



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

To Whom It May Concern:

It is with great enthusiasm that I write to recommend Tracy Williams-Maclin for the Regents Diversity Award. I am currently Assistant Vice Provost and Affirmative Action Officer within the Division of Diversity, Equity, and Educational Achievement (DDEEA) where Ms. Williams-Maclin is the Senior Director of External Relations, Partnerships, and Development. In this capacity, I have had the privilege of working with Ms. Williams-Maclin for over two (2) years and have found her to be an innovative, bold and effective leader who exemplifies the spirit of this award. Across the span of her nearly twenty (20) year career, she has proven to be an institutional change agent who has a successful record of developing programming and relationships with alumni, community, and corporate partners in order to foster greater access and success for members of historically underrepresented populations (including African American, Native American, Hispanic/Latino, Asian American, and Southeast Asian), first-generation and/or economically disadvantaged groups. Ms. Williams-Maclin's efforts consistently serve multiple dimensions of diversity, fostering access and success for students from diverse backgrounds by developing relationships with equally diverse community, corporate, and campus partners. Her highly collaborative and professional leadership style has contributed in no small part to her ability to leverage professional relationships and partnerships in service of our students. In short, she exemplifies the spirit of this award and is deserving of this recognition without a doubt.

In her current capacity, Ms. Williams-Maclin leads community engagement efforts at the national, statewide, and local levels on behalf of the DDEEA. I have personally observed her expertise in utilizing research informed models for community engagement to lead in this area and execute strategies to build community, develop ongoing donor relationships and provide stewardship of the \$4.7M under her direction. In particular, she leads and serves on numerous diversity and inclusion committees, workgroups, and councils. For example, she is currently launching the Executive Diversity Council on behalf of the Office of the Deputy Vice Chancellor and Chief Diversity Officer, providing oversight of the "Why I Love UW" project targeted at underrepresented students, and overseeing the distribution of funding to support DDEEA students engaged in High Impact Practices.

Ms. Williams-Maclin has led efforts to elevate UW-Madison and the DDEEA, producing sustainable partnerships which have had the effect of yielding long term impacts for UW-

Madison students. For example, she has worked to connect notable and diverse alumni Frank Gatson, Jr. and Rebecca Arends with students in the First Wave Hip Hop and Urban Arts Learning Community through signature events that she spearheaded for the 2018 homecoming. Moreover, for the last two years she has elevated existing programs such as the Leadership in the New Economy Annual Event, where students have been able to connect with diverse alumni and corporate mentors to develop their professional networking skills. In doing so, she has also leveraged her own connections to corporate partners such as American Family to create internship opportunities for UW-Madison students. Finally, she has led the development of a fundraising strategy that will secure funds to better support students through the launch of the Jackie DeWalt Memorial Fund launch and the Alpha Kappa Alpha Sorority, Inc. Fund, which are currently under development.

Ms. Williams-Maclin's skills in development are buttressed by her abilities as a strategic thinker who is poised to consider sustainable solutions with measurable outcomes. She has established corporate relationships on behalf of DDEEA, increasing engagement around the shared goals of increasing the preparedness of a diverse student body to enter the workforce. Additionally, she is currently working on a partnership with the Division of Finance and Administration to create a vendor diversity strategy. She has also taken innovative steps towards ensuring the effectiveness of her programming by utilizing external data sources to measure outcomes in addition to using institutionally supported survey instruments (Qualtrics). She consistently uses collaborative approaches to share survey data with and obtain feedback from external partners, which has ensured the longevity of relationships. Her model of ongoing and consistent engagement and feedback with campus, community, and business partners has been instrumental in helping her to forge new and meaningful collaborations beyond the purpose of the initial engagement.

I have committed my career to working to foster greater access and success for members of historically underrepresented populations first-generation and/or economically disadvantaged groups. Of all the colleagues I have honored to work with, Tracy Williams-Maclin is among the most committed, diligent, talented, and effective and I unequivocally recommend her for this opportunity. If I can be of any additional assistance, please do not hesitate to contact me. I can be reached via email at sherri.charleston@wisc.edu.

Sincerely,



Sherri Ann Charleston, J.D., Ph.D.
Assistant Vice Provost & Affirmative Action Officer