



# College of the Siskiyous

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2-18-2020



# Unconscious Bias in Higher Education

COLLEGE OF THE SISKIYOUUS

FEBRUARY 18, 2020

# Welcome...

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

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

# the plan

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## 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

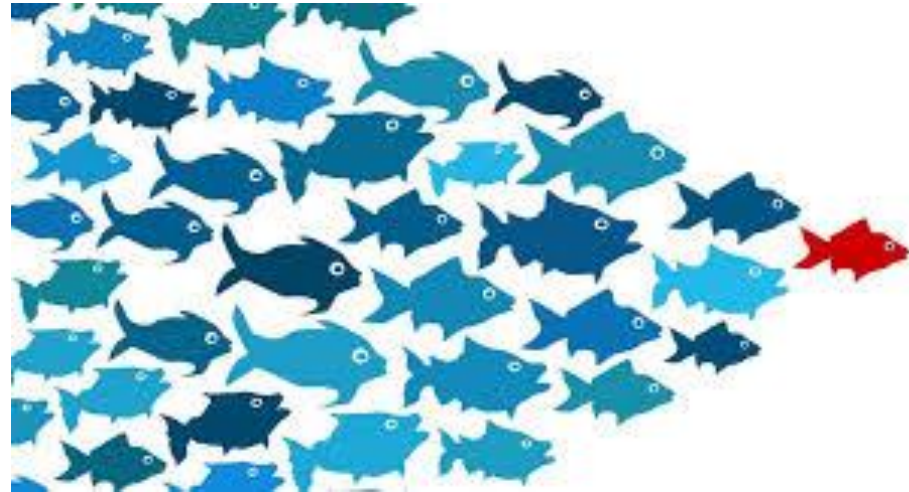
# So Who's in Charge of this Monumental Shift?

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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?

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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?

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**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

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



# Institutional Unconscious Bias

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

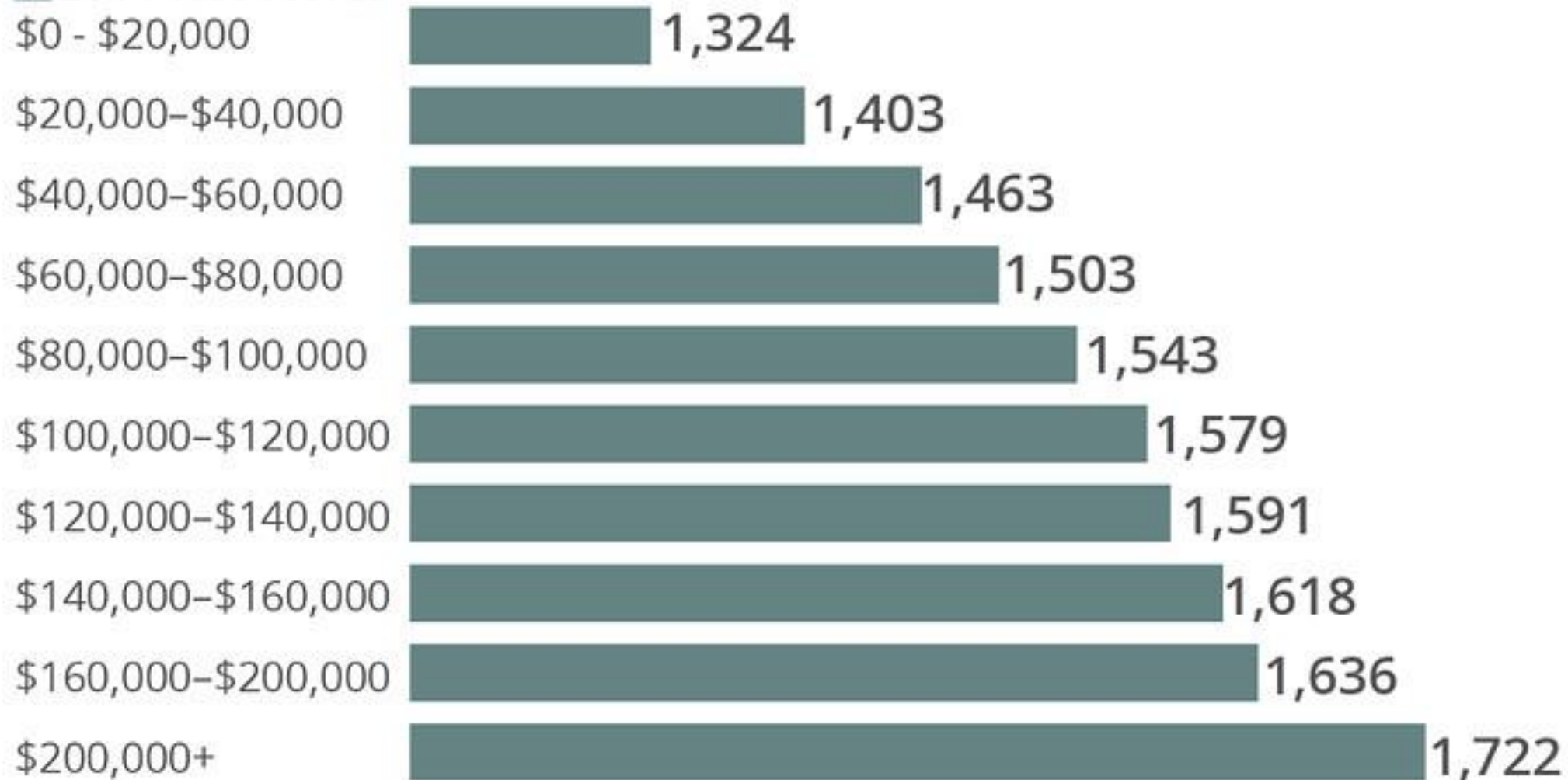
- certain social groups being advantaged or favored &
- others being disadvantaged or devalued



