

**Program Development Component**

**Definition**

**Diversity and Civil Rights Activities**

**Resources**

**Accountability**

<b>Situation*</b>	Analysis of needs and assets, problem diagnosis, examining relevant research, knowledge and experience.	<ul style="list-style-type: none"> <li>• Develop understanding of demographics of your county</li> <li>• Develop a diversity matrix to help select an advisory committee</li> <li>• Be inclusive as you invite others to help you analyze the situation. Consider race and ethnicity, gender, age, physical ability, and other diversity such as income and socioeconomic levels, religion, etc.</li> <li>• Learn all you can about the cultures of the people involved in your situation. Consider those with power and those with less power in the community; those with privilege and those with less privilege. The situation should be analyzed through the cultural, social and political lens of those who are involved in the situation.</li> <li>• Invite participation through personal contacts, through partners, phone calls, mailed invitations. etc.</li> <li>• Hold meetings in accessible, welcoming locations with available parking and public transportation. Schedule meetings at times convenient for all</li> </ul>	<ul style="list-style-type: none"> <li>• Applied Population Laboratory <a href="http://www.ssc.wisc.edu/poplab/">http://www.ssc.wisc.edu/poplab/</a></li> <li>• WisStat, Wisconsin demographics <a href="http://www.wisstat.wisc.edu/">http://www.wisstat.wisc.edu/</a></li> <li>• Sample matrix on the Program Planning and Evaluation website <a href="http://www.uwex.edu/ces/pdande/progdev/sitanalysis.html">http://www.uwex.edu/ces/pdande/progdev/sitanalysis.html</a></li> </ul>	<ul style="list-style-type: none"> <li>• Keep files on the demographics of your county</li> <li>• Keep lists of stakeholders who advise you and help you analyze the Situation. Indicate race and ethnicity of people on your lists</li> </ul>
<b>Inputs*</b>	What we invest in the program: staff, volunteers, time, money, research, materials, equipment, technology, partners	<ul style="list-style-type: none"> <li>• Define the potential audience for your program. The potential audience consists of the people who would be interested in or benefit from your program. Be inclusive and consider how you can expand access to Extension education.</li> <li>• Determine the demographics of your potential audience.</li> <li>• Enlist volunteers and partners who are diverse, representing the people in the potential audience of the program.</li> <li>• Consider the funding needed to reach traditionally underrepresented clientele in your potential audience through special, targeted outreach</li> <li>• Base education on culturally competent research.</li> <li>• Seek professional development opportunities that will enhance your cultural competence.</li> <li>• Review educational materials for cultural competence. Ask informants from the cultures in your potential audience to review materials.</li> <li>• Choose educational technology accepted and used by the potential audience.</li> <li>• Partner with organizations and people who do not discriminate and who are culturally competent and understand and appreciate those in your potential audience.</li> <li>• County colleagues should work collectively to create an Extension office that is inviting to a multicultural audience (reception area design, artwork, personal greetings, phone responses, marketing materials, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• See the Native American, Hmong and Latino Resources websites at: <a href="http://www.uwex.edu/ces/eduprog.cfm">http://www.uwex.edu/ces/eduprog.cfm</a></li> <li>• Find information about potential audience on the civil rights website <a href="http://www.uwex.edu/ces/admin/crights/">http://www.uwex.edu/ces/admin/crights/</a></li> <li>• UW-Colleges/UW-Extension Office of Workforce Equity and Diversity <a href="http://www.uwex.edu/diversity/">http://www.uwex.edu/diversity/</a></li> <li>• National Urban League <a href="http://www.nul.org/">http://www.nul.org/</a></li> </ul>	<ul style="list-style-type: none"> <li>• Keep files on the diverse partners and volunteers who work on the program</li> <li>• Enter demographic information about the potential audience of your program in Chart #1 on the Civil Rights website.</li> </ul>

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<b>Outputs*</b>	Learning activities, experiences and resources of the program	<ul style="list-style-type: none"> <li>• Create a civil rights action plan for reaching out to your potential audience (particularly people in the racial/ethnic groups protected by Civil Rights Law of 1964).</li> <li>• Carry out all reasonable efforts to reach people protected by the Civil Rights Law of 1964 and inform them of your program. Use personal contacts, phone calls, mailings, targeted news releases and radio announcements, fliers at locations frequented by groups you want to reach.</li> <li>• Use special efforts to reach other traditionally underrepresented groups such as people with low incomes, the elderly, the disabled, etc.</li> <li>• Design educational materials that are culturally competent for those you want to reach.</li> <li>• Provide programs at accessible locations that are welcoming to all who might be interested in and benefit from the education.</li> <li>• Use your understanding and appreciation of the cultures in your potential audience to create a welcoming environment as you implement your program.</li> <li>• Learn about the demographics of the program participants.</li> <li>• Inform your county partner of Extension's responsibility and commitment to special outreach to diverse audiences who reside in the county.</li> </ul>	<ul style="list-style-type: none"> <li>• Record information on your outreach activities to targeted audiences who are protected by the Civil Rights Laws of 1964. This includes copies of news releases, fliers and announcements, as well as meetings with partners and people from the targeted audiences.</li> <li>• Enter the demographics of your potential audience and program participants on Chart #1 found on the Civil Rights website <a href="http://www.uwex.edu/ces/admin/crighits/">http://www.uwex.edu/ces/admin/crighits/</a></li> <li>• Keep information about your mailing lists up to date with Chart #2 found on the Civil Rights website <a href="http://www.uwex.edu/ces/admin/crighits/">http://www.uwex.edu/ces/admin/crighits/</a></li> <li>• 4-H Youth Development and Family Living (if you advise HCE) colleagues complete Charts #3 and #4 found on the Civil Rights website <a href="http://www.uwex.edu/ces/admin/crighits/">http://www.uwex.edu/ces/admin/crighits/</a></li> <li>• 4-H Youth Development colleagues complete Chart #3A found on the Civil Rights website</li> </ul>	<ul style="list-style-type: none"> <li>• Develop competence in demonstrating your outreach activities for civil rights review days.</li> </ul>
<b>Outcomes/ Impact*</b>	The results of the educational program in the short, medium and long term.	<ul style="list-style-type: none"> <li>• Consider the external environment and recognize the power and privilege of the various cultures of your participants within society and the community.</li> <li>• Understand program outcomes from the cultural perspectives of the people who participated. Use informants from the cultures other than your own.</li> </ul>		<ul style="list-style-type: none"> <li>• Share with partners how Extension carries out special efforts to reach diverse audiences and the success or challenges we experienced. When we do programming based on the partnership, share the outcomes and impacts.</li> </ul>
<b>*Evaluation</b>	Focus, data collection, analysis, interpretation and reporting.	<ul style="list-style-type: none"> <li>• Use culturally competent and appropriate data collection methods.</li> <li>• Interpret data through the perspectives of the cultures of your participants</li> </ul>	<ul style="list-style-type: none"> <li>• See resources at the Program Development and Evaluation website <a href="http://www.uwex.edu/ces/pdande/">http://www.uwex.edu/ces/pdande/</a></li> </ul>	<ul style="list-style-type: none"> <li>• Planning and Results System reporting at end of year. Civil rights outreach activities and action plans should be included in success stories and other end-of-year reports.</li> </ul>