If you haven’t already done so, please take a few minutes and respond to our brief questionnaire (Link in the meeting chat)

This is not a “test” and you will not be “graded”. Nor will you be required to share your responses.

Find your average score by adding up all the scores, and dividing by 8

Diversity, Equity and Inclusion
Equity Audits: Inclusive Messaging and Marketing

Cindy Porter, Interim Chief Diversity Officer
Workshop Goals:

Change

Awareness
Attitudes
Actions
Ground Rules and Overview
Inclusive marketing and messaging refers to content and space that is both reflective of and welcoming to the diverse communities we serve.
2016
19% of undergraduates reported having a disability

2016
10% of undergraduate students identify as gay, lesbian, bisexual, trans, asexual, pansexual, or questioning

2020
The population identifying with two or more races is projected to be the fastest-growing racial/ethnic group, increasing by 36% 2010 - 2020

2020
Today, after whites, the Hispanic population is the next biggest group at 18.7% of the U.S., followed by blacks and Asians
Four Areas Inclusive Messaging and Marketing Matter

01 Print
02 Web and Social Media
03 Physical Space and Environment
04 Language
Print

Representation Matters
• **Representation Matters**

• **Share Stories of Change.**
  Actions speak louder than fluff.

• **Use clear language and simple sentences.**
  Avoid complex words or acronyms. Use your natural tone of voice.

• **Use inclusive language.** Someone does not “suffer from blindness”, they are “a person who is blind”. Avoid gendered pronouns, he/she

• **Include a statement around your commitment to diversity, equity, and inclusion.**
What does this mean?
02
Web and Social Media

Students won’t care how much you know until they know how much you care.
Adapted from T. Roosevelt
Welcome to the Office of Financial Aid and Scholarships Official Website!

Student Financial Aid Matters!

Paying for a college education can be a daunting experience whether you plan to enroll or return as an undergraduate, graduate and or professional student. With this in mind, the Office of Financial Aid and Scholarships primary role is to provide financial assistance to those who qualify with paying for their college related expenses, within budgetary guidelines, applicable program rules and regulations through the university student financial aid programs.

As Director, I am fully aware that financial aid in whole or in part, can make a substantial difference in a student's success from the point of matriculation through graduation. Because the majority of financial assistance is derived through the federal student aid programs; filing and completing the Free Application For Federal Student Aid (FAFSA.ed.gov) is perhaps one of the most important steps you can take, each successive year (prior to February 15), irrespective of classification.

It is also very important to note that when it comes to paying for educational expenses, the Office of Financial Aid and Scholarships does not have all the answers to every financial situation presented without some family contribution or assistance from an external source; to help close the gap between the amount of financial aid awarded and billable expenses; but we do make a concerted effort to help, within applicable program regulations, guidelines and budgetary constraints. In some cases, you may be required to borrow through the private education loan programs, or obtain an endorser.

For your convenience, I highly recommend that you review the financial aid office website for more detailed information, such as, but not limited to: Financial Aid Resources, Scholarship Links, our Twitter Account, Loans, Counselor Assignments, Calendar of Events, Parents' FAQ's, Satisfactory Academic Progress Policy, Award Acceptance Agreement, Important Announcements, etc. Also, I highly recommend that you review the Office of Student Accounts' link, for detail information with regard to tuition and fees, billing, refund policy, etc.

http://www.hamptonu.edu/administration/businessoffice/

As important, our preferred means of communication is via the financial aid "Contact Us" link, in large part, simply because email communication is easily tracked, not limited to area codes and time zones, hit or miss calls, returned voicemail messages, etc. But, of course, office visits, if convenient for you, are always welcome.

We stand ready to serve our student aid population.

Thank you for choosing Hampton University!

Every good wish,

Martin Miles
Director of Financial Aid and Scholarships
What does this mean?
Physical Space and Environment

03
What does this mean?
04
Language
What does this mean?
Featured Department:
The Library
## Where do I start?

<table>
<thead>
<tr>
<th>Print</th>
<th>Web and Social Media</th>
<th>Physical Space/Environment</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure visible diversity among photos</td>
<td>Deepen connections with students</td>
<td>Know where all-gender bathrooms are</td>
<td>Model inclusive language</td>
</tr>
<tr>
<td>Elevate the stories and voices of people that have been typically marginalized</td>
<td>Utilize social media to support diverse student interest</td>
<td>Determine if your office is accessible</td>
<td>Create spaces for conversation and dialogue</td>
</tr>
<tr>
<td>Determine where you don’t need print</td>
<td>Utilize captioning</td>
<td>See your office through the lens of the visitor</td>
<td>Use your voice &amp; Keep learning</td>
</tr>
</tbody>
</table>
The Plus One Approach
Thank you

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”
-Maya Angelou