

Expanding Access:

County Civil Rights Days

Guidelines for County Office Teams

Goals for the Civil Rights Program:

- Increase access to Cooperative Extension education for people from traditionally underrepresented groups. The primary focus will be on both genders, African Americans, American Indian and Alaska Natives, Asians, Native Hawaiian and other Pacific Islanders, Hispanics or Latinos. In counties with extremely small populations of people of color, the focus will shift to other traditionally underrepresented groups.
- Promote nondiscrimination and the valuing of differences among staff and clientele.

Goals for Processes, Resources and Tools:

- Meet federal civil rights guidelines from USDA-CSREES.
- Provide relevant programming support that is integrated into the processes and expectations of program areas.
- Operate with effectiveness and efficiency and allow for flexibility.
- Trust that individuals, county office teams and program units will be responsible and accountable.
- Provide education across Cooperative Extension that builds a common foundation of understanding of outreach activities and civil rights responsibilities.

Guidelines for County Civil Rights Days

- The Civil Rights Day is an opportunity for a county office staff, along with a small visiting team to have a conversation about expanding access to people in that county who are protected by Title VI of the Civil Rights Law of 1964 and other underrepresented groups.
- The instructions below are intended to offer county colleagues flexibility in demonstrating their successes and challenges in doing outreach to multicultural audiences within the parameters of federal civil rights guidelines. The instructions encourage discussion among office colleagues and with the visiting teams to facilitate problem solving.
- A Civil Rights Action Plan should be developed by each county agent/educator and each office team no more than three weeks after the Civil Rights Day. Information and insights from the Civil Rights Day should inform the plan. The plans should be sent to the district director, who will forward a copy to the other visiting team members and the Office of the Dean and Director.
- The primary resource for materials and links to forms is the Cooperative Extension Civil Rights website: <http://www.uwex.edu/ces/admin/crights/>

Data Recording:

- Agents and educators are expected to file civil rights charts on-line annually. Most colleagues find it useful to file civil rights data at the end of the calendar year. The visiting team will check the database on-line the week before the visit and will expect to see charts for the following calendar year and, in some cases, especially when the county Civil Rights Day is scheduled in November and December, charts for the current year. The visiting team will comment on the charts in a report after the visit. The charts that feed into the database are found at <http://www.uwex.edu/ces/admin/crights/> click on "Charts and Forms."

Self-Assessment Forms:

- Each program area in a county office must complete a Program Self-Assessment Form on-line at the Civil Rights website <http://www.uwex.edu/ces/admin/crights/> no later than one week before their county Civil Rights Day. In counties with mostly cross-program work, a Program Self-Assessment Form should be completed for each major cross-program project. Paper copies of the forms should be given to the visiting team.
- The county department head must complete a Department Head Self-Assessment Form on-line at the Civil Rights website <http://www.uwex.edu/ces/admin/crights/> no later than one week before their county Civil Rights Day. A paper copy should be given to the visiting team.

Demographics Presentation:

- The county office team should present demographic information about the county and its communities. Include issues that are relevant to programming and program outreach. The presentation should include information such as (but not limited to): race and ethnicity, gender, age, income, poverty rates, employment, school data, family profiles, in and out migration, differences by geographic area, population trends, important political/public issues. All program areas should participate. The presentation should be no longer than one hour in length. A paper copy of the presentation material should be filed in the general office civil rights files. Include data on race, gender, age, income.

Participation of County Colleagues:

- Below are a number of options to choose from as each person in the county office plans his/her participation in the day's agenda. Each county colleague (faculty, academic staff, and county support staff) should participate in at least one of these options.
- Note that each option assumes some presentation of information AND discussion among county colleagues and between county colleagues and the visiting team. County colleagues should take the lead in facilitating that discussion.
- A single program presentation should take no more than 20 minutes. A multi-program presentation should take no more than 30 minutes.

Options for Structuring Outreach Presentations

Each person in the county office should participate in some way in the presentation, or the role of each person in outreach efforts should be explained. Below are options for presenting outreach activities--

1. Successful Outreach. Choose an audience with which you have had outreach success. This can be single program area example with one or more persons from the same program area telling the story and leading the discussion. Or it can be cross-program outreach example with people from two or more program areas telling the story and leading the discussion.
2. Outreach Challenge. Choose an audience that has been challenging to reach. Tell the story of your efforts thus far and do problem solving with the help of county colleagues and the visiting team. This may be program area specific with one or more persons from a single program area participating. Or, it may be an example of cross-program efforts with people from two or more program areas telling the story and leading the discussion.
3. Create your own approach for demonstrating your civil rights outreach work.