# 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...

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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...

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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

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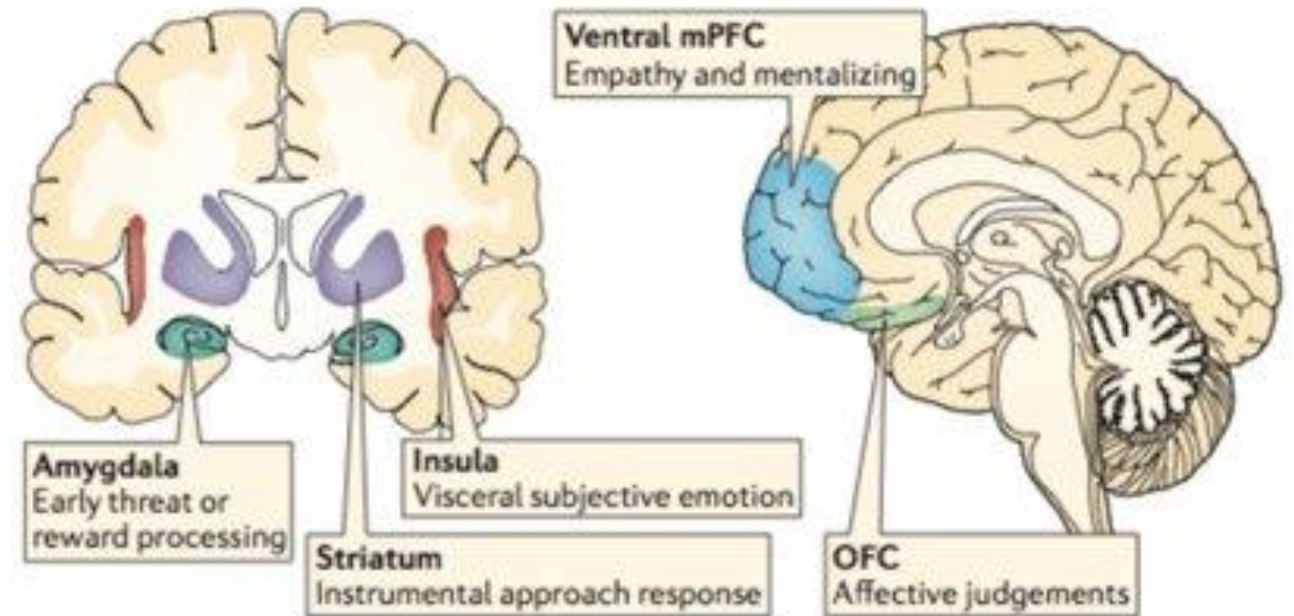
**YELLOW** **BLUE** **ORANGE**  
**BLACK** **RED** **GREEN**  
**PURPLE** **YELLOW** **RED**  
**ORANGE** **GREEN** **BLACK**  
**BLUE** **RED** **PURPLE**  
**GREEN** **BLUE** **ORANGE**

