

# 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

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## 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

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## 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.

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## 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

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## 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/eeoaa/>

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## 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.

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## 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

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## Proactive Measures

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

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## 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

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## 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

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## 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.**

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## 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.

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## 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

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## 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**

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## 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)

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## 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**

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## 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**

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## 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**

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## 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

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## Civil Rights Outreach Website

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