

# Moon Shot for Equity Monthly Newsletter

January 2022



## What We Are Doing This Month

We are currently reviewing the results from the Moon Shot Self Assessment completed by college Presidents/Chancellors along with the Equity Best Practice, Change and Leadership and Equity Mindedness Diagnostic. We are reviewing the findings with the Moon Shot Program Owners to identify 3-5 best practice teams to launch in March 2022.

We understand that many have already begun implementing the best practices, these teams are expected to run as usual. Moon Shot work is additive and we do not anticipate dismantling what you may have in place, rather only seeking to enhance it.

## What We Are Planning for February

In February, we are planning to continue to review the results with the Moon Shot Program Owners, to ensure we are prioritizing appropriately. Team Leaders will receive professional development on project management and appropriate strategies for launching each best practice in February 2022.

## Moon Shot Update for All Ecosystems

### Discovery

Initial orientation and kickoff of diagnostics, data analysis, and prioritization

### Execution

Best practice teams begin their work and report on progress regularly



### Engagement and Education

Selection of initial best practice task forces and research-based education

### Reporting and Re-Evaluation

Closure of projects and consideration of the next priorities

SE Pennsylvania  
Greater Cincinnati/Northern KY

Milwaukee-Kenosha

## Access our Equity Resources Here

**[Taking Action on Student Equity](#)**  
21 Strategies to Advance Underserved and Nontraditional Student Success





## Moon Shot FAQs

1. **What happens during the first 100 days?** The First 100 days will serve as the ‘discovery’ phase of the project, we will use this time to assess and prioritize the equity best practices for initial implementation.
2. **What can we expect during the first convening in March?** we will have completed all assessments and provided time for EAB to compile and assess to provide best recommendations. During this convening we will provide an overview of the “why” behind Moon Shot, review self-assessment findings and how these findings are informing next steps. We will begin to launch work teams and review the project plan.
3. **Who are the stakeholders needed for this ecosystem?** We have created a team ecosystem structure to ensure we have all appropriate stakeholders involved, and a transparent process for communication. We do caution against using the same stakeholder on multiple teams/roles unless absolute necessary. Each institution will have the following teams:
  1. Best practice task force team governed by one leader each—this team is expected to lead and carry out an equity best practice identified in the MOU. Each leader from this task force will report out to the steering committee. This team will convene bi-weekly and report out to moonshot committee monthly or tri-weekly depending on stage of project.
  2. Navigate technology leadership team (PO, AA, VL<sup>1</sup>)—this team is expected to scale/implement best practices with the technology. POs from each leadership team are expected to report out to the steering committee. This team will maintain a leadership call cadence, team program owners will report out monthly to Moon Shot program owners.
  3. Marketing and Communications representative(s)—1 or 2 individuals from each institution (ideally marketing and communications or relations stakeholders). This team will meet and report out as needed.
  4. Equity mindedness representative(s)-- 1 or 2 individuals from each institution (ideally a CDO, Student affairs or academic affairs professional). This team will assist with driving equity mindedness training. This team will meet and report out as needed.
  5. Outcomes assessment representative(s)-- 1 or 2 individuals from each institution (ideally institutional effectiveness, Institutional research, or data savvy professionals) with HERA representative. This team will meet and report out as needed.
  6. Leadership development representative(s)-- 1 or 2 individuals from each institution. This team will meet and report out as needed.
4. **How are team members selected?** We recommend the following considerations when selecting stakeholders:
  1. Who is the most appropriate stakeholder for the task?
  2. What is their capacity?
  3. Is their role structurally aligned? Are they reporting to another individual that conflicts with their engagement?
  4. Do we have shared information processes in place if this individual leaves?
5. **What if we already have existing teams who are implementing the practice?** Moon Shot for Equity is an additive support for the work that is already taking place, we will not dismantle any teams that are already in the works--only seek to enhance them. We will ensure our recommendations are not disruptive to current practices.
6. **What is the approach for implementing the best practices?** Our 15 best practices are based on context. The following contexts will be considered for implementation: EAB Research, Campus culture, Team capacity, Resources and Student need.
7. **How are team leaders communicating?** Team leaders will join monthly cross-region meetings to provide updates and barriers to the teams. POs will receive updates on team progress from cross region teams.
8. **How are we managing the practices?** Each best practice team will have an Asana project for management. EAB will oversee all Asana’s and surface any risks that may arise. POs will be added to all Asana projects but are not expected to oversee them.
9. **How should team leaders/members prepare?** Teams and potential team leaders should **take no action** until February 2022. Potential team stakeholders may be asked for expertise in late December or January on whether EABs recommendations are appropriate.

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Create an account to register for live and on-demand virtual engagement opportunities, best practice student success research and the latest from EAB!

### Step 1

Go to our website, [www.eab.com](http://www.eab.com).

### Step 2

On the top right of the homepage, click the "Log In" button, then select "Create an Account".

### Step 3

On the registration page, you will be prompted to enter your institutional email (e.g., your .edu email address), your institution's country, city, state, and zip code. Once you've input this information, select your institution from the organization drop down list and click on the button that says "Go to Step 2".

NOTE: If your institution does not appear in the drop-down list, send an email to [eabhelp@eab.com](mailto:eabhelp@eab.com) for assistance.

### Step 4

Check your .edu email inbox (including junk and/or spam folders) for an email from EAB.com to verify your email address and create a password for your account. If you haven't received an email after several minutes, email [eabhelp@eab.com](mailto:eabhelp@eab.com) for assistance.

### Step 5

Add [Events@eab.com](mailto:Events@eab.com) to your contacts (or ask your IT department) to make sure you receive all event registration confirmations and calendar holds.

## Register

### Step 1



For More Information about Moon Shot for Equity click [here](#).

## Contact Your Respective Program Owner to Learn More

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