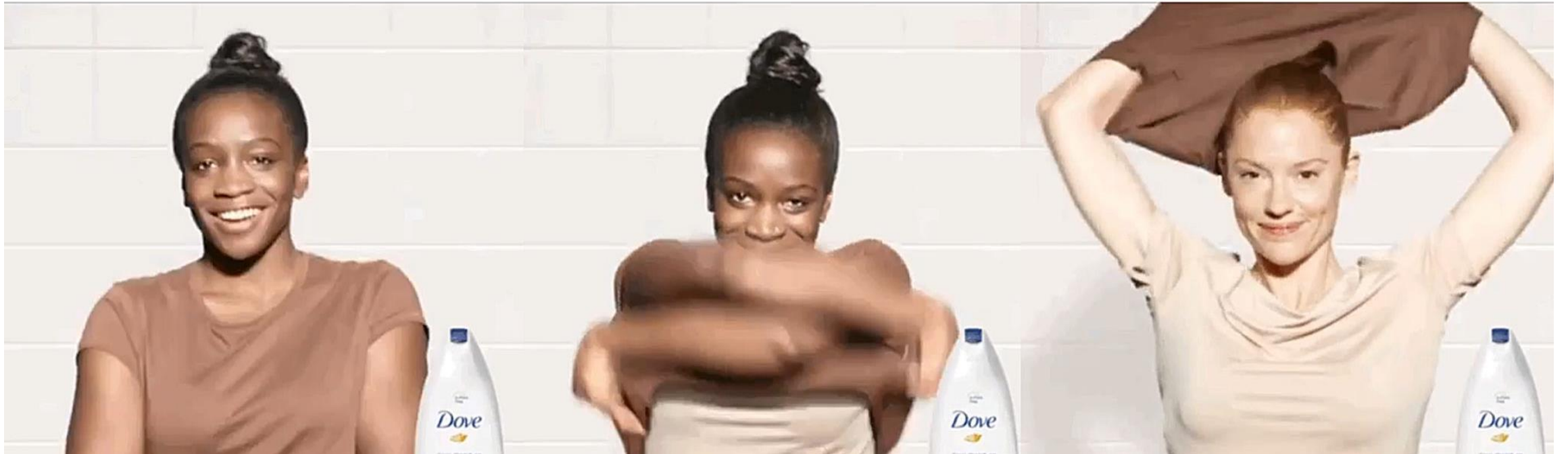




# The Brain & Unconscious Bias

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**Where do these unconscious associations come from?**

