

6TH ANNUAL

DIVERSITY ABROAD CONFERENCE

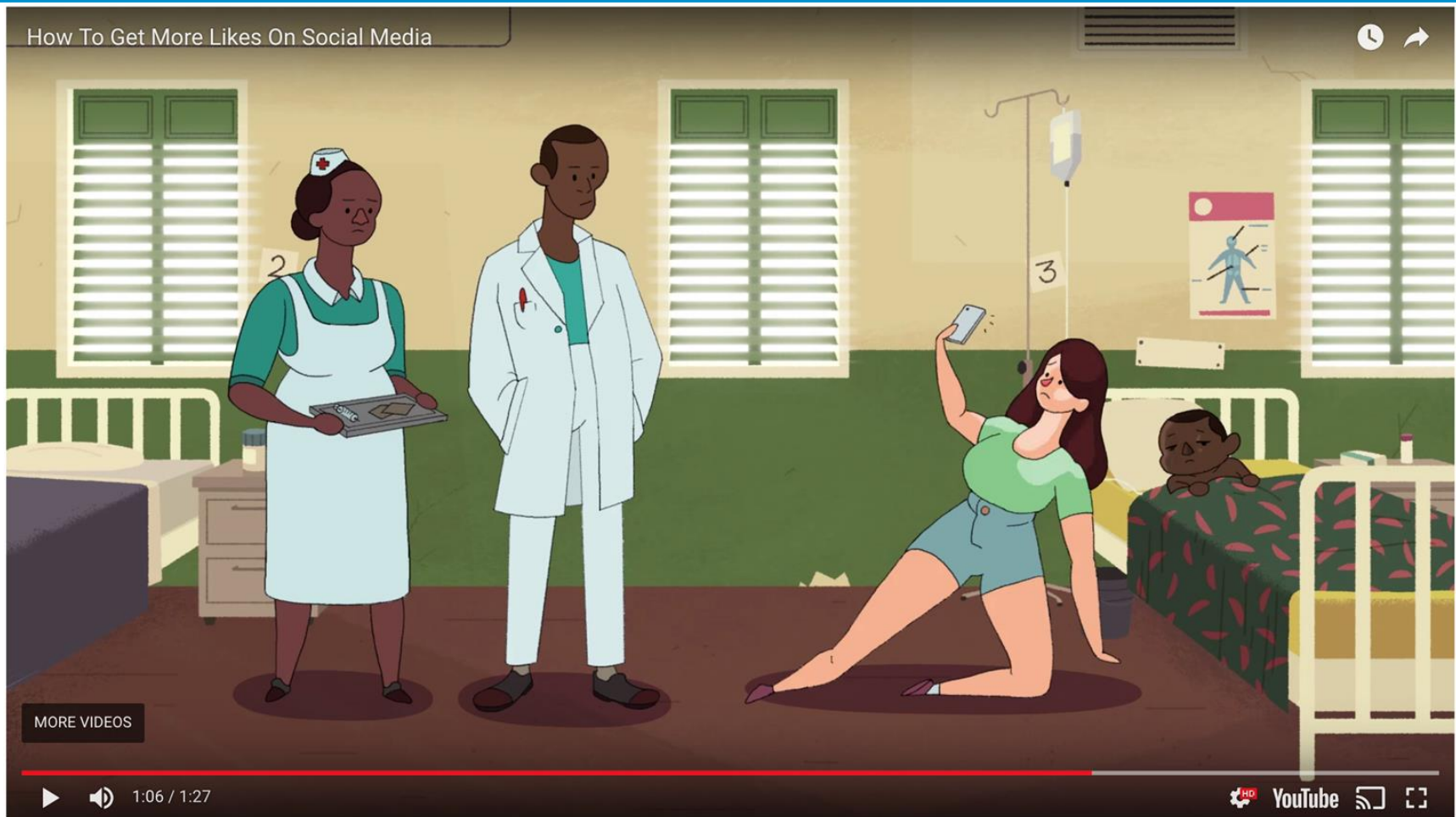
April 7-10, 2018 • Miami, FL



Inclusive Marketing: Interrogating our Narratives for Truth, Justice, and Power

Shanna Van Beek, Elon University
Angela Broyles, Semester at Sea

Study abroad is for white women.



The White Savior Myth

How to Get More Likes on Social Media, by Radi-Aid and Barbie Savior:
<http://www.rustyradiator.com/social-media-guide/>



The Tokenization Myth

Cecily Strong at the 2015 White House Correspondents' Dinner:

<https://www.youtube.com/watch?v=GIDe9nKLuZg>

WE'RE A CULTURE,

NOT A COSTUME

THIS IS
NOT
WHO I AM,
AND THIS IS
NOT
OKAY.



