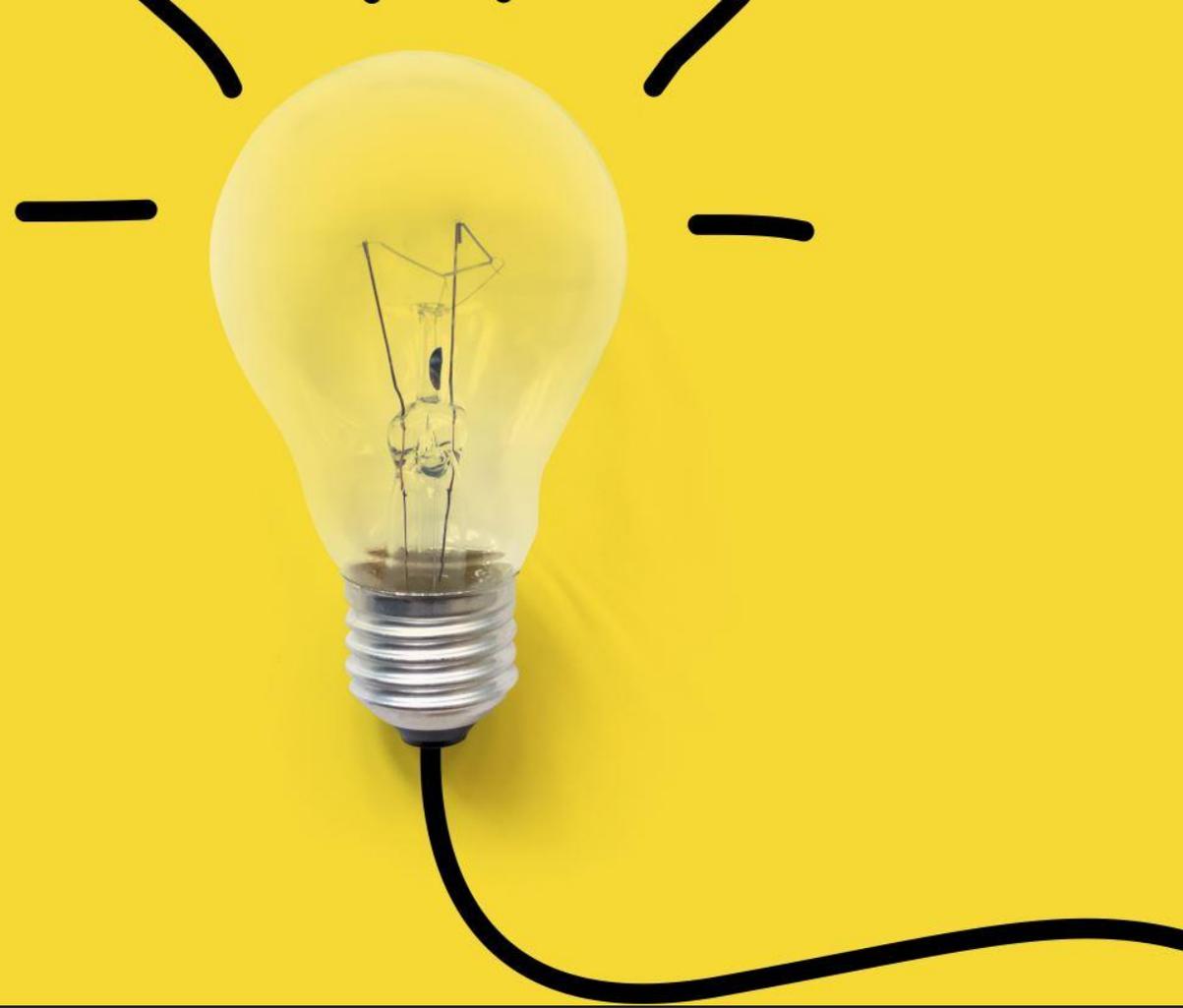




College of the Siskiyous

2-18-2020



Unconscious Bias in Higher Education

COLLEGE OF THE SISKIYOU

FEBRUARY 18, 2020

Welcome...