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# Sexism in Advertising

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IT JUST TASTES BETTER 

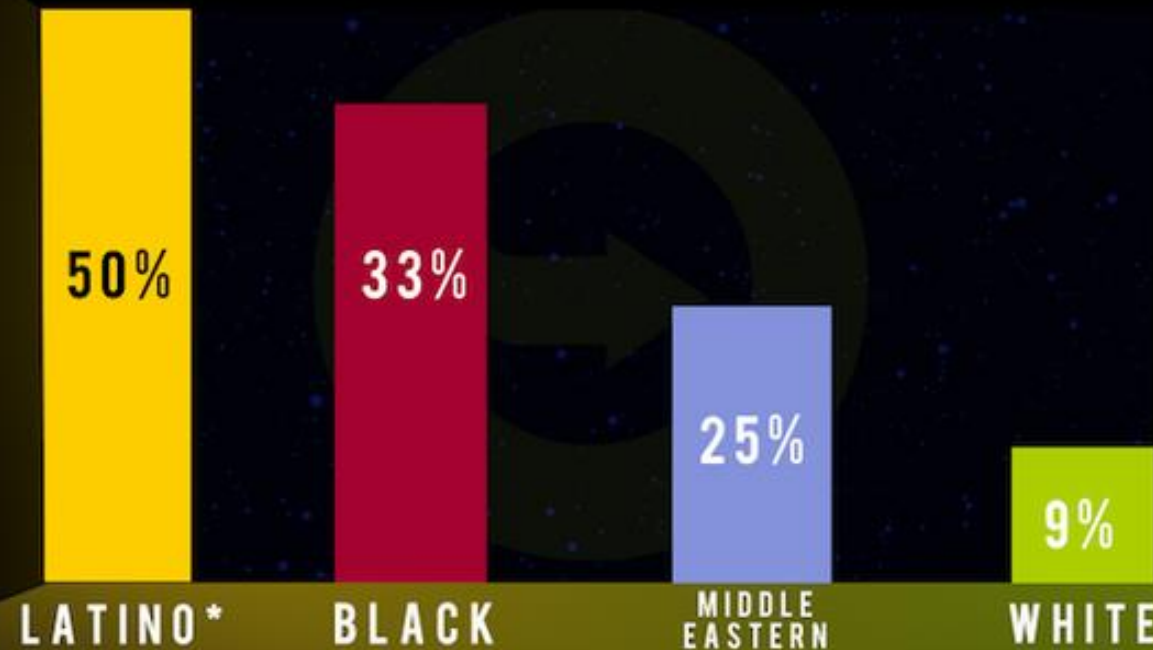
**IT'LL BLOW YOUR MIND AWAY**

  **\$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.<sup>®</sup> Thick & Hearty Steak Sauce.

## REPRESENTATIONS OF IMMIGRANT CHARACTERS COMMITTING AN UNLAWFUL ACT



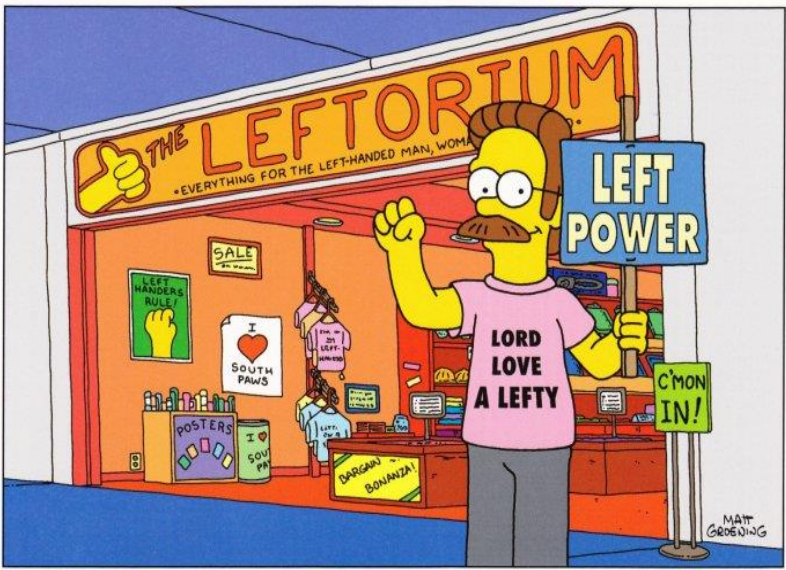
\*38% OF LATINOS WERE DEPICTED AS INCARCERATED

