Leverage Campus Diversity Through Effective Marketing
Webinar

Hosted by Holly Mendelson, Lenore Pearlstein, and Donald Washington of INSIGHT Into Diversity magazine

October 29, 2015
Oldest and largest diversity and inclusion publication in higher education

And counting...
Remember this?
Our journey...
INSIGHT on the road

Ohio Diversity Officers Collaboration

Case Western Reserve University

Philadelphia College of Osteopathic Medicine
INSIGHT Into Diversity goes to the White House!

Dr. Damon A. Williams, Sr. Vice President of Program, Training and Services, Boys and Girls Clubs of America and Lenore Pearlstein, Publisher, INSIGHT Into Diversity
Hispanic Heritage Month and 25th Anniversary Celebration of the Hispanic Education Initiative Reception, hosted by President Obama, October 2015
The INSIGHT Into Diversity brand: innovators in recognizing excellence in diversity and inclusion

INSIGHT Into Diversity

INSIGHT Into Diversity

Higher Education Excellence in Diversity Award

The only national higher education diversity award

The 4th Annual HEED Awards

The 3rd Annual Higher Education Excellence in Diversity Awards

INSIGHT Into Diversity
How are you branding your institution?

What messages are you telling “consumers” about your product?
Corporations know the critical importance of branding
Who will win?
Why choose your institution?
Is your campus diverse and inclusive?

Does everyone know it???
Marketing your institution’s commitment to diversity and inclusion

MAKE SURE PEOPLE KNOW D&I ARE PART OF YOUR BRAND!
When someone researches your institution online, what is the first impression they get?

OR
What you include, or don’t include, on your homepage speaks volumes about your organization

*Don’t hide your campus diversity—announce it loud and clear!*

Make sure your institution homepage has:
- A diversity/inclusion link
- Dropdown boxes and links to your:
  - Diversity office
  - Multicultural office
  - LBGTQ office
  - Disability office
  - Veteran’s office
  - Religious centers
  - Women’s center
  - International/study abroad office
  - Diversity events/calendar
  - Campus diversity-related clubs and organizations
  - Other diversity-related offices
Make it easy for users to find information

- Student demographics
- Religious affiliations
- Employee demographics
- Resources
- Programs
- Awards
- Growth in underserved populations
Let website users know your campus is a place where they will feel welcome.
Human Resources—make sure potential employees know you see them as a group of *diverse humans*...
What you include, or *don’t* include, on your HR website speaks volumes to potential employees

**Your Human Resources website homepage should have:**

- A diversity link
- Dropdown boxes for:
  - Faculty, administrator, and staff demographics for your campus
  - Diversity training programs – required and voluntary
  - Affinity groups on your campus – include all available
  - Diversity council info – calendar of meeting times, names of members, etc.
  - Off-campus information regarding childcare, religious affiliations, cultural centers, schools for dependents including religious and international options
  - Contact information for anyone needing a mentor or wanting to volunteer as a mentor
  - Testimonials of current employees
  - Welcome page for new employees - list their names, titles, and department (helps them meet new colleagues and friends)
  - Diversity awards and logos – HEED logo, best places to work, etc.
Make sure your entire website is compliant for people with disabilities.

Ensure online courses are accessible to everyone.

Ensure online job applications are accessible to everyone.

Include your EEO statement in every job posting.
Have your Human Resources web page make everyone feel...
Thinking globally is critical in today’s world

Are you including diversity in the equation?
International offices—are you making sure those coming to your institution feel included?
Build your diversity and inclusion brand around the world

- Post testimonials from other international students
- List clubs and other programs for students to join
- List religious affiliations on campus and off campus
- Show demographics of students from different countries
- List campus recruiters looking for international students – let them know there are career and internship opportunities if they come to your campus
- List scholarship opportunities for international students
- Assign faculty and student mentors for each incoming student
Remember—your international students and employees are your global ambassadors

Make sure they leave your campus telling others that you lived up to your diversity and inclusion branding

I ❤️ MY COLLEGE
Study Abroad: display your diversity
Market your diversity in your study abroad programs!

- Show photos of past participants on your website and in brochures
- Share demographics of underrepresented students who participated in study abroad
- Build partnerships for diverse experiences
- Provide links to your site to your veterans, disability, LGBT, student affairs, multicultural affairs, and career services offices
- Post testimonials from past participants
- List scholarship programs for underrepresented students
- Display diversity awards and logos
Your in-person representation of diversity and inclusion to potential new students and families
Does your ambassador know?

- All of your diversity and support offices?
- Your on-campus resources?
- Off-campus food options, houses of worship, personal grooming options, etc.?
- The diversity of your student and employee populations?
- And so much more...
Fund-raising: do your alumni from underrepresented groups and other donors know about your university’s commitment to diversity and inclusion?
Diverse alumni are often overlooked

They may have the greatest potential to give!
Do your best to engage your alumni from underserved populations

Assume alumni have no idea how diverse and inclusive your campus is today
✓ Include minority graduate success stories in alumni publications
✓ Include diversity awards in alumni publications
✓ Host events for diverse alumni and have current underrepresented students attend
✓ Have members of diverse clubs contacting similar alumni
✓ Include diversity display ads for your school in alumni publications
Development officers can maximize donations

Communicating this...

