlete Experiences at a Predominately White Institution

Today’s student athletes are faced with a myriad of unique challenges. These may range from maintaining a productive balance between athletic and academic commitments to coping with the high visibility attached to being a student athlete. This panel discussion will address the challenges minority student athletes face at a predominantly white institution and aspects of campus and community life for these students. Critique of racial discrimination and unfair treatment in the classroom, on campus, and in the community will be included.

*Tommy Powell*, Assistant Athletics Director, Athletic Academic Services

*Carrie Drake*, Academics Coordinator, Athletic Academic Services

*Amber Moyer*, Assistant Director, Athletic Academic Services

Mainstreaming Issues of Racial, Ethnic, and Cultural Diversity in Interior Design Education

As with virtually all other professions, the practice of interior design has experienced a seemingly overnight expansion of markets and intense competition for clients in all markets. Especially in the United States, the comfortable familiarity of a largely homogenous clientele has taken on a new face—many new faces. The evolution of interior design from a primarily Western European frame of reference to a truly global arena has occurred far more rapidly than most practitioners expected. The change has been even more abrupt in design education; most programs are only now beginning to react to the implications of globalization. Even institutions with long-standing study abroad programs often find they are more familiar with the material culture of their host countries than the nation and ethnic cultures from which they have emerged. This interactive session will present the initiatives underway to enhance the multicultural relevancy, visibility, and appeal of Iowa State University’s Interior Design Program. It will also outline measures taken and pending to expand the multicultural content of the program at the sophomore, upper division, and graduate levels. The session would be punctuated with examples of course content and student work related to racial, ethnicity, and other cultural issues.

*Lee Cagley*, Professor, Art and Design

*Cigdem Akkurt*, Associate Professor, Art and Design

*Lori Brunner*, Assistant Professor, Art and Design

*Pam Iasevoli*, Assistant Professor, Art and Design

*Fred Malven*, Assistant Professor, Art and Design

*Amy Mikovec*, Senior Lecturer, Art and Design

*Jihyun Song*, Assistant Professor, Art and Design
Keynote Address
12:00 Noon-2:00 p.m.

Ariel Luckey

Free Land: Race and Land in America ......................... Sun Room
Ariel Luckey is a hip-hop theater artist whose community and performance work dances in the crossroads of education, art, and activism. Articulate, insightful, and passionate, Luckey seamlessly weaves storytelling, spoken word poetry, dance, acting, and hip-hop music in compelling narratives of personal and political transformation. Luckey’s lyrical language and political vision have inspired and transformed audiences from the streets of Seattle’s WTO demonstration to Café Cantante in Havana, Cuba, to the Nuyorican Poets Cafe in New York City. He has been a featured artist at the North Bay Hip-hop Theater Festival, La Peña Cultural Center’s Hecho en Califas Festival, the White Privilege Conference, and the Intersection for the Arts’ Hybrid Project and has performed at theaters, conferences, community centers, and classrooms across the country.

Afternoon Sessions
2:10-3:00 p.m.

Question and Answer with Ariel Luckey ............................................................... Campanile Room
This 30-minute session will allow participants to continue the dialogue with keynote speaker, Ariel Luckey.

Tribal Colleges: The Forgotten Higher Education ................................. Room 3534
Our presentation will focus on tribal colleges and work to create a better understanding of the process of achieving a higher education for Native Americans. We will deconstruct the assimilation imposed by the U.S. government that led to the creation of these unique educational systems. The goal of our presentation will be to bring awareness to the Iowa State community on current issues Native American students face within educational systems and the challenges traditional universities create.

John Solomon, Sophomore, Materials Engineering
Carlos Ramirez, Senior, Industrial Technology

Protect My Rights: Whiteness as Property in Education ................................. Room 3219
Scholars have written about the importance of understanding whiteness as a factor perpetuating racism in order to disrupt systems of racism and oppression. A theory that can help to illustrate how whiteness continues to perpetuate racism is the concept of whiteness as property coming from critical race theory. This session will introduce the concept of whiteness as property, how whiteness has been historically protected under the law, and how it continues to be protected within educational contexts. Examples from the law and from education will illustrate the theory of whiteness as property. This session is based on a qualitative research study of the experiences of white graduate students in education. The study was focused on the students’ experiences regarding race and racism. The hope is that when we can begin to recognize and acknowledge the ways that whiteness is protected under the law like property, we can start the work to change it. Are you ready for change?

Stephanie Bondi, Graduate Student, Education Leadership and Policy Studies

So, What Are You? ................................................................. Gallery Room
It is human nature to assign everything to a known category, including our identities. When in discussions of race and ethnicity, this is a lot more complicated than what meets the eye. The “multicultural” racial classification is still misunderstood in our society and requires clarification. It is difficult for some to divide race, and to avoid the unknown we feel more comfortable assigning people to a specific race than have it be ambiguous. “Where are you from?” “What are you?” are common questions referring to racial characteristics, but the real messages behind these questions are “How do you want to be classified?” “Pick a racial group for assignment.” Join us for an interactive discussion with multicultural persons who struggle to explain their backgrounds for cultural acceptance.

Leila Ammar, Senior, Architecture
Valerie Castillo, Senior, Architecture
3:10-4:00 p.m.

Where We Place Race  .................................................. Gold Room
This session will provide an overview of how race and space are interconnected and the ways they define each other. Presenters will supply examples of racialized spaces and will analyze them with the collaboration of experts from different fields of study focusing on the Ames community and Iowa State University. The audience will be encouraged to participate in the discussion. The goal of the presenters is to make the audience more conscientious of their cultural influence on their surroundings.

Isela Guzman, Senior, Political Science
Sandra Rosado, Junior, Biochemistry
Carlos Ramirez, Senior, Industrial Technology
Auna Gould, Sophomore, Animal Science

How Does Iowa State University Construct Multiethnic and Multiracial Students?  ............... Room 3538
This presentation will examine how institutions categorize multiethnic or multiracial students (institutional assignment vs. self identity). We will be displaying interviews conducted with some of the multiethnic students at Iowa State University. During the videos, we will present their perception of race/ethnicity and how they feel they are being viewed in the university community. We will provide clarity between race and ethnicity in addition to history on racial and ethnic labels. This discussion is meant to move beyond relating the material to scholarships and programs and examine issues affecting individuals.

An Pham, Senior, Marketing
Josh Allen, Senior, Electrical Engineering
Deepak Navi, Sophomore, Biology

The Changing Face of Affirmative Action  ........................................... Room 3219
Since its inception in 1967, Executive Order 11426 has put the debate about affirmative action at the forefront of every selection decision, whether recruiting and hiring employees or recruiting and admitting students into colleges or universities. Traditionally, compliance to affirmative action programs has been solely associated with minorities and women. However, current arguments have been made that this definition is too narrow. While the question “Do we still need affirmative action?” continues to evolve, new questions arise, e.g. “Do we create affirmative action policies based on other inhibiting factors?” Diversity of abilities, backgrounds, socioeconomic status, skills, geographical location, and feeder pools are all upcoming themes and concepts being brought into the conversation. Some argue that in order for the United States to remain a viable economic power, we will need to evaluate and transform our educational systems. Can affirmative action play a role in bringing about this change? The challenge presented in this workshop is “What should affirmative action in education look like?” This interactive work session will discuss the changing conversation on affirmative action—the advantages, disadvantages, complications, and alterations that can be made to update the language, themes, and concept.

Carla Espinoza, Associate Vice President, Human Resources Services; Director, Equal Opportunity and Diversity
Francesca Galarraga, Assistant Director, Equal Opportunity and Diversity

Racialized Rhetoric, Racialized Bodies, Racialized Spaces: Politicizing How Race and Racism Are Experienced in Higher Education  ............................................ Cardinal Room
How do academic institutions conceptualize race and racism? And how do these influence programming, resources, and institutional support and advocacy for racially minoritized students in higher education. Often, educational institutions rely on fixed or external conceptualizations of racism to inform policy and practice but fail to critically examining processes of racialization as a way of coming to better understand these manifestations. This session aims not to focus on overt acts of racial bigotry, but rather to examine race and racism as structural racialized processes that lurk around and within the very fabric and threads that inform social, cultural, and spatial relation on campus; to further explore and politicize issues of race and racism on campus; and to engage in an honest conversation about how institutional agents can better serve the needs of racially minoritized groups attending a historically white institution.

Michael Benitez, Jr, Graduate Student, Educational Leadership and Policy Studies

ISCORE Reception  ............................................ Sun Room
4:00-5:00 p.m.
ISCORE 2010 Sponsors

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