- **KATE MAHAR -FAR NORTH GUIDED
PATHWAYS REGIONAL COORDINATOR
(FORMER EAGLE)**

<https://www.youtube.com/watch?v=Ahg6qcgoay4>

the plan

WHAT WE'RE GOING TO COVER

1. The difference between institutional & individual unconscious bias
2. How unconscious bias shapes higher education
3. How Guided Pathways can help us make a system that works better for everyone

WHAT WE HOPE YOU LEAVE WITH

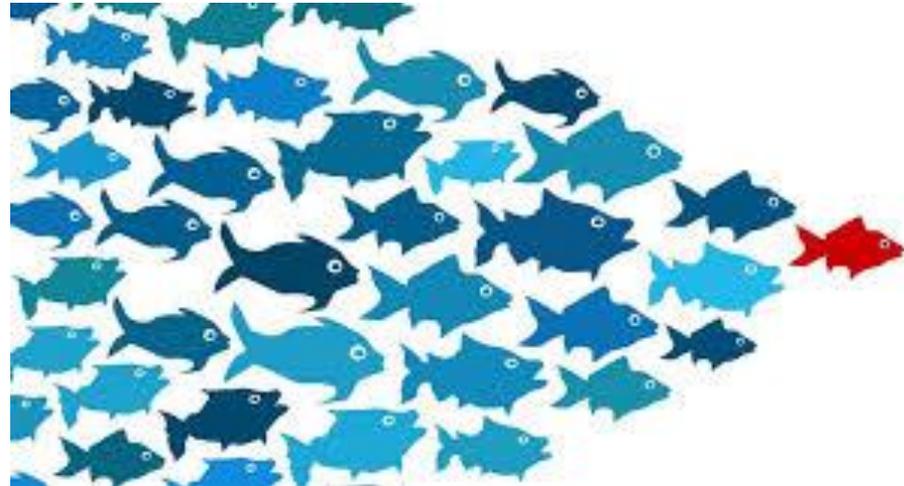
1. A clearer sense of what unconscious bias is & how it works
2. The confidence to explore our own unconscious bias
3. A sense of empowerment to make real change – both big and small to support student success

So Who's in Charge of this Monumental Shift?

Faculty, staff, administrators and students!

- We know higher education well
- We know our students well
- We have the power, resources, & access to make real and lasting change

In short, we're in a unique position to make significant institutional change & connect deeply with our students



So Why Are We Talking About Unconscious Bias Today?



Guided pathways is asking us to essentially recreate the system of higher education that works better for more students.

So how do we rethink a system without reproducing the very barriers we're trying to address?

We need to reflect on our unconscious bias' to avoid embedding them in our guided pathways work

What is Bias?

Bias is a prejudice in favor of or against one thing, person, or group compared with another usually in a way that's considered to be unfair.

Biases may be held by an *individual, group, or institution* and can have negative or positive consequences.



Conscious Brain



Unconscious Brain

Faster than conscious brain function
Often overrides conscious brain function

Unconscious Bias

Unconscious biases are social stereotypes about certain groups of people that individuals form outside their own conscious awareness.

Institutional Unconscious Bias

A tendency for the rules, policies, practices, and procedures of particular institutions to operate in ways which result in:

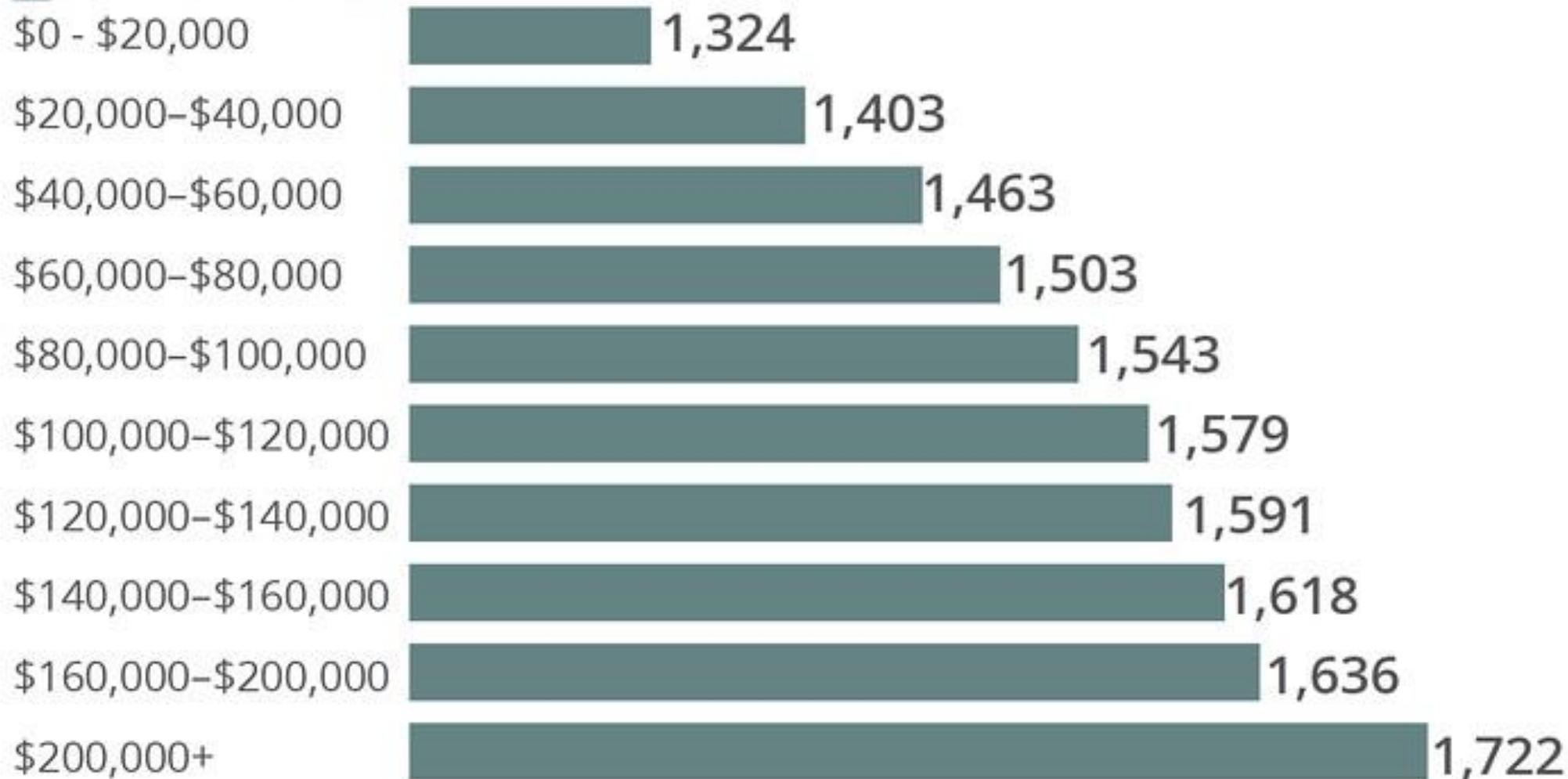
- certain social groups being advantaged or favored &
- others being disadvantaged or devalued



SAT scores by family income

Student from wealthier families do significantly better on the SAT

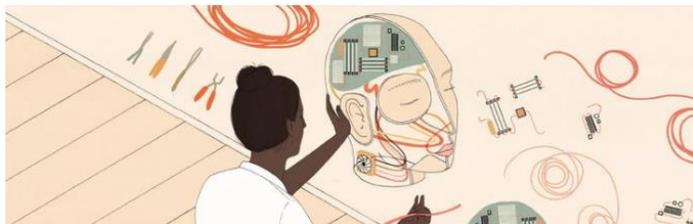
■ 2014 test scores



Source: The College Board

Dealing With Bias in Artificial Intelligence

Three women with extensive experience in A.I. spoke on the topic and how to confront it.



The New York Times

University of California Is Sued Over Use of SAT and ACT in Admissions

A group of students and advocacy groups says the standardized testing requirement is biased and unconstitutional.

How These 4 Tech Companies Are Tackling Unconscious Bias



Laurence Bradford Contributor @

Careers

I write about tech companies, careers, and in-demand skills.

In the tech world, there's often an unconscious bias in the workplace. [Women are still underpaid](#) compared to male coworkers, and worry

We're Not Alone



But I'm Not Bias...

Unconscious bias is...

- far ***more prevalent*** than conscious bias
- often ***incompatible with one's conscious values***

Certain scenarios can activate unconscious attitudes and beliefs.

- For example, biases may be more prevalent when multi-tasking or working under time pressure.

Unconscious Bias...

