



This guide is a resource for Wisconsin Foundation and Alumni Association (WFAA) staff and alumni volunteers to ensure inclusive representation of diverse perspectives and identities in WFAA marketing and programming. The intent of this document is to provide a framework for thinking through inclusive practices. *It is not meant to be used as a checklist.*

ACCESSIBILITY

Are venues accessible to people who need assistance with mobility, flexible seating, audio/visual accommodations, or other specific concerns? Are the event communications clear about accessibility and accommodations? For example, consider the parking, walking distance from public transit, access to the building, flexible seating and family/gender neutral restroom availability. *Provide this information in communications to relieve planning stress for your audience.*

Are our communication, programming, and marketing materials accessible and user friendly? For example, consider font size, font legibility, and reading ease for people who are visually impaired, or prefer face-to-face interactions, those who are deaf, or for those with other audio/visual processing barriers. Always include a phone number to call for information, provide clear directions on parking and location including information once inside the building, use subtitles, and plan for other accommodations that may impact your audience.

CULTURAL SENSITIVITY

Are we prioritizing some holidays over others when scheduling events? For example, Muslim alumni who celebrate Ramadan fast from sunrise to sunset every day for about a month. Ensure food options are available after sunset when scheduling during this time and communicate this detail so your audience can plan accordingly.

Are we providing food options that accommodate dietary, cultural, or religious restrictions? Jewish, Buddhist, or Hindu alumni may not be able to consume Babcock ice cream because of its beef gelatin base. Include alternative options.

Always ask for information on mobility, allergies, dietary restrictions, or other special accommodations to help you plan your event needs ahead of time.

REPRESENTATION

Are people of color, LGBTQ+, people with disabilities, or people from different marginalized communities, featured in our marketing and communication materials regardless of audience?

Are we using resources outside of our usual ones (University Photo Library, University Communications) to find new materials?

PARTNERSHIP

Are we doing our best to communicate with multicultural campus and community partners?

Are we actively looking for opportunities to collaborate with multicultural campus and community partners?

LANGUAGE

Are we using inclusive language as opposed to exclusive? For example, consider using “You may bring a spouse, partner, or guest” instead of “husband or wife” or using “please enter the building using the front door” instead of “walk into the building”.

OUTREACH

Are we actively attempting to engage with diverse alumni?

Are we attempting to reach different audiences by using alternative methods of communication (e.g., personal calls/emails, target marketing)?

MODELING

Are we creating an inclusive environment by modeling inclusive behavior? For example, consider writing your pronouns on name tags, including your pronouns when you introduce yourself, recognizing the Native American land the university was built on, etc.

ORGANIZATIONAL VALUES:

- We are serious about delivering results.
- We work together and with our campus partners as a team.
- We are committed to alumni, donors, volunteers, and others.
- We are open-minded.
- We create a positive work environment.



To the right are some additional resources from UW-Madison, