

Hidden Voices

An Analysis of Student Conversations about
DEIB in Higher Education



The Society for College
and University Planning



Our Panelists



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Welcome, ACI Members & Community

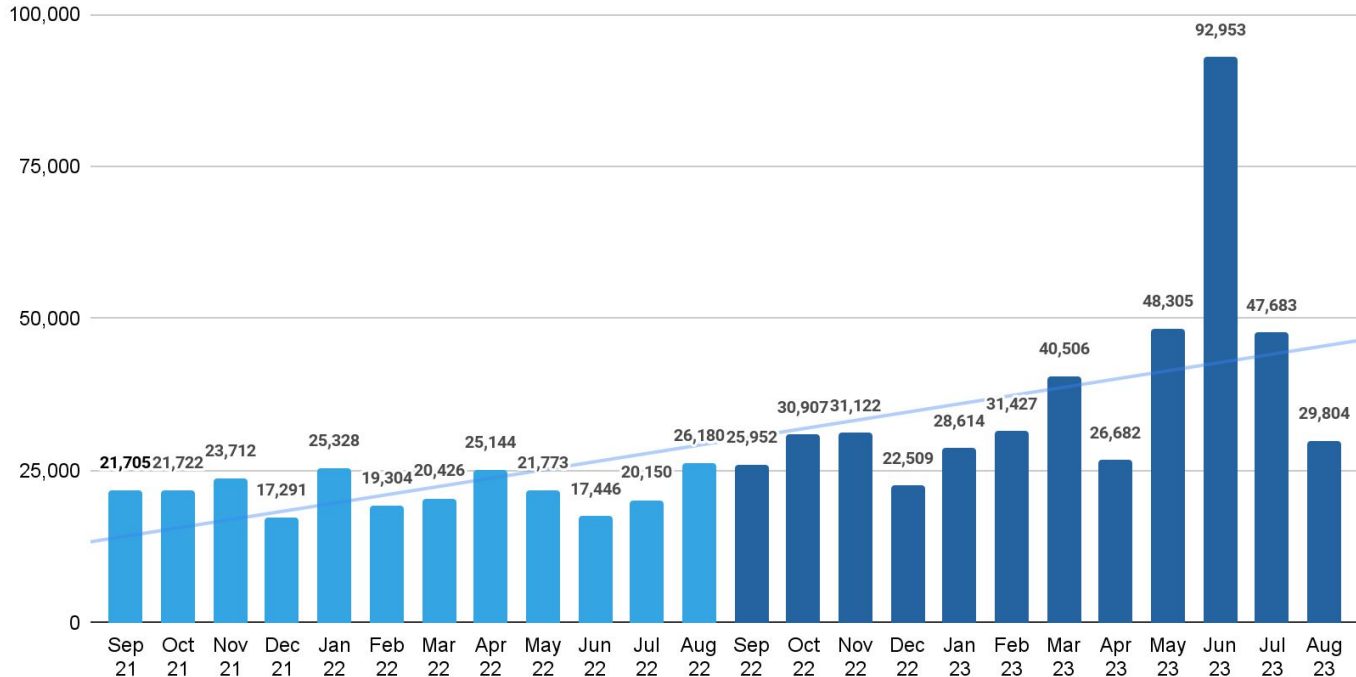
Associated Colleges of Illinois supports member colleges and universities by advancing independent liberal arts and sciences education and helping underserved students succeed in college, career, and life.