With any of the above three options, as you tell the story of your outreach and lead discussion, try to include the following information:

- *How did you decide to focus special efforts on this particular audience or group of people?*
- *How did/do you define potential audience?*
- *What were/are your all reasonable efforts?*
- *What were/are the roles of colleagues who are involved?*

- *What partnerships have helped you reach this audience?*
- *How have you incorporated the activities of civil rights outreach into all stages of your program planning and implementation processes?*
- *Specifically, what are the barriers to expanding access to this audience?*
- *What have you done to overcome the barriers?*
- *How do your participant numbers demonstrate your outreach success?*
- *What action steps might you include in a civil rights plan? Hopefully, your plan will be informed by this discussion and the insights you get during this county office civil rights day.*

Concluding the Day and Follow-up—Civil Rights Action Plans

- The day should conclude with a discussion about reflections and conclusions for colleagues to use as they start to formulate their civil rights action plans. The visiting team will share observations and recommendations. This section of the agenda should be facilitated by a county colleague.
- Civil rights action plans should be developed for each program area (or major program when mostly cross-program work is carried out in the county) and for the county team and sent to the district director no more than 3 weeks after the review. The district director will forward the plans on to the visiting team and to the Office of the Dean and Director.
- The plan should move you toward expanding access to people of color, both genders, all age groups and other areas of diversity that have not traditionally been part of your participant base. Action plans should include:
 - Introduction consisting of a brief demographic overview of the county
 - Each action item should include: 1) name of demographic groups targeted for special outreach efforts, 2) specific outreach actions expected to be carried out, 3) expected community partners, 4) roles of Extension colleagues participating in the outreach, 5) timeline.

Agenda for the Day:

- The county office team is responsible for creating the agenda for the Civil Rights Day and for facilitating the day. Please send the agenda to the district director no less than one week before the county visit. The agenda will vary based on the size of the staff and the number of presentations. The start time should be 9 a.m. and the end time should be no later than 3:30 p.m. Suggested outline:

Introductions (no earlier than 9:00am)

Demographics presentation

Program examples

Lunch

One hour for visiting team to meet alone

All county colleagues and visiting team--Reflections and conclusions for civil rights action plans

Adjourn (no later than 3:30 pm)

Checklist for Preparing for the Civil Rights Day

- Each program area in the county office (or each major program in the case of counties in which most programming is done in cross-program teams)
 - Annually completes on-line civil rights charts. Charts from the past calendar must be filed on-line no later than one week before the civil rights day. Paper copy of the charts should be given to the visiting team. **Annually.**
 - Completes a Program Area Self-Assessment Form (found on the civil rights website) **no later than one week before the Civil Rights Day** and have a paper copy of the form ready for the visiting team.
 - Prepares Civil Rights Action Plan after the Civil Rights Day. Department head will collect all action plans and send the plans to the District Director **no later than three weeks after the Civil Rights Day**, he/she will send them on to the visiting team and the Office of the Dean and Director).

- Department Head or the colleague providing leadership for county office civil rights activities
 - Convenes meetings to plan Civil Rights Day **Three or four months in advance**
 - Completes Department Head Self-Assessment Form (on the Civil Rights website) **no later than one week before the Civil Rights Day.**
 - Collects the action plans and send to the district director **no later than three weeks after the Civil Rights Day.**

- County office team
 - Prepares a demographics presentation for on the civil rights day **in time for the Civil Rights Day.**
 - Prepares the agenda for the day. Send to the District Director **no later than one week before the Civil Rights Day.** He/she will send it on to the visiting team.
 - Works together to choose at least one option for telling and discussing their story about a successful or a challenging outreach example. Prepares for the presentation and discussion. **In time for the Civil Rights Day.**
 - Develops action items for the county office action plan **no later than three weeks after the Civil Rights Day.**

- District Director
 - Works with county colleagues one year in advance to set dates for following year's Civil Rights Days. **One year in advance.**
 - Requests the phone number of a hotel for the visiting team (one month before the civil rights day) and sends it on to the visiting team. **Two months in advance.**
 - Schedules teleconference with visiting team to prepare for the Civil Rights Days. **Two months in advance.**
 - Sends Civil Rights Day agenda from the county team to the visiting team. **In time for the Civil Rights Day.**
 - Receives county action plan and forward to visiting team **no later than three weeks after the Civil Rights Day.**

Role of the Visiting Team

The visiting team will typically include the district director, a representative of one program area and one or two colleagues from another county. It may also include the UW Colleges/UW-Extension disabilities specialist or the assistant to the Dean and Director of Cooperative Extension.

Colleagues on the visiting team will discuss, pose leading questions, and offer suggestions and options for making the county's outreach more effective. They will answer questions about documentation and data recording or get back to colleagues later with responses. They will prepare a report for each county with comments and recommendations based on presentations, Self Assessment forms, on-line charts

and action plans. Their reports will be sent to the county a couple weeks after the action plans have been submitted to the district director.

The purpose of the visiting team's report is to:

- Provide county colleagues with constructive feedback on their outreach work as part of the effort to expand access to Cooperative Extension educational programs.
- Provide suggestions for improvement and new ideas for civil rights outreach activities.
- Provide a record of accountability for Cooperative Extension's civil rights responsibilities and an official record of outreach and civil rights compliance activities.