

## **Purple Pride Week**

UW-Whitewater Taskforce for Diversity:

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The following is a proposal to conduct a “Purple Pride” diversity week at the University of Wisconsin-Whitewater. We have a variety of different events to challenge Whitewater students, staff, and the community to embrace the diversity around them. Each activity targets a specific aspect of diversity.

### **Need for a Diversity Week**

Recently, there have been a number of bias incidents on the Whitewater campus and they are continuing to rise. These events shouldn't be occurring on our campus and something needs to be done about it. The students and faculty of UW-Whitewater need to be reminded of our image as a diverse, respected and empowering institution. We need to come together as a campus to enhance the diverse educational experience for all students, faculty and staff on the UW-Whitewater campus. This will not only be beneficial to the campus of UW-Whitewater, but also the local community as well.

### **YouTube Contest**

The YouTube contest, “What Diversity Means to Me,” will challenge students to create a YouTube video defining what diversity means to them and why. They are to upload the video to YouTube by 5 p.m. on Thursday night. A panel of volunteer judges will then choose the top 5 videos. The winner will be picked by the audience on Friday night and will receive an iPad on Sunday at the end of the week's events.

### **Twitter Contest**

The Twitter contest consists of open tweeting starting at 10 a.m. on Monday and ending at 9 p.m. on Saturday. Students can **only** tweet during the week's events and must include @diversityuww in every tweet. The point of this contest is to spread the awareness of the activities, their purpose and to increase student involvement. We will determine the top two “tweeters” by having every participant submit their total number of tweets on Saturday night. We will then find the top two, verify their counting, and award them with free Toppers for a year. This will be awarded on Sunday.

### **Monday**

We plan on beginning diversity week by setting up a stand in the University Center and distributing flash drives with the week's schedule and information on them. We will be handing them out from 10 a.m.-5 p.m. We plan on having our sponsor for the day, Toppers, provide the flash drives. There is also a pep rally planned for all students, staff and community members slated to begin at 6 p.m. at Perkins Stadium. The chancellor will welcome everyone, and will be followed by Oprah's video message to the audience about diversity. Oprah, coming from Wisconsin herself, is a perfect famous candidate to support Whitewater's rally for diversity. Following the pep rally will be a staff vs. football team football game. This will start at 7:30 p.m.

and the UW-Whitewater Taskforce for Diversity will provide concessions for all attendees. This is a fun, comical event to kickoff our week.

## **Tuesday**

The Diversity Cook-off will be held on Tuesday, starting at 11 a.m. and ending at 5 p.m. Each student organization that wants to be involved will pick a country and team up with a community restaurant to make samples of the ethnic food. Everyone will set up outside of the U.C. on the sidewalks. Any student or staff is welcome to sample with the purchase of a \$2 wristband. These can be purchased at the UW-Whitewater Taskforce for Diversity table. This event will allow students and staff to experience different foods from many different countries. Following the cook-off will be a wine tasting held in the Hamilton Ballroom. There is a \$5 cover charge for all of-age participants. Wines from all over the world will be featured. This is scheduled to begin at 6 p.m. and end at 8 p.m. Sentry is our sponsor for the day.

## **Wednesday**

On Wednesday morning we will host the Diversity Reality Check. Starting at 10 a.m. and ending at noon, this activity will allow each participant to pick a card with a various disability. The participant will then go through “a day in the life” of a person with that disability. It will take place in the Williams Center Field house and has a maximum of 500 participants. On Wednesday evening at 6 p.m. motivational speaker and Olympic Wheelchair Basketball athlete Matt Scott will be speaking in the Kachel Gymnasium. Following will be a wheelchair basketball game featuring the wheelchair basketball team and community volunteers. The game will start at 7 p.m. The sponsor for the day is Res Life.

## **Thursday**

Troy Stende will be speaking on Thursday evening at 5 p.m. on the Down Under stage. Stende is a motivational speaker that focuses his speech on hands-on, teambuilding activities. At 7 p.m. Get Down with Diversity will begin. This is a fun event, using the whole U.C. There will be a live DJ in the Hamilton Ballroom and bowling and billiards down in the bowling alley. Every food/beverage shop will be open for the duration of the event and have specials and discounts for every participant. This event will end at midnight. Our sponsor for the day is Wal-Mart.