Can lead to this.
Share D&I information

- Demographics
- Diversity awards
- Diversity efforts
- Growth
- Future plans
Campus recruiters have high expectations

Recruiters want to know that your school makes diversity and inclusion a priority with current students and the pipeline of incoming students.
Employers want to hire culturally competent graduates
Leverage your diversity commitment—include awards in your grant applications
Your greatest diversity and inclusion resource on your campus!

The Chief Diversity Officer today

Are you maximizing your collaboration?
Marketing and communication personnel—the messaging lies with you...

You are the keepers of the brand!
Broadcast your news: frequently, loudly, and in an ongoing manner, that your institution is diverse and inclusive
You are the conduit to get the information out

Be the point person for your entire campus
✓ Take diversity marketing ideas back to campus offices
✓ Meet with department heads regularly to learn about successes and accomplishments
✓ Brainstorm new ideas with everyone
✓ Use the power of media to share all your good news--brochures, campus magazines, press releases, social media
✓ Be a great communicator!
Market your diversity and inclusion stories externally

STORY = BRAND
Donald Washington
INSIGHT’s Director of Advertising
Advertising evolution

From recruitment...

Tenure-Track Position in Mathematics
University of Pennsylvania

The Department of Mathematics invites applications for one tenure-track Assistant Professor position. We are especially looking for mathematicians whose work relates to geometry. Responsibilities include teaching undergraduate and graduate courses in Mathematics and conducting research in the field. Ph.D. in Mathematics is required. Applicants should submit online through www.mathjobs.org and include the following items: cover letter, curriculum vitae, research statement, teaching statement, a publication list, and at least 3 letters of recommendation from mathematicians familiar with your work (one of these should comment on your teaching ability).

Review of applications will begin November 1, 2015 and will continue until the position is filled. It is anticipated that the position will start July 1, 2016.

The Department of Mathematics is strongly committed to Penn’s Action Plan for Faculty Diversity and Excellence and to establishing a more diverse faculty. For more information see: http://www.upenn.edu/almanac/volumes/v65/10/diversity.html. The University of Pennsylvania is an EOE. Minorities/Women/Individuals with disabilities/Protected Veterans are encouraged to apply.

...to display

Southern Illinois University Edwardsville is more than a university. It’s a welcoming community of students, faculty and staff from different places, cultures and backgrounds. Together we’re advancing our education and our society.

siue.edu
“Texas Miracle”
Used to be that image advertising was only for corporations...
Image ads are for institutions as well!
Lehigh University
Chapman University

on environmental sciences

on the philosophy of education

Dr. Suzanne Scholten - Contributions to culturally responsive educational methodologies through research, community outreach, and collaboration. As a co-director of the Reel Time Democratic Project and the co-editor of the journal, women in Teacher Education, Dr. Scholten shares her passion for reciprocal learning and civic engagement with her peers and Chapman University students. From her work with Teachers United, a parent educator group in California, to her global efforts in establishing educational partnerships in New Zealand and Cambodia, Dr. Scholten brings Chapman University's commitment to education into focus in the U.S. and the world.
Drexel University

Taking the driver’s seat.

The confidence to navigate any terrain.
Drexel firsts on up in the Aga Khan of Sierra Leone—once the explorer of the country’s former sultan—in charge him with an important task: helping to break the report’s dependence on diamonds.

Drexel worked with his 2015, an initiative that buys palm oil from local farmers and processes it into palm oil that’s sold at the local marketplace. He rode a motorcycle through miles of bush to negotiate contracts with local farmers, set up an accounting system, and advise on the best crops for each farmer. He was able to create a sustainable economy in the region, which Drexel helped to create.

Thanks to the new School of Economics in the Lubar College of Business, this adventurous idea has all the tools to drive the world to a better place.

Thinking forward.
drexel.edu/thinking-forward

Setting entrepreneurs on fire.

It’s what Dragons do, after all.
Christopher Siska, the “White Sulphur Scholar,” who discovered 3.2 million relationships on a high school’s Facebook page, and then the top 10 most popular pages, was able to sort through hundreds of millions of databases for a scholarship. Drexel wants to completely change the process for others from months to minutes.

Now, through an innovative new approach to experiential learning in Drexel University’s O’Donnell School of Entrepreneurship, Dr. Siska is empowering an explosion of highly successful student-run companies, each of which is a new company. Just another example of how Drexel students “think forward.”

Thinking forward.
drexel.edu/thinking-forward
Baylor University
Message frequency is critical

Repeated exposure is necessary for viewers to remember
Studies show investment in marketing...

- Creates positive feelings for employees about their employers
- Attracts high-quality future employees
- Increases awareness of institution’s core values
- Strengthens fundraising efforts
- Creates competitive advantage
- Raises awareness
- Helps influence external rankings

Marketing is an investment, not a cost

And of course, helps build your brand as a diverse and inclusive institution!!
How INSIGHT can help

Reaches all the right leaders, peers, influencers

Has the most readers — five times larger than any other D&I higher education magazine

Allows you to showcase your innovative programs and research

Opportunity to celebrate your achievements and successes

Read by students as well as employees

Attracts the best future employees, who in turn, attract the best students

Allows you to broadcast your message to higher education and beyond:
only publication bridging higher education to corporate world, government, non-profit, etc.
To sum up...
Thank you for attending

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