What's on the Web: Using your College Website for the Promotion of Diversity, Equity, and Inclusion

Cara Lawson

Lauren LaGrande

Rafael Landaverde

Objective

- Discuss how your website and social media can be used to promote your college or department's commitment to diversity, equity, and inclusion.

Defining DEI

- How do you define the following terms?
  - Diversity
  - Equity
  - Inclusion

In short.

- **Diversity** is the presence of differences

- **Equity** promotes justice, fairness, and impartiality

- **Inclusion** is an outcome to ensure those who are diverse feel and / or are welcome.

Extension Foundation

Why the Web?

- May be someone's only interaction with your college or department.
  - It can send clear messages about the organization's values and image (Mestre, 2011).

- Can project efforts of "working towards a climate of trust, collaboration, productivity, innovation, shared power, and creativity," (Mestre, 2011, p. 101).
  - Indicates efforts toward recognition of inclusive environment.

Recruiting

- Many academic programs rely upon their websites to serve as primary recruiting tools (Smith et al., 2013).

- Use the website to share your commitment to students or others with diverse backgrounds and interests (Smith et al., 2016).

Why the Effort?

- The potential for talk about college and department websites and social media accounts make it important to find ways to connect with diverse populations as soon as possible (Mestre, 2011).

HOW DO YOU ANALYZE WEB CONTENT FOR DEI EFFORTS?

Past Studies

- Number of clicks from homepage to find a diversity resource (Young, 2006).

- Visual elements present with attention to diversity and inclusion (Brunner & Brown, 2007; Lawson et al., in press.).

- Cultural accommodations (Cook & Finlyason, 2005).

Environmental Scan

- 33 NAADA member universities
- "diversity," "equity," "inclusion," on homepage
  - "inclusive," "diverse"
- "diversity" in search – checked for original content

FINDINGS

Findings

- 21 "diversity" on homepage
- 9 "equity" on homepage
- 14 "inclusion" on homepage
- 31 had result using search bar
    - 31 with original content

Findings

- Pages dedicated to diversity, equity and inclusion efforts / plans / initiatives

- Resources for undergraduate and graduate students

- Recognition of faculty / students who received awards for efforts in diversity, equity, and inclusion

- *there were also findings in terms of diversity of science, research, etc.

College of Agriculture, Food and Environment

Discover
WHAT'S WILDLY POSSIBLE

DIVERSITY & INCLUSION

We create a welcoming and inclusive environment that allows our faculty, staff and students to reach their highest potential. We recognize people with diverse backgrounds and experiences are essential to decision making, problem solving and innovation.

OFFICE OF DIVERSITY

EVENTS

May 11
6:00 PM Virtual Badger Talk from Two
Rivers, WI: "Why Do Birds Sing?"

EXPLORE

MORE CALS EVENTS

DIVERSITY AND INCLUSION

MAJORS

GROWING THE FUTURE

The University of Wisconsin-Madison College of Agricultural and Life Sciences is an engine of scientific discovery, with researchers working across the spectrum of agricultural and life sciences. Academically, the college offers research-based, hands-on teaching of undergraduates; world-class graduate programs rich in research and project assistantships; and short courses, workshops and other programs. Our outreach activities bring the work of the college to Wisconsin businesses, organizations and communities throughout the state. Learn more about CALS.

Welcome to the Ferguson Family!

You are not a number in our college — you are an individual with unique needs, interests and goals. We make it a top priority to create a family atmosphere in and out of the classroom, while still challenging you with rigorous and engaging academics offered by our dedicated faculty, and plenty of opportunity for gaining real-world experience.

Students in our college come from both urban settings and traditional agricultural backgrounds. They are first-generation, legacy, in-state, out-of-state and out-of-country students. This diversity adds strength to the Ferguson College of Agriculture experience.

ABOUT US

What you can do with these findings?

- Conduct your own assessment.
  - Command F to search terms on your website
    - What are the results?
  - Review your website's images. Do they promote diversity, equity and inclusion?

INCLUSIVITY PRACTICES FOR THE WEB AND SOCIAL MEDIA

# Provide the best user experience for as many people as possible.

Using Images to Promoting Diversity

- Faces are symbols that represent an organization's priorities, values, and brand.
  - Can be useful for establishing connections between the individual and organization

                                                                    – Klassen, 2001

- Images that promote diversity can be used to counter bias, challenge stereotypes, and encourage understanding.

                                                                    – Wolpert, 1994

Make your text accessible

- Write in plain language
- Don't overuse caps
- Camel case for hashtags
- Put hashtags at the end
- Avoid "click here" – be more descriptive in calls to action
- Limit emoji use and special characters
- Use gender-neutral pronouns and share diverse voices and emojis
- Use alternative text
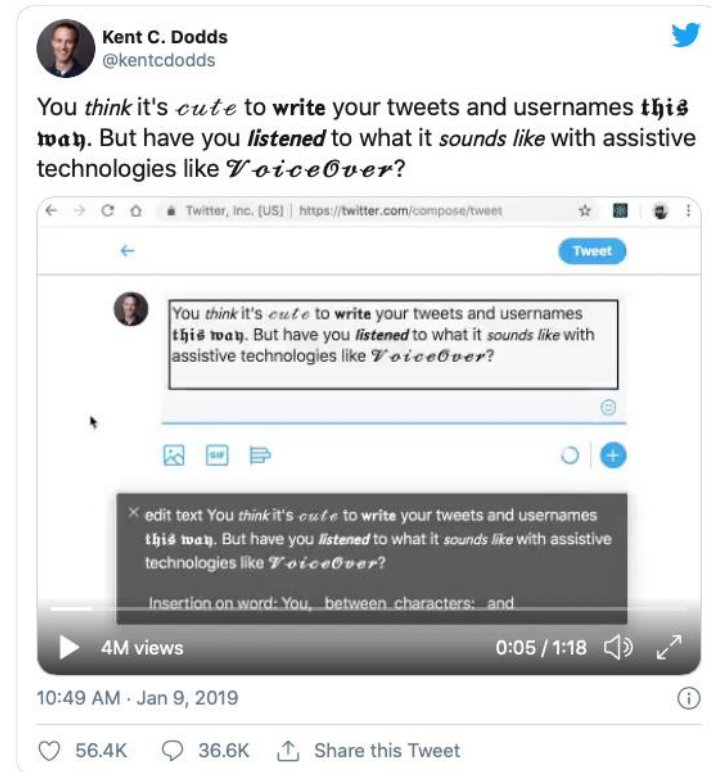
Include video captions

Do video captions benefit only those with hearing impairments?

Helpful for those with hearing impairments,

Those watching in their non-native language

Sound off environments

Those learning to read

Check out the article linked here for information on how to include captions on most of the platforms.

😳😳😳😂 thank you @AOC!!!!!!
I've learnt so much from you because of your captions. Thank you for being inclusive for 466 million deaf people!
https://t.co/792GZFpYtR
— Nyle DiMarco (@NyleDiMarco) March 28, 2019

Using color

- Be mindful of color contrast – avoid green and red, or blue and yellow combinations
- Use solid or opaque overlay
- Use patterns to differentiate data

- Here are some color combinations that work well in social media.

Work to be as accessible as possible

- Stay informed about accessibility tools

- Promote positive inclusion

- Welcome and embrace feedback

- https://blog.hootsuite.com/inclusive-design-social-media/

Assess your university

- Check out the document linked in the chat.
- Take some time to look over your college or department's online communication efforts to determine what you can do to better promote DEI.

What did you find?

- Would anyone like to share something they found or something they hope to change regarding their website or social media accounts?

Thank you.

- Cara Lawson
  cara.lawson@oregonstate.edu

- Lauren LaGrande
  Lauren.lagrande@oregonstate.edu

- Rafael Landaverde
  quijadalandaverde.1@buckeyemail.osu.edu