## **Friday**

Whitewater Kicks Back is scheduled to begin at 10 a.m. and features Austin Sams, a self defense teacher at UW-Whitewater. He will be teaching basic self defense in the Hamilton Ballroom. The police chief will follow, explaining the emergency buttons on and around campus, and what you need to know if the situation ever arises. At 1 p.m. there will be a Diversity Forum, also in the Hamilton Ballroom. Students will discuss and debate hot issues dealing with diversity.

For this event we plan on teaming up with WSG. Friday night at 9 p.m. will feature a movie at the Whitewater Movie Theater. We will be teaming up with SEAL to show a movie that focuses on diversity. It is open to the community and the campus. There will be free admittance with popcorn for \$.50. Before the movie begins, the audience will vote on the top 5 YouTube videos to determine the winner. Our sponsor for the day is Madison Tanning.

### **Saturday**

There will be a pancake breakfast on Saturday morning. This will take place in Esker Dining Hall and goes from 7 a.m.-11a.m. It is \$5 per adult and \$3 for children. There will be pancakes, eggs, sausage, orange juice, milk and water served. The Diversity Carnival will start at 2 p.m. This will take place on the Cravath lakefront. Wristbands can be purchased for \$5 per child and \$3 per adult. Alpine Amusement Company will do a small carnival including four different rides such as the carousel and tilt-a-whirl, six games, and a food stand. There will be fireworks at 9 p.m. over Cravath Lake. Our sponsor for the day is McDonalds.

### **Sunday**

A 5k run/walk through Whitewater will wrap up our diversity week. It is \$5 for adults and \$3 for kids to participate. Every participant gets a t-shirt. Willy Warhawk and Culver's Scoopie will be running as well. The 5k will start at noon. Following the race, the prizes for the YouTube and Twitter contest will be awarded. Our sponsor for the day is Culvers.

### **Sponsors**

The following are sponsors of Purple Pride week held on UW-Whitewater's campus:

Walmart  
1692 W. Main St.  
Whitewater, WI 53190

Culver's  
1414 W. Main St.  
Whitewater, WI 53190

McDonald's  
1069 W. Main St.  
Whitewater, WI 53190

Topper's  
230 E. Milwaukee St.  
Whitewater, WI 53190

Resident Life  
800 W. Main St.  
Goodhue Hall  
Whitewater, WI 53190

Sentry  
1260 W. Main St.  
Whitewater, WI 53190

Madison Tanning Co.  
1139 W. Main St.  
Whitewater, WI 53190

### **Ways to Measure Success**

Throughout the diversity week we will be monitoring and taking note of attendance of each of the events. Attendance and participation from the students and the community will show us whether the program was successful in both advertising/promoting and content of the program. We will also be conducting a post survey via Survey Monkey. The survey will ask students and the community particular questions pertaining to the diversity week. This survey will be short, but also rely the information feedback we need. Sample questions of the survey:

- 1) Did you gain a lot of insight from the programs that diversity week had to offer?
- 2) Do you think there was enough advertising/promotion for the events?
- 3) Did you enjoy the content of the events?
- 4) What would you have liked to see?
- 5) Any other additional comments

Facebook pages will be created to advertise these events. The events will be open to the public and users will be able to choose if they want to attend. This will give us an estimate of how many attendees might come.

### **Charities**

Proceeds that are made during Purple Pride week will be divided and given to Children's Hospital of Wisconsin and the Ronald McDonald House in eastern Wisconsin. Children's Hospital and Health System is an independent health care system dedicated solely to the health and well-being of children. The 12 entities that make up the health system work to improve the

lives of children everywhere through care giving, advocacy, research and education. Ronald McDonald House Charities of Eastern Wisconsin, Inc. is dedicated to easing the burden of families whose lives have been disrupted as a result of their child's illness or injury. We provide a home-away-from-home and caring outreach initiatives.

### **Volunteers**

Volunteers for Purple Pride week will consist of UW-Whitewater campus organizations and student or community volunteers. Student organizations will help in volunteering the events during Purple Pride to not only gain recognition and gain internal membership, but also helping in these events will count for their community service.