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



# Unconscious Bias & Our Beliefs

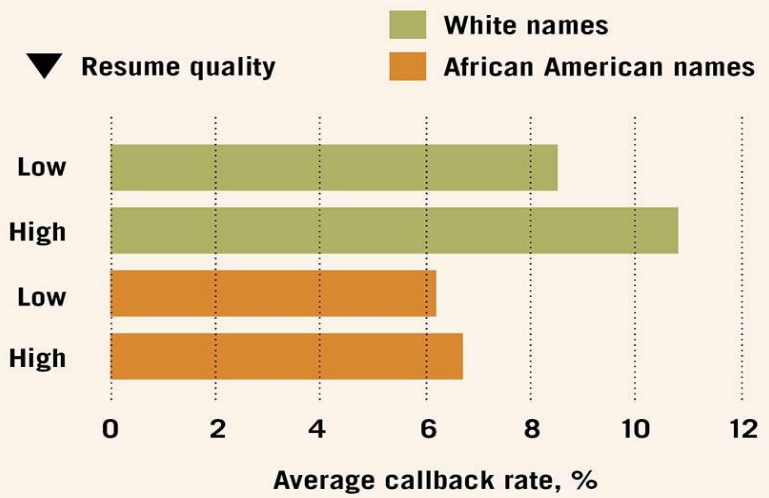
## LEFT-HANDED BIAS



## RACIAL BIAS

### Racism in a resume

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

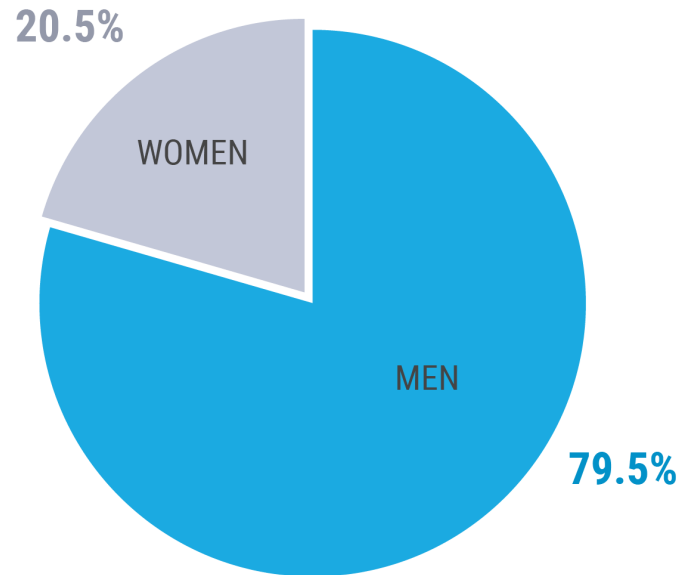


Source: Bertrand and Mullainathan, 2004

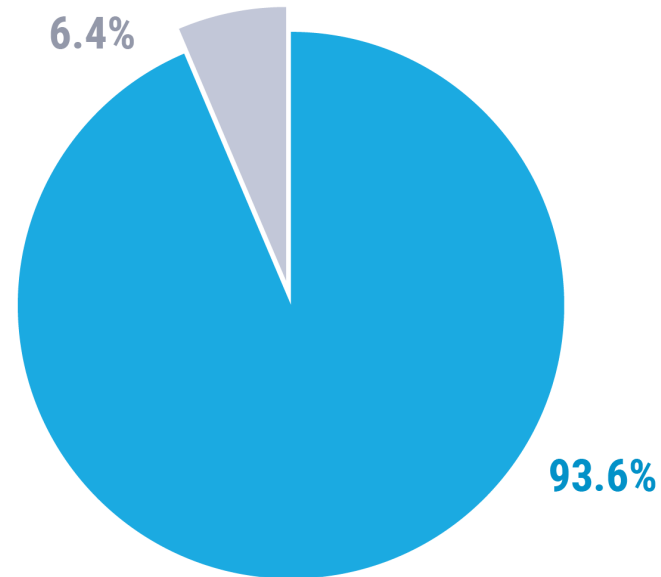
# GENDER DISPARITY IN THE LEADERSHIP OF THE FORTUNE 500

