Introductions

Randeep Kullar, M.S.
(she/her)
Partnership Director, Diversity Initiatives
CEA CAPA: Education Abroad
rkullar@ceacapa.com

Shanti Freitas
(she/her)
Interim Director of Study Away
Macalester College
sfreitas@macalester.edu

BJ Titus
(he/him)
Director Institutional Relations &
Diversity Initiatives
University of Minnesota
titus007@umn.edu

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What is DEI (DEIB, JEDI, etc.)?

Equality is everyone getting a pair of shoes.

Diversity is everyone getting a different type of shoe.

Equity is everyone getting a pair of shoes that fits.

Acceptance is understanding we all wear different kinds of shoes.

Belonging is wearing the shoes you want without fear of judgment.

Equality

The assumption is that **everyone benefits from the same supports**. This is equal treatment.

Equity

Everyone gets the supports they need (this is the concept of "affirmative action"), thus producing equity.

Justice

All 3 can see the game without supports or accommodations because **the cause(s) of the inequity was addressed.** The systemic barrier has been removed.

#Inclu

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What If I Get It Wrong?

- It's better to make a mistake than to not try
- Apologize once, learn from the mistake, and move on
- Solicit feedback frequently, then act on it and incorporate into daily work
- Accept criticism
- Adopt a growth mindset

I have never been so wrong in all my life.

WHERE DO I BEGIN?

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What is Marketing?

Marketing (definition by the American Marketing Association, 2009)
- The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Traditional definitions of marketing included the four P's of marketing:
- Product
- Price
- Promotion
- Place

In study abroad, marketing can include:
- Events (fairs, info sessions)
- Written materials (flyers)
- Website
- Office staff, student alums

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Identify Your Audience

- Who are you trying to reach?
- Why are you trying to reach them?
- How are you reaching your audience?
- What are their needs?
- What do you know about your audience?
- What are your biases?

ACCESSIBILITY

Event Accessibility

1. Ramps, elevators, parking for people using mobility aids
2. Captions on videos, interpretive services, or assistive listening devices
3. Food that accommodates allergies and dietary restrictions
4. Private room for pumping. Access to a sink and refrigerator.
5. Private room for prayer. Access to a sink.

Advertise these features early, so attendees don't have to ask

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Digital Accessibility

1. [Alternative text](#)
2. [Contrast](#)
3. [Headings](#)
4. [Links](#)
5. [Lists](#)
6. [Tables](#)
7. [Video and audio](#)

LANGUAGE

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Representation in Language

Inclusive language:

- Proactively uses welcoming words and expressions
- Avoids discriminatory ones
- Avoids "white default"
- Challenges biases
- Acknowledges diversity
- Makes no assumptions
- Uses plain, gender-neutral language
- Use of pronouns
- Person-first vs identity-first language

Person-first language

"I am a person with autism"

Identity-first language

"I am autistic"

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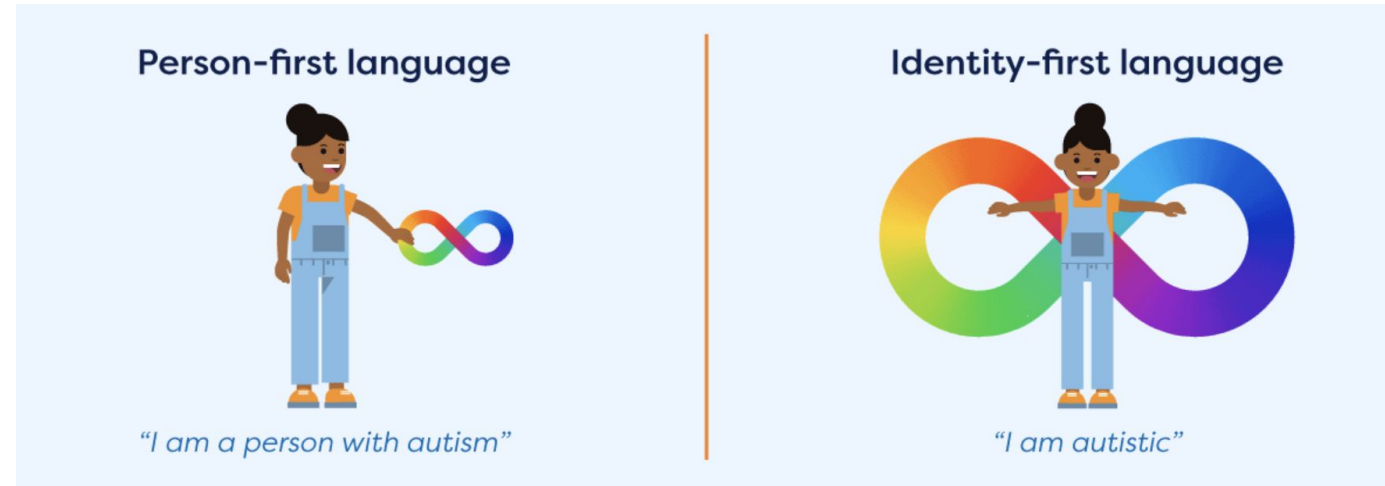
Examples of Problematic Language

- Blindspot
- Grandfathered in
- Ladies and gentlemen
- Man hours
- Peanut gallery
- Spirit animal

Other problematic words & phrases

- Blacklist/whitelist→**Banish/allow or safelist**
- Blindspot→**Weak spot, missed opportunity**
- Crazy, psycho→**Wild**
- Dumb, lame→**Not smart, uncool, boring**
- Elderly, seniors→**Older adults, older people, people 65+**
- Grandfathered in→**Pre-approved**
- Gyp, gypped→**Cheated, ripped off, duped**
- Handicapped→**Disabled**
- Ladies and gentlemen→**Folks, friends, everyone**
- Live like a local→**Experience the city/country**
- Long time no see→**Nice to you see you! It's been a while!**

- Man hours→**Hours, staff hours**
- Maternity leave→**Parental leave**
- Minorities→**Historically excluded; marginalized communities**
- Moron, imbecile, stupid→**Not smart; annoying**
- No can do→**Sorry, I can't do that**
- Peanut gallery→**Critics, hecklers**
- Preferred pronouns→**Pronouns**
- Special needs→**Person with a disability**
- Spirit animal→**Twin; doppelganger**
- Unconscious bias→**interrupt our bias**
- Wheelchair bound→**Wheelchair user**

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IMAGES

What Images Are We Using?

Images Matter

Who is the photographer?

- Professional
- Students studying abroad
- Faculty member

What are you trying to communicate?

- An experience students will enjoy abroad

What are you promising?

- Be inviting but honest
- Appeal to your target market

Are these images representative of your students

ACTIVITY

FLYER 1

Experience the local culture!

Escape Minnesota winter!

Study Abroad in Ecuador!

Winter Term - January 2025

Apply here by September 1, 2024

Explore the Amazon rain forest!

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FLYER 2

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FLYER 3

Make life long friends and memories!

Study abroad info session Thursday, November 9th in Anderson Hall from 2:00-3:00Come learn about your study abroad options!

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THANK YOU!

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