Race & Social Equity in Communications

NCG Communications Cohort
April 19, 2019

NORTHERN CALIFORNIA GRANTMAKERS
Together for Good
Welcome

• Announcements

• Learning objectives

  o Build a solid conceptual understanding and shared vocabulary on race & social equity
  o Identify and navigate obstacles to bringing your full and authentic self to the work
  o Apply equity principles to our organizations
  o Learn practice tips from an experienced communications expert about an equity-focused campaigns campaign
  o Practice using Emotional Intelligence (EQ) skillsets
Agenda

- 10:00 - 10:10 am: Welcome & Housekeeping
- 10:10 - 10:40 am: Opening Circle
- 10:40 - 11:00 am: Fireside Chat
- 11:00 - 11:10 am: BREAK
- 11:10 am - 12:00 pm: Background & Framing
- 12:00 - 12:30 pm: LUNCH
- 12:30 - 1:10 pm: Our Organizations
- 1:10 - 1:30 pm: Crowdsourcing Answers/Gallery Walk
- 1:30 - 1:40 pm: BREAK
- 1:40 - 2:20 pm: Race & social equity communications frameworks
- 2:20 - 3:20 pm: Special Feature
- 3:20 - 3:30 pm: Closing & sneak peek of next session
Community Agreements for a Safer Space

- Community Agreements
  - Higher level of confidentiality
  - Open heart, open mind given today’s subject matter
  - Intent vs impact
  - Showing up as a good partner - listen and be empathetic
  - Do what you need to do to take care of yourself
Head to the back of the room and we’ll kick off with our opening circle!
Messaging with yourself
Fireside Chat
Time to Break
The difference between race vs racism
What we’re up against
DEI Terminology

- Diversity
- Equity
- Inclusion
- White supremacy culture
- Structural racism
- Implicit bias
- White privilege
- Race equity
Q2: Rate yourself on a scale of 1-5 on your personal commitment to DEI

Answered: 9  Skipped: 0
Q4: As it relates to DEI, where do you find yourself most challenged?

- Understanding the concepts
- Putting ideas into action
- White privilege
- Dealing with my conflict...
- Not my job
- Other (please specify)
Personal Journey

• Pair share
  o What’s a big personal challenge you are facing with regard to race and racism?
  o What is one strategy or one action towards addressing the challenge? (write on a post-it)

• Group share
  o All: share back your one strategy or action with the group

• Post-it to poster
  o Place your post-it on the wall and we can take a collective stance together
Section Close/Mindfulness
Time to Eat
LOOKING AT OUR ORGANIZATIONS
Q1: Rate your organization on a scale of 1-100 on commitment to Diversity, Equity, and Inclusion aka DEI (1 being not at all woke/dead asleep, 100 being woke AF)
Q3: What is your biggest challenge in advancing DEI at your organization?

- Funding
- Board of directors/tr...
- Senior management
- Lack of time
- Not what my organization...
- Don’t know what to...
- Overall organization...
- Not my job
- Other (please specify)
Q5: What DEI topics do you want to learn more about most urgently?

Definitions of DEI
Why DEI matters...
Implementing DEI strategies...
Implementing DEI into my...
Implicit bias
Colorblindness
Institutionalized whiteness...
Other (please specify)
Do you consider your organization white-led?

YES - 4

NO - 4

IT’S COMPLICATED - 4
Remember what we’re up against
White Supremacy Culture

THE LONGER YOU SWIM IN A CULTURE, THE MORE INVISIBLE IT BECOMES
White Supremacy Culture

- **Perfectionism**: ANTIDOTE - Appreciation
- **Urgency**: ANTIDOTE - Be realistic
- **Defensiveness**: ANTIDOTE - Be open-minded
- **Quantity over Quality**: ANTIDOTE - Value process and quality

THE LONGER YOU SWIM IN A CULTURE, THE MORE INVISIBLE IT BECOMES.
Awake to Woke to Work
Awake to Woke to Work

**AWAKE**
Orgs are focused on representation by increasing numbers of racially diverse people.

**WORK**
Orgs are accountable to addressing systemic racism and root causes of inequity internally and externally.

**WOKE**
Orgs are evolving their culture to value all people’s contributions.

**LEVERS TO MOVE ORGANIZATIONS THROUGH THE RACE EQUITY CYCLE**

- Managers
- Senior Leaders
- Communities
- Board of Directors
- Organizational Culture
- Data
- Learning Environment

NORTHERN CALIFORNIA GRANTMAKERS
• Question: What is a challenge you are facing in the workplace related to race and social equity?

• Take 2 mins to write your question up on butcher paper, then walk around and gives answers to the questions others are posing
Time to Break
Race-Based Communications Frameworks

- Lead with values & vision
- Then introduce the problem
  - Frame problems as threats to shared values
- Pivot quickly to solutions
- Assign an action
Race-Based Communications Frameworks
Value: All students deserve access to high-quality higher education opportunities

Problem: Eliminating affirmative action will not equalize opportunity for Asian Americans in accessing higher ed and will harm Black, Latinx, and Asian American ethnic groups like Southeast Asians

Solution: Retain affirmative action and ensure full anti-discrimination protections against Asian Americans

Action: Tell your story about why race-conscious admissions matters to you
Race-Based Communications Frameworks

- Review applicable flashcards
- Individual work
  - Use the flashcards to revisit your VPSA with a DEI focus
- Partners
  - Share your VPSA
  - Offer each other feedback
- Big group
  - Surface insights
Beyond messaging, there are ways to bring equity into your comms process:

- Be thoughtful and inclusive when considering attendees of strategy meetings
- Who has decision-making power?
- Leverage democratic decision-making processes
- Ask whose voices are being centered
- Test to avoid bias and assumptions (or decisions made from power)
- Use audience research
- Be careful when gathering stories, our communities are not story reservoirs
Anatomy of a communications campaign

Delia Coleman, Deputy Director
Anatomy of a communications campaign
• Learning objectives

- Build a solid conceptual understanding and shared vocabulary on race & social equity
- Identify and navigate obstacles to bringing your full and authentic self to the work
- Apply equity principles to our organizations
- Learn practice tips from an experienced communications expert about an equity-focused campaigns campaign
- Practice using Emotional Intelligence (EQ) skillsets
What’s one word or one phrase that comes to mind for you as we close the session?

Now, over to Robert to give you a sneak peek of next month’s *exciting* session!
Together for Good