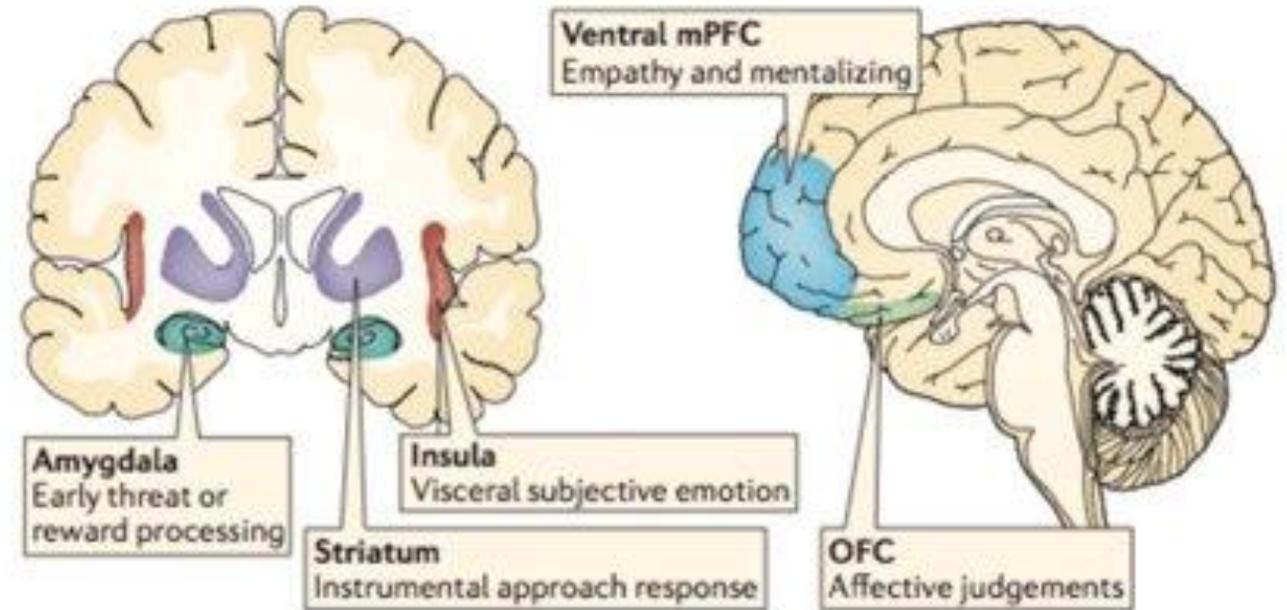
1. Operates at the subconscious level. We are NOT aware that we have it. It derives much of its power from the fact that people are *unaware* of it.
2. Runs *contrary* to our stated beliefs and attitudes. We can say that we believe in equity (and truly believe it). But then behave in ways that are biased and discriminatory.
3. Is triggered automatically through the rapid association of people/groups/objects and attitudes & stereotypes about them via the media, government, family, religion, etc.

The Science of Unconscious Bias

YELLOW **BLUE** **ORANGE**
BLACK **RED** **GREEN**
PURPLE **YELLOW** **RED**
ORANGE **GREEN** **BLACK**
BLUE **RED** **PURPLE**
GREEN **BLUE** **ORANGE**



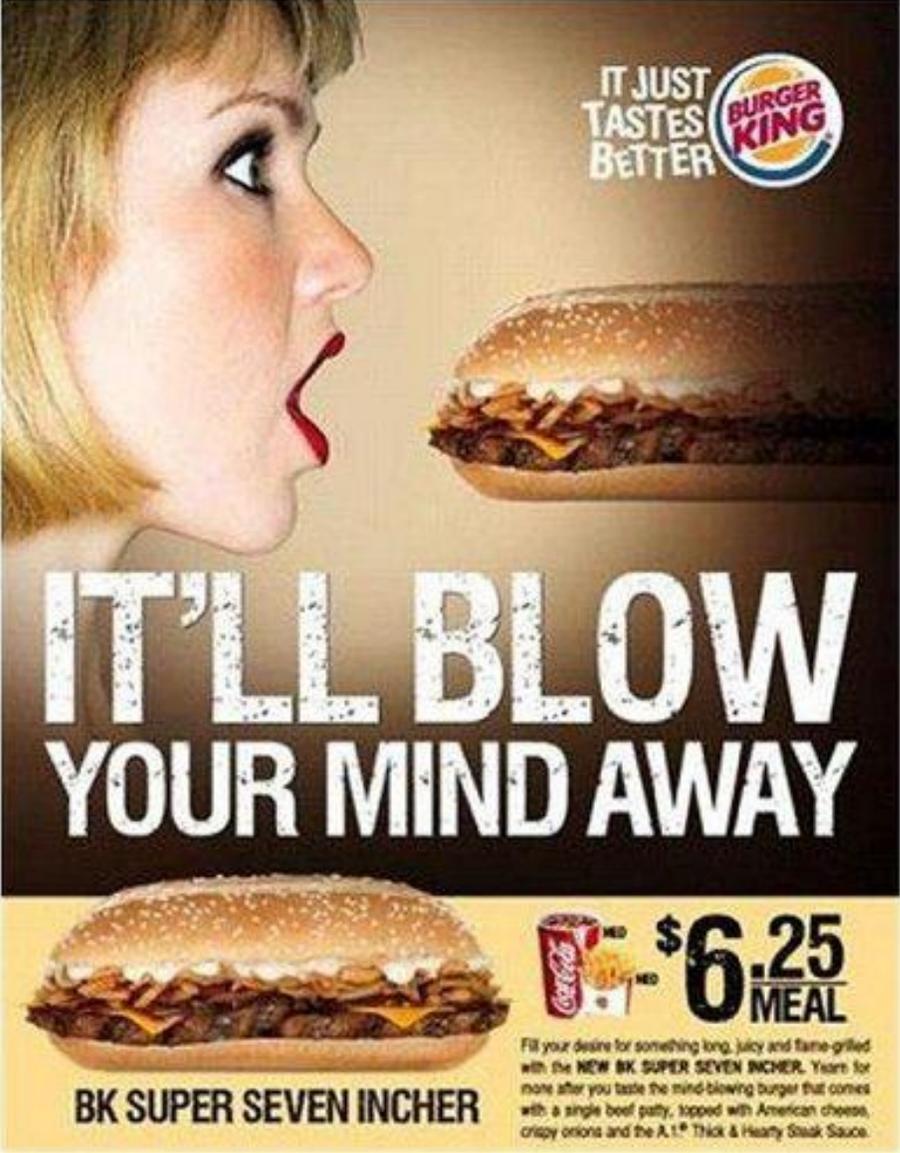
The Brain & Unconscious Bias





Where do these unconscious associations come from?

Sexism in Advertising



IT JUST TASTES BETTER 

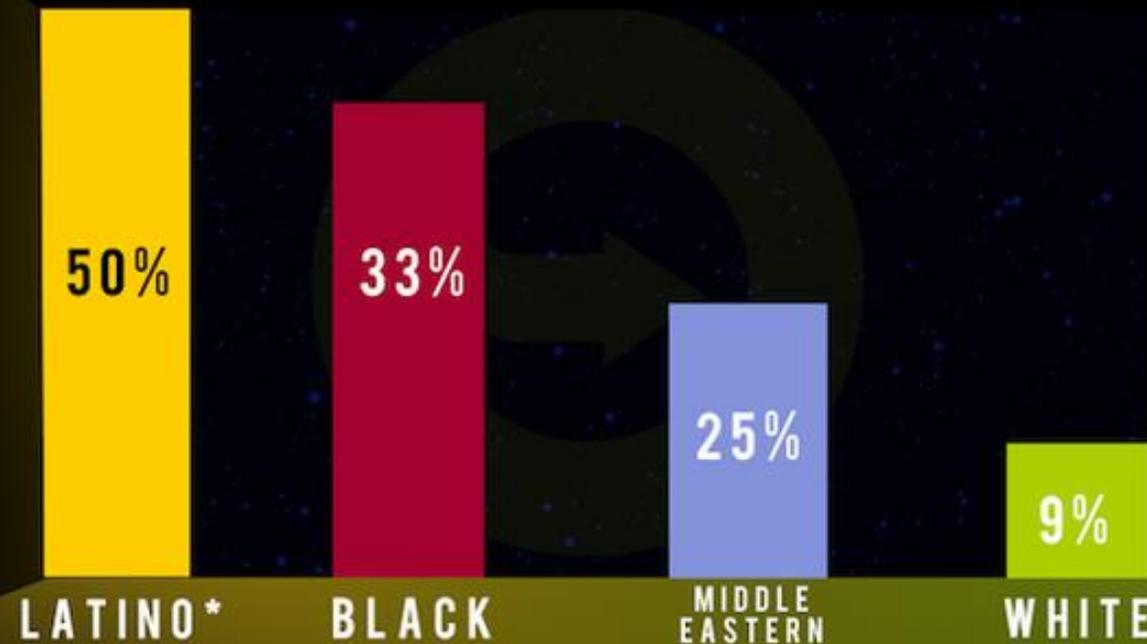
IT'LL BLOW YOUR MIND AWAY

  **\$6.25 MEAL**

BK SUPER SEVEN INCHER

Fill your desire for something long, juicy and flame-grilled with the **NEW BK SUPER SEVEN INCHER**. Yearn for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1.[®] Thick & Hearty Steak Sauce.