- ▶ 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



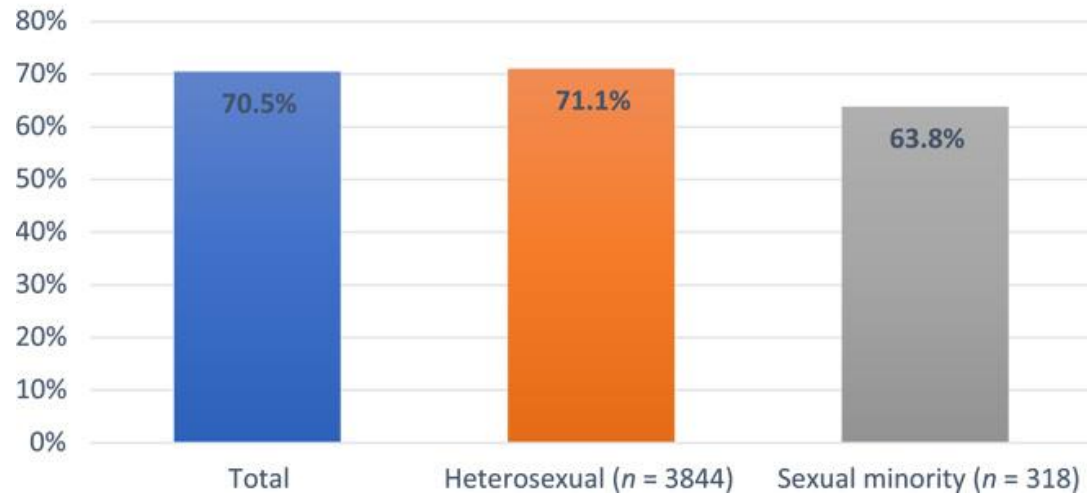
## CEOs



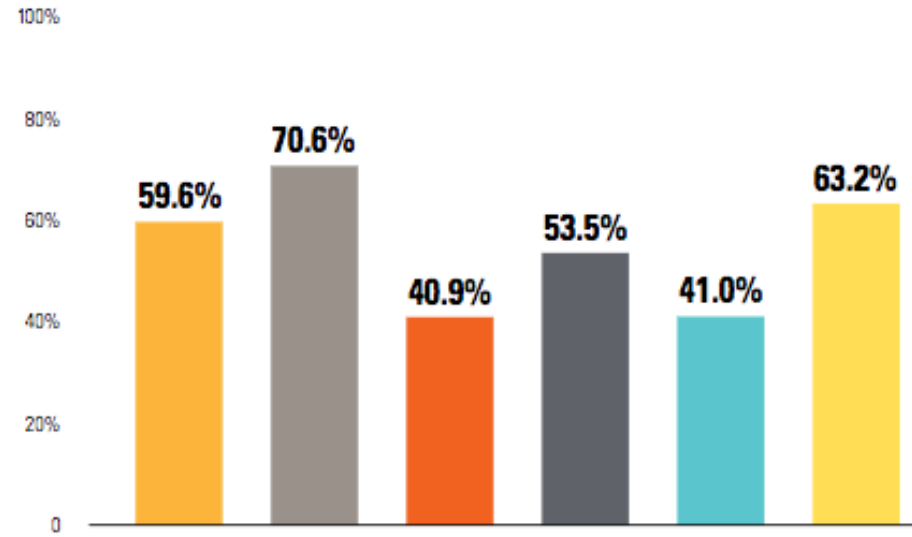
 Source: Fortune reporting  
GRACE DONNELLY/FORTUNE



## Four-year STEM retention by sexual minority status



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

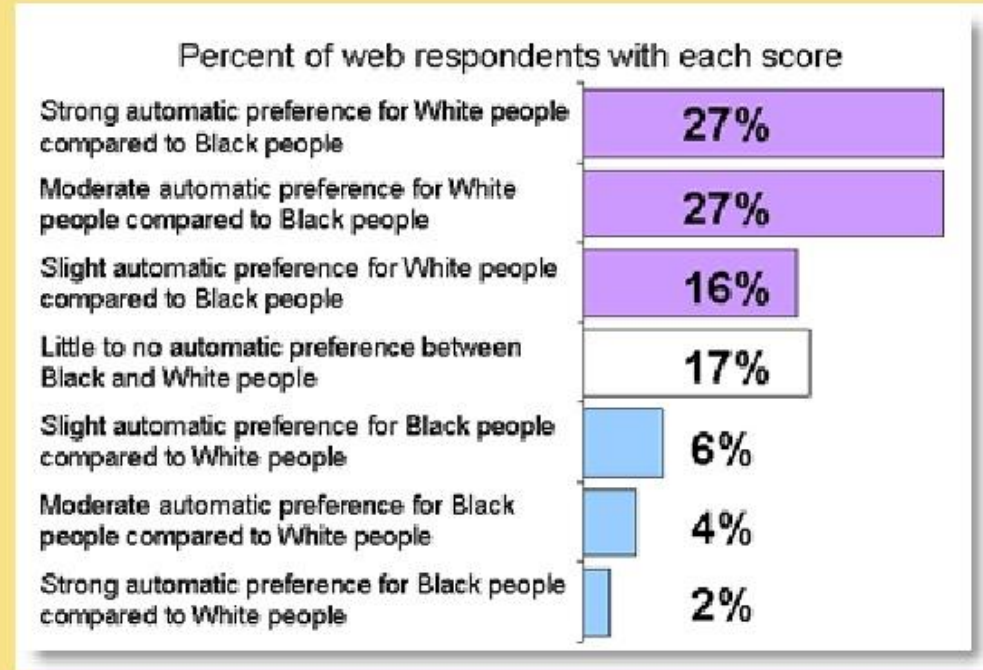


Source: U.S. Department of Education, National Center for Education Statistics, IPEDS, Fall 2008 starting cohort. Table 326.10

# How Can We "See" Unconscious Bias?

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## Harvard Implicit Association Test



<http://implicit.harvard.edu>

## What Does Unconscious Bias Look Like in Higher Education?

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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.

# What are you going to do?

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Consider:

Program Mapping

Persistence Efforts

Classroom Policies

Assignments

Student Interactions

What else?





# But What Can I Do?

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





Thanks!

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