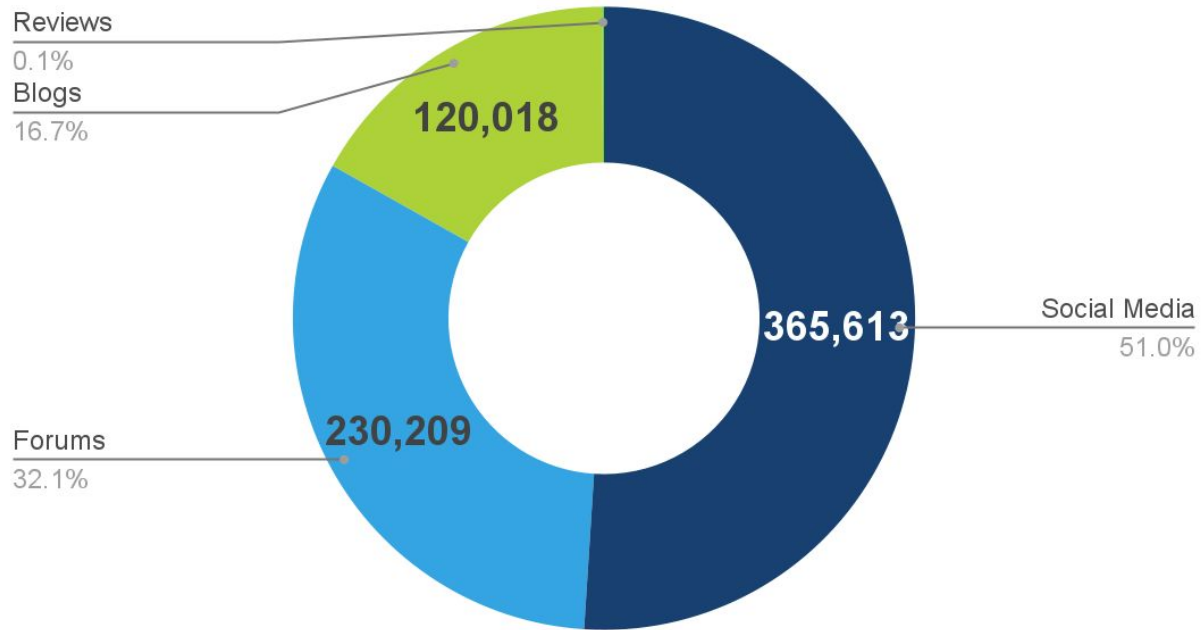
Understanding Higher Ed DEIB Convos

- Social listening research to inform SCUP's transformation and thought leadership strategies
- 700,000+ first-person mentions from September 2021 - August 2023
- Select research questions:
 - How do students and non-student individuals talk about DEIB in higher ed?
 - How are the DEIB conversations in higher ed changing over time?
 - What are the narratives most strongly associated with positive or negative sentiment?

DEIB Conversation Increasing



Significant Forum & Social Media



Prevalent Topics Mirror Current Events

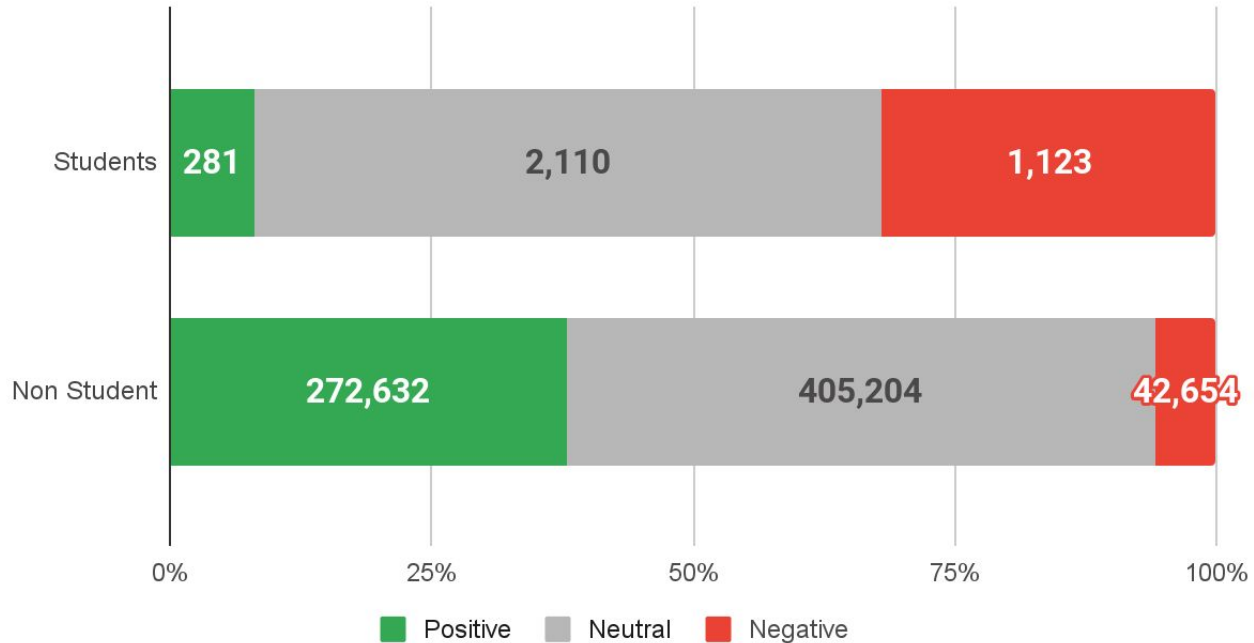
- Florida law banning colleges and universities from spending on DEI (May 2023)
- Supreme Court affirmative action in college admissions decision (summer 2023)
- Student loan debt relief reversal
- Gender studies (as a slur)

Hidden Voices: Current Students

.5% of mentions self-identified as current students

- Top phrases:
 - Access to higher education
 - College student
 - Community college
 - College campus
 - Gender studies

Hidden Voices: Current Students



Hidden Voices: Marginalized Identities

.7% of mentions self-identified with one or more historically underserved backgrounds

- LGTBQIA+ = 44.8%
 - 40% intersectional with other identities
 - Top theme: gender identity
- Black/African-American = 29.4%
 - Top themes: critical race theory, shifting enrollment to HBCUs
- Asian/Asian-American = 10.9%
- Multi-Racial/Other Ethnic = 8.3%
- Hispanic/Latino/@/x/e = 6.2%

Activating This Data

- What can we learn from this conversation to propel planning efforts on campus?
- How do you create the conditions for safe, in-depth scanning for student voices and needs?
- What opportunities do institutions and communities have in celebrating the “in-between”?

Feel free to add questions in the Q&A box or comments in the chat

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