REPRESENTATIONS OF IMMIGRANT CHARACTERS COMMITTING AN UNLAWFUL ACT

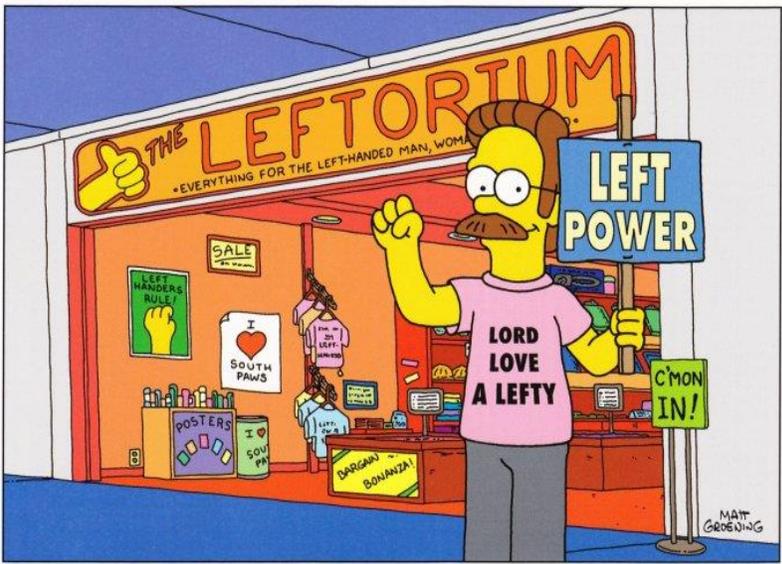


*38% OF LATINOS WERE DEPICTED AS INCARCERATED

Data collected from The Opportunity Agenda's Power of POP: Media Analysis of Representations of Immigrants in Popular TV Shows

Unconscious Bias & Our Beliefs

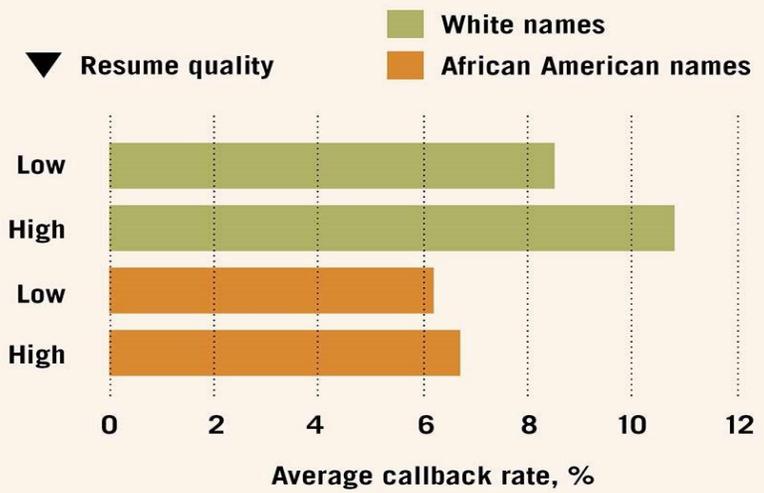
LEFT-HANDED BIAS



RACIAL BIAS

Racism in a resume

Job applicants with African American-sounding names got fewer callbacks.

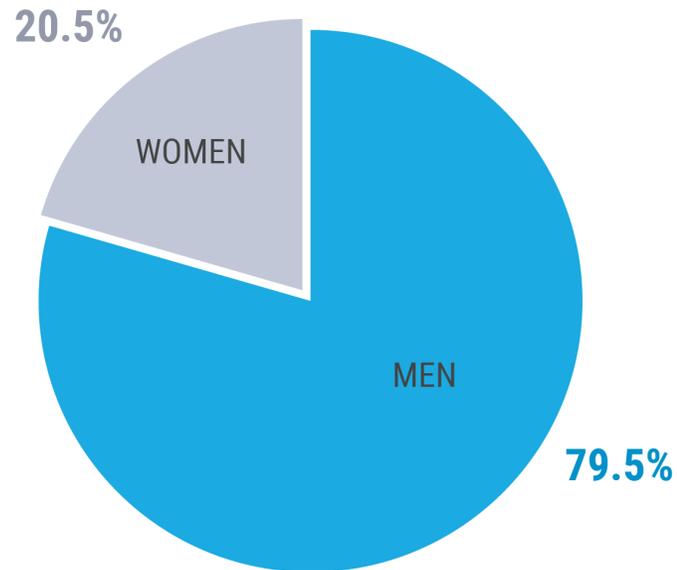


Source: Bertrand and Mullainathan, 2004

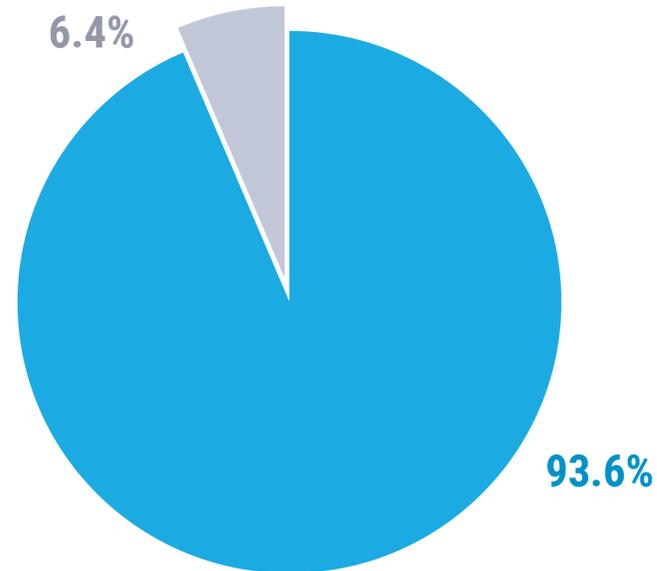
GENDER DISPARITY IN THE LEADERSHIP OF THE FORTUNE 500

- ▶ Based on the data from 16 firms on the list that release full diversity numbers, we can estimate that women see better representation in senior official roles than they do as the heads of companies. On this year's list a record 32 CEOs are women, pushing their representation to 6.4%.

SENIOR MANAGERS

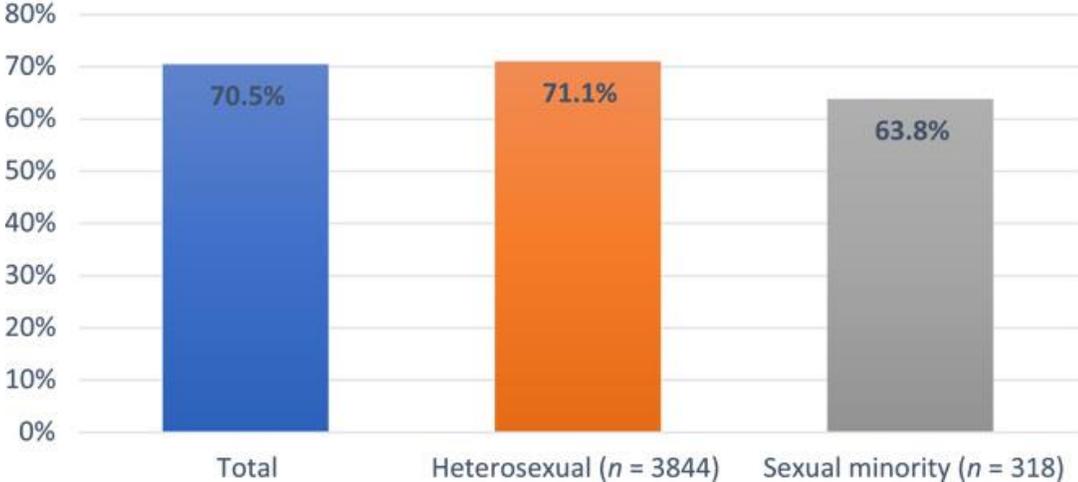


CEOs

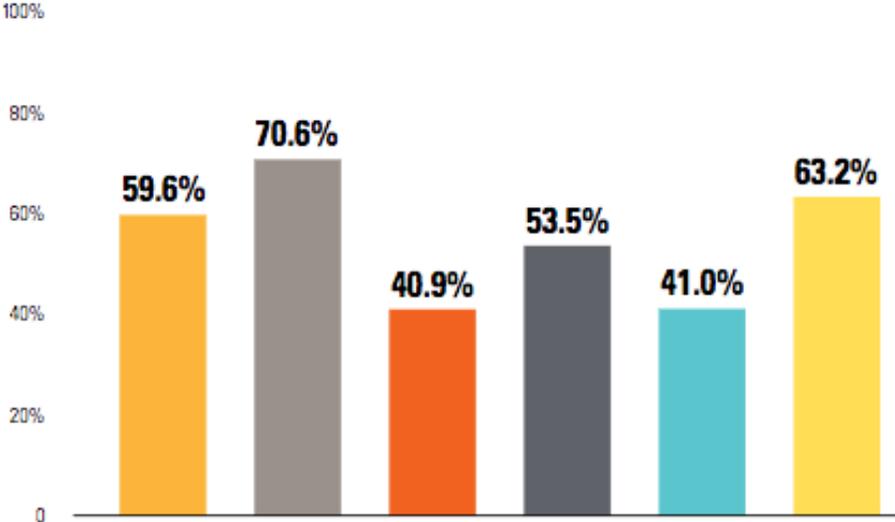


 Source: Fortune reporting
GRACE DONNELLY/FORTUNE

Four-year STEM retention by sexual minority status



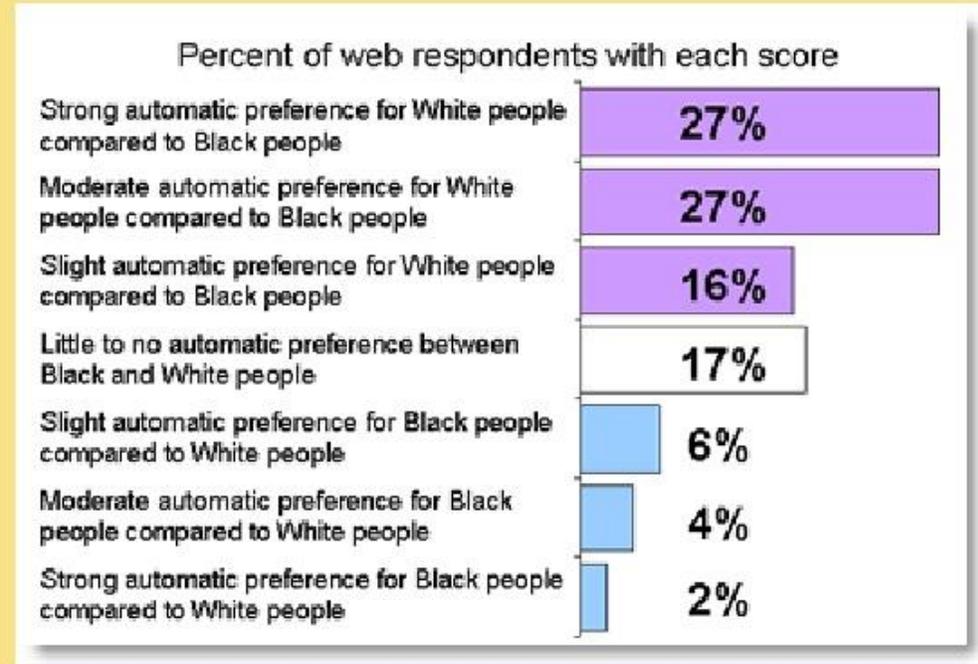
● Overall ● Asian/Pacific Islander ● Black ● Hispanic ● Native American ● White



Source: U.S. Department of Education, National Center for Education Statistics, IPEDS, Fall 2008 starting cohort. Table 326.10

How Can We "See" Unconscious Bias?

Harvard Implicit Association Test



<http://implicit.harvard.edu>

What Does Unconscious Bias Look Like in Higher Education?

Identify what unconscious bias might look like in your assigned topic.

- Admissions procedures
- Curriculum
- Scheduling
- Educational plans
- Grading policies
- Placement procedures
- Career Advising

As a group, identify a possible solution to one of these!





Four Pillars of Guided Pathways



Create clear curricular pathways to employment and further education.



Help students choose and enter their pathway.



Help students stay on their path.



Ensure that learning is happening with intentional outcomes.



But What Can I Do?

1. Promote Self – Awareness
2. Understand the Nature of Bias
3. Have Discussions with Others
4. Take Advantage of Trainings/Resources



Thanks!
