

Inclusion Council Report/Recommendations from Communications

Overview:

IC Communications Workgroup (ICCW) was born out of the Retriever Courage (RC) Communications Sub-Committee, and was renamed, and refocused, with the creation of the Inclusion Council (IC)

Our scope of influence expanded as did our indirect and direct relationships. As a committee our goal centered on advising the IC and all working groups on communicating their messages, working with the Office of Equity and Inclusion (OEI) as well as continuing the communications work laid out in the RC reports.

Committee Members:

Chairs: Rob Bennett, MA, Christine Mallinson, Ph.D.

Committee members: Elle Everhart, Bryan Barnes, Kathy Ibitoye (OEI Rep), B. Ever Hanna, Janis Rainer, Nadia BenAissa, Eleanor Lewis, Laura Schraven, Randianne Leyshon, Marie Lilly, Kabira Barlow (student member), Mary Ann Richmond, Kiarra Thornton (student member), Jess Myers, Kelly Quinn, Susan Taylor, Jessica Hammond.

Summary of Work Done:

The committee worked on several matters this semester:

- I. Updated and handled caretaking of the RC Website
- II. Updated RC Dashboard
- III. Spearheaded Social Media Campaign focused on preventing Sexual Violence
- IV. Collected resources on Stalking which have been incorporated into the OEI web site
- V. Assisted with development of communication efforts around Civil Rights
- VI. Reached out to assist all working groups
- VII. Edited the Title IX timeline project
- VIII. Reviewed RC on-campus signage
- IX. Advised OIA on inclusive language

Recommendations for Moving Forward:

I. Ownership of Executing Communications Recommendation

- A. While this body can make recommendations and suggest strategic policies, there needs to be administrative buy-in and ownership, including appropriation of funds and human capital, to make sure items are executed and that recommendations happen.
- B. Administration might consider hiring a communications professional, even part-time, to manage the process and oversee the execution of recommendations, since OEI already has a full plate.

II. Retriever Rise (RR) Recommendations

- A. Launch a similar campaign effort for RR as with the RC effort—including creating a clear mission/vision for RR scope and action
- B. Create a RR website that links both to RC and to OEI so that the campaigns are viewed as “siblings”

- C. Consider whether to link RR website to existing HR content on Civil Rights, and consider expanding material on the RR website to address Civil Rights, including Title VII, what it is, what it means, how it affects students, faculty, and staff in a student-facing way
- D. Launch other social media work to promote RR campus wide, utilizing tools like Instagram stories, hosting talks via Twitter or Clubhouse, etc.
- E. Promote conversations around RR-related issues via Town Halls, invited guest speakers
- F. Work with existing groups (IB3, Women's Center, for example) to dovetail efforts
- G. Promotion/tie-in of effort with the President's office (specifically President Hrabowski talking about the effort and why it's important to the culture of UMBC)

III. Retriever Courage Recommendations

- A. Continue a strong focus on updating Dashboard and RC website both in terms of the reports and new information
- B. Continue publicity efforts on campus via social media, and other appropriate channels
- C. Update bathroom stickers before Fall 2021
- D. Continue to promote campus discussion around the issues of Sexual Violence, Stalking, etc... including via social media, Town Halls, etc.
- E. Continue to support OEI to provide training, tools, information for faculty and staff to carry out their roles as responsible employees and to support and interact with students and colleagues in fair and equitable ways
- F. Continue to work with OEI, FSAC and other campus partners in addressing these issues via discussion groups on campus
- G. Continue to promote Town Halls, invited guest speakers, etc. to help keep the discussion of addressing sexual violence and misconduct at the forefront of campus culture