

**Profile of  
Sociocultural Programming  
University of Wisconsin–Milwaukee  
2018 Regents Diversity Award Institution/Unit Recipient**

**Highlights from nomination materials:**

- Sociocultural Programming has an impressive history of providing high-quality programs for UW-Milwaukee students that impact the campus community in profound ways.
- Under the leadership of Claudia Guzmán, with the assistance of two student employees, Sociocultural Programming has created spaces and experiences that help students of color feel connected to and valued by their campus community.
- Working with the UW-Milwaukee Union as well as student organizations and leadership programs, staff provide students with skills and experiences that extend beyond graduation.
- Sociocultural Programming offers more than 50 programs in collaboration with more than 60 distinct partners serving more than 6,000 participants annually; during the previous two academic years, it partnered with 47 student organizations, 115 campus departments, and 53 community entities.
- An example of a successful collaborative event was the partnership with the Muslim Student Association in the spring of 2017 to bring to campus Kareem Abdul-Jabbar for the distinguished lecture series; more than 1,100 students and community members attended the event that showcased a meaningful conversation about the identity of Abdul-Jabbar as a Muslim, athlete, and activist.
- The program reaches beyond campus to partner with organizations across the Greater Milwaukee Area and sponsors field trips exploring and connecting students to community assets throughout the city.
- Sociocultural Programming has developed learning outcomes for all 10 of its cornerstone programs and annually assesses at least one program series to determine impact.
- In 2017, Sociocultural Programming assessed the learning and impact of the new “Lead the Change” leadership development program, a seven-week series that helps students of all identities develop skills related to being an agent of change; each workshop has specific outcomes, such as being able to communicate with elected officials.
- Key performance indicators of programs include audience size, demographics, surveys to measure learning outcomes, and internal debriefs among staff; data is evaluated and adjustments made to ensure continuous improvement.
- For the past three years, a group of students has participated in an advisory council to help develop programs and give feedback on programming content.

**In the words of colleagues/participants:**

- “From my external perspective, underrepresented students are drawn to partnering with Sociocultural Programming (SP) and attending SP events because the unit anchors their approach to student involvement in a dignity-based approach.”  
—Warren Scherer, Director, UWM Inclusive Excellence Center, UW-Milwaukee
- “As a leader for the Muslim Student Association, I worked closely with Sociocultural Programming in the hosting of several programs. From brainstorming an idea and holding collaborative meetings, to writing thank-you cards for partners and volunteers after the close of an event, I’ve learned how to establish positive and effective working relationships along with so many other valuable professional skills, which I have taken with me into my engineering career.”  
—UW-Milwaukee alumnus