

Expanding Access Through Civil Rights Activities

Civil Rights Terms

Affirmative Action

Proactive measures to assure equal opportunity, mandated in Title VI of the Civil Rights Act of 1964. Affirmative action activities are undertaken to make up for historic and continuing discrimination and the continuing impact of historical discrimination.

Parity

An Extension program is in parity when the participation of individuals of minority groups reflects the proportionate representation in the population of potential recipients. A program will be considered in compliance when its participation has reached 80% of parity.

Potential Audience/Recipients

Potential recipients are persons or groups within your defined geographic area who might be interested in or benefit from the educational program.

Potential recipients should be estimated for each program carried out in the county Extension office. There will not be an exact number provided by a state or federal agency to determine the potential audience. Rather, it will be up to the professional judgment of the educator along with discussions with others that will help to determine the potential audience. Potential recipients should be estimated for each of these three efforts. Potential recipients are estimated by using a combination of county demographic data and the Extension educator's knowledge and information about the population of the county. When a target audience is defined during program planning, it should be inclusive of the entire potential recipients as defined by demographic data.

Program in extension can mean many things. For the purposes of defining the potential audience, consider the most expansive view; that is, major efforts of your time where long term results are expected. The Program Development and Evaluation model at the Cooperative Extension website provides fundamentals on the issue of defining a program.

All Reasonable Effort

Extension must be able to demonstrate that federally funded programs or activities have been made available to the maximum possible potential audience of a given locale or area. Three steps are required to demonstrate that all reasonable efforts have been made: (a) the use of all available mass media; (b) the use of personal letters and/or flyers or publications; and (c) the use of personal contacts (invitations to participate) by Extension staff.

- The minimum reasonable effort required by county Extension staff members includes the following items:
- Use of all available mass media, including radio, newspaper and television, to inform potential recipients of the program and of opportunity to participate.

- Personal letters and flyers/publications addressed to potential recipients inviting them to participate, including dates and places of meetings or other planned activities.
- Personal visits by the county Extension staff to a representative number of defined potential recipients in the geographically defined area to encourage participation.

Adequate Public Notification

Public notification plans are a part of the delivery mode in the affirmative action goals related to the Civil Rights Act of 1964. Extension program outreach should use the most diversified possible communications to attract persons of all races, colors, religions, genders, and national origins to participate. Examples include posters, flyers, minority organization bulletin board notices, and messages in utility, or other public mailings.

Racial and Ethnic Categories

Racial and ethnic designations do not denote scientific definitions of anthropological origins. A program participant may be included in the group to which he/she appears to belong, identifies with, or is regarded in the community as belonging to. No person should be counted in more than one racial-ethnic category.

Race—Race is a group identity historically related to a local geographic or global human population traditionally distinguished as a group by genetically transmitted physical characteristics. Race is believed to be a social construct without biological merit. In the U.S., it was designed to maintain slavery .

Ethnicity—Ethnicity is a group identity assigned to specific groups of people who share a common linguistic, religious and/or cultural heritage. In some cases, there is also a shared racial or national identity. All people are of an ethnic heritage. Ethnicity is not synonymous with “race.” For example, a black Frenchman might consider his ethnicity as French

Specific Racial Categories for Purposes of Civil Rights Activities

- African American/ Black, not of Hispanic origin - a person having origins in any of the black racial groups of Africa.
- White, not of Hispanic origin - a person having origins in any of the original people of Europe, North Africa or the Middle East.
- Asian or Other Pacific Islander - a person having origins in any of the original peoples of the Far East: Southeast Asia, the Indian subcontinent, specific Islands (China, Japan, Korea, Philippine Islands, Samoa)
- American Indian or Alaskan Native - a person having origins in any of the original peoples of North America, and who maintains cultural identification through tribal affiliation or community recognition.

Ethnicity for Purposes of Civil Rights Activities

- Hispanic - a person of Mexican, Puerto Rican, Cuban, Central American, South American or other Spanish culture or origin, regardless of race.

Additional Categories

Additional sub-categories based on national origin or primary language spoken may be used where appropriate, on either a national or regional basis.