The Culture is Costume myth

Ohio University STARS
#WereACultureNotACostume
Campaign:

<https://twitter.com/hashtag/WereACultureNotACostume?src=hash>

“The single story creates stereotypes, and the problem with stereotypes is not that they are untrue, but that they are incomplete. They make one story become the only story.”

Chimamanda Ngozi Adichie

The Danger of a Single Story, TEDGlobal 2009
https://www.ted.com/talks/chimamanda_adichie_the_danger_of_a_single_story



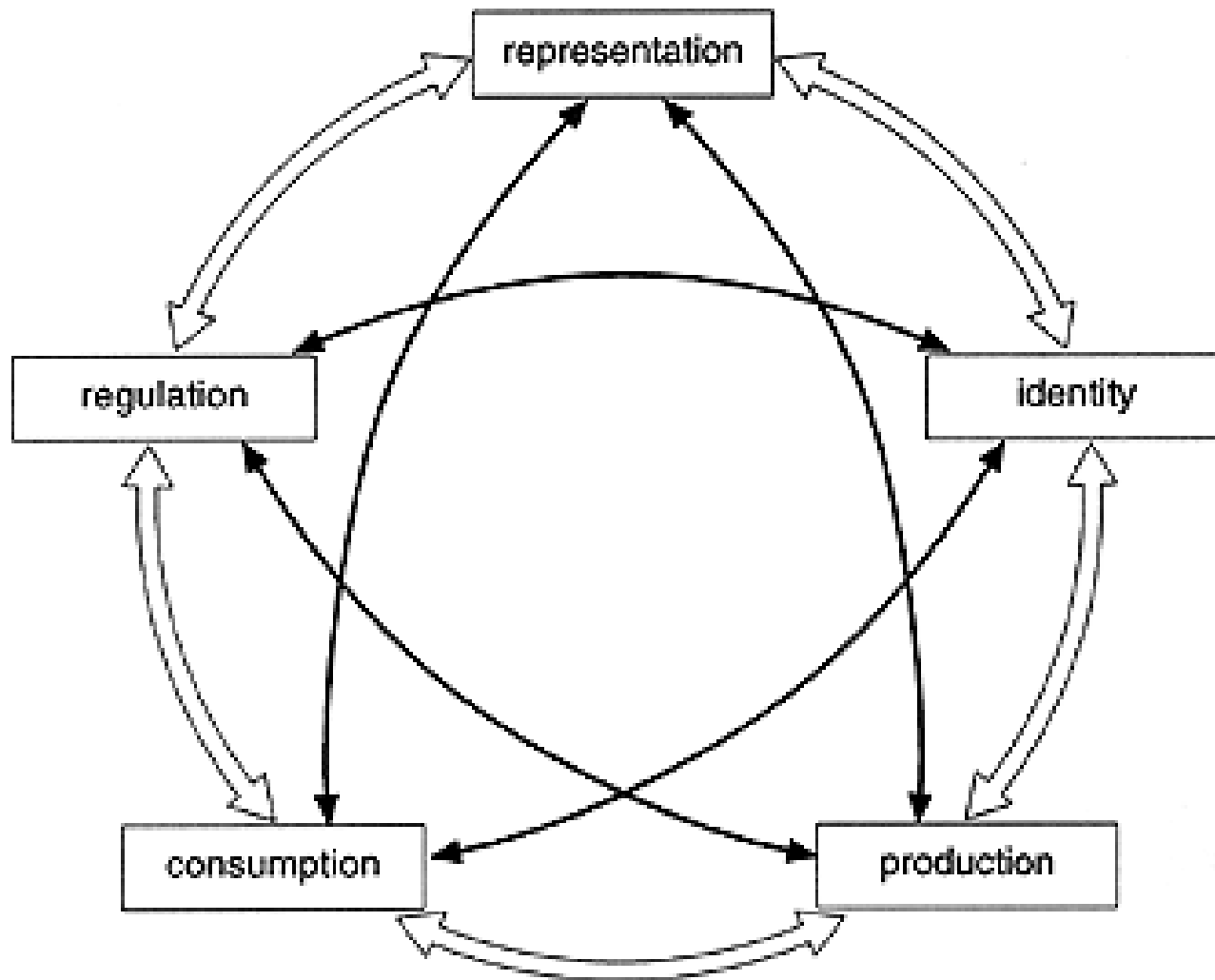
What is the single story here?

Elon in Malawi on Instagram

<https://www.instagram.com/p/BPYM9ojBjid/?taken-by=eloninmalawi>

How can we use marketing to combat harmful myths while ethically representing reality?

Circuit of Culture





How do “moments of culture” create meaning from this message?

REPRESENTATION - REGULATION - PRODUCTION - CONSUMPTION - IDENTITY

Strategies

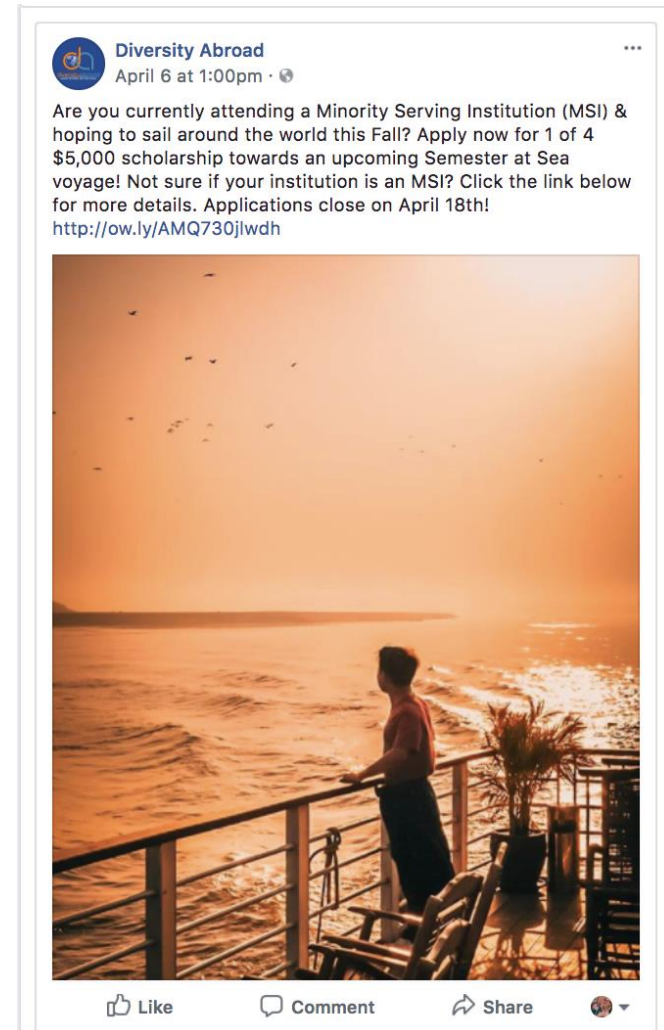
Strategy 1: Check yourself.

Borrow or build a rubric for your communications.

- Circuit of Culture: [Arabs, the west and public relations: A critical/cultural study of Arab cultural values](#)
- Jungian Ethical Toolkit: [A Jungian conscience: Self-awareness for public relations practice](#)
- Responsible Photography: [\(Mis\)representations among U.S. study abroad programs traveling to the African continent](#)
- Build your own: [#ElonGlobal rubric for social media](#)

Strategy 2: Don't be an island.

Partner with other organizations and alumni to build scholarships and support.



Strategy 2: Don't be an island.

Build and maintain strategic partnerships with your “Marketing” Offices.



Strategy 2: Don't be an island.

Ask Inclusive Offices to share their expertise.

The Skin I'm In:
Perspectives on Race
& Ethnicity Abroad

Thurs. Oct. 26
6-7 pm
CREDE, Moseley 221

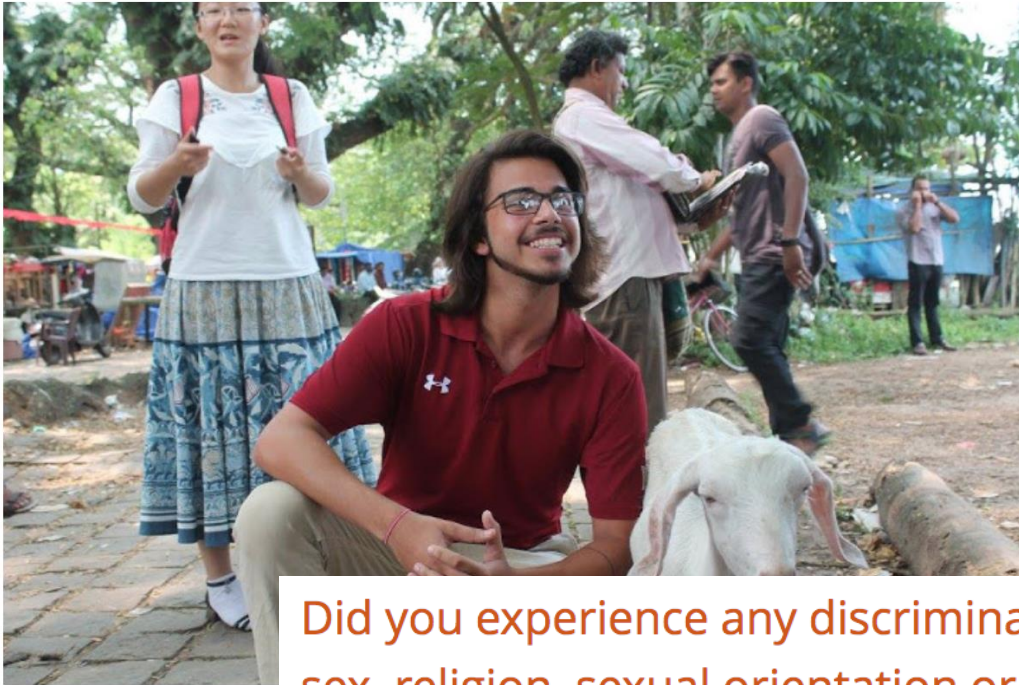
Global OUTreach:
LGBTQIA Topics While
Studying Away/Abroad

Tues. Oct. 24
6-7 pm
Global Commons 301

Where in the World is
Religion: Encountering
Religious Diversity from
Australia to Zimbabwe

Wed. Nov. 29
5:30-6:30 pm
Alamance 207

Strategy 3: Amplify Underrepresented Voices.



Honestly address identity challenges.

Did you experience any discrimination abroad because of your race, sex, religion, sexual orientation or a physical disability? If so, what did you learn from the experience?

I identify as a queer, multiracial, low-income student. The only instances of cultural insensitivity I experienced were from students in my program who came from very privileged backgrounds making ignorant comments or jokes.

Strategy 3: Amplify Underrepresented Voices.

Build a supportive onsite environment with staff training, affinity groups, and peer mentor programs.

On-ship affinity groups foster community and diversity

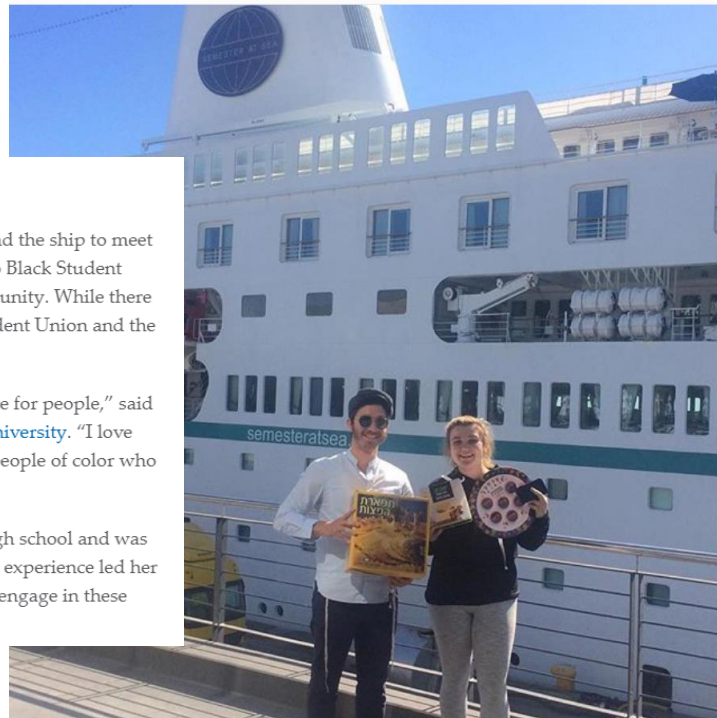
After long sea days filled with exams, classes and evening seminars, students scatter around the ship to meet and build community with others who share similar interests. From African Dance club, to Black Student Union, there are many avenues for students to find their place within the shipboard community. While there are various students groups this semester, two of the most active groups are the Black Student Union and the Pride Club.



Black Student Union meeting.

"For me, the most important thing is having a space for people," said Marcela Riddick, a student from [Colorado State University](#). "I love Black Student Union, I love being surrounded by people of color who understand the situations I've been in."

Riddick started her own black student group in high school and was nominated as a leader within that community. Her experience led her to continue empowering others around her and to engage in these identity groups.



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Cape Town, Western Cape

kahalabroad 📦 🌐 Matzoh DELIVERED to the SHIP @semesteratsea @kahalabroad KAHAL and @jew_ct worked together to make this happen. 📦 Where will you be for Passover (March 30th!) #1000seders #travel #voyage Passover is in a week! Sign up today: www.kahalabroad.org/passover



49 likes

MARCH 23

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 **Maureen Ocholla**
U.S. International Univ. Nairobi, Kenya

“My story will not be my story alone from now on. It’s going to be a story that will inspire someone else to do the same thing or even better.”

Maureen Ocholla, Semester at Sea spring 2017 voyager