Expanding Access through Civil Rights Compliance

- Learn as much as you can about the people in your county, with special attention to African Americans, American Indians, Asians, Native Hawaiians and other Pacific Islanders, people of two or more races, Latinos, women, people with disabilities and English language learners. People in these groups are protected by civil rights laws and Cooperative Extension must make special effort to reach out to them with our programming.
- Determine the educational needs of these audiences by engaging them in naming their interests and needs.
- Co-author educational goals with these audiences.
- Define the potential audience of people who would benefit from and would be interested in your program. Be sure you have included people from the groups named above. Ask others who you might be missing.
- Develop an outreach strategy that includes intentional activities (All Reasonable Efforts) to inform the people in your potential audience about your program and invite them to participate.
- You programming should always be moving toward parity. Parity is reached when the participation of individuals from the above racial/ethnic/gender groups reflects their proportional representation in the potential audience. Engage others to ensure that your approaches are culturally and socially relevant. Success is demonstrated by the quality of relationships built with individuals and communities protected by civil rights laws and the educational outcomes attained with people in these groups.
- Keep civil rights files that document the activities you engage in to study your county population and reach people from the protected audiences named above.
- At the end of the calendar year, report data on potential audience and actual participants.
- Share your civil rights outreach story during a county Civil Rights Day.

If you have questions about expanding access to your Extension programs, contact your program area liaison or a member of the Civil Rights Leadership Team (see those names below).

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