



Expanding Access through Civil Rights Activities

Learning Objectives for Today

- Civil rights in Coop Ext.
- The purpose and goals of civil rights in program outreach
- Legal context
- Civil rights in Extension program development
- Individual responsibilities
- Best practices for outreach

Valuing Inclusion and Diversity

- We value differences in people, ideas, programs and partnerships.
- Valuing inclusion and diversity guides educational programming and our relationships in the workplace and with our clientele



Valuing Inclusion and Diversity Includes--

- Civil Rights Compliance and ADA Activities
- Building our capacity to provide effective educational programs for various cultures and ethnicities
- Recruiting and Hiring a Diverse Workforce
- Affirmative Action and Equal Opportunity in the Workplace
- International Opportunities



Goals of Civil Rights Activities

- Promote nondiscrimination and the valuing of differences among staff and clientele
- To expand access to people from traditionally underrepresented groups with special outreach activities.

Assure Nondiscrimination

- **Federal and WI laws - Discrimination prohibited on the basis of**
 - **Race**
 - **color**
 - **gender/sex**
 - **creed**
 - **disability**
 - **religion**
 - **national origin**
 - **ancestry**
 - **age**
 - **sexual orientation**
 - **pregnancy**
 - **marital or parental status**
 - **arrest or conviction record**
 - **veteran status**

Assure Nondiscrimination

- Print the UW-Extension nondiscrimination policy, accommodations statement and 711 Relay number on all promotional materials and on websites. Use all three on your e-mail signature.

<http://www.uwex.edu/diversity/resources/eoaa/>

Assure Nondiscrimination

- Assure the same meaningful access to educational information and resources to everyone who participates in your programs
- Do not discriminate in the workplace.



Legal Context for Civil Rights Outreach

- Compliance with federal and state Civil Rights Laws. Special emphasis on Title VI of the Civil Rights Act of 1964



Proactive Measures

- Coop. Ext. is required to
 - 1) assure equal opportunity and
 - 2) make up for historic and continuing discrimination toward protected groups.



Proactive Measures To Reach Out

- We make special efforts to reach
 - Women
 - African Americans
 - American Indians and Alaska Natives
 - Asians
 - Native Hawaiians & Other Pacific Islanders
 - Hispanics /Latinos

Proactive Measures To Reach Out

- We work toward reaching parity with our program participation
 - An Extension program is in parity when the participation of individuals of minority groups reflect the proportionate representation of that group in the potential audience.
 - 10 % African Americans in the potential audience and 10% African Americans in the program



Proactive Measures To Reach Out

- **All reasonable effort is activities to reach these protected categories, moving toward parity.**
 - **Due to past and present discrimination and the continuing impact of historical discrimination.**



Your Civil Rights Responsibilities

- **Learn about the demographics of your county—
Census, local data, local knowledge**
- **Define potential audience for each program**
 - Potential audience is those who would be interested in or benefit from your educational program. You define your potential audience based on the goals of your program.



Your Civil Rights Responsibilities

- **Work w/partners and stakeholders who represent and serve those protected by Civil Rights Laws to learn all you can about cultures and ethnicities in your potential audiences:**
 - where they live and work
 - values and beliefs
 - the issues of their daily lives
 - consider power and privilege in the community



Your Civil Rights Responsibilities

- **All reasonable efforts to reach the who are representative of the cultures and ethnicities, genders and ages in your county.**
 - **Special efforts directed to women/men, American Indians, African Americans, Asians, Native Hawaiian and other Pacific Islanders, Hispanics/Latinos**
- **Move toward parity in program participation**

Outreach Activities

- Three activities are required for all reasonable efforts-
 1. All available mass media
 2. Letters, flyers, promotional materials
 3. Personal contacts (invitations to participate)



Outreach Activities

- **Partner with local groups, agencies, organizations to reach the protected audiences you want to reach**
- **Include people from protected groups on program planning committees and on survey lists**

Outreach Activities

- **Keep mailing lists and e-mail lists up to date with people of color and organizations that represent or serve people of color**
- **Make personal contacts within communities of color to learn about and to reach out to these people**
- **Conduct meetings and educational sessions in facilities in welcoming and accessible locations and provide accommodations for people with disabilities**

Document Your Activities

- Keep flyers, press releases, invitation letters and other outreach correspondence, program brochures sent to targeted individuals and organizations with notations or where and when.
- Keep notes from meetings and phone conversations that demonstrate your outreach to people of color



Document your Activities

- Create a set of civil rights files
 - Demographics and Potential Audiences
 - Partner Information—nondiscrimination policies
 - Documentation of special outreach activities
 - Civil Rights Charts 1-4, file annually
 - Civil Rights Action Plan, update routinely

Civil Rights Outreach Website

<http://www.uwex.edu/ces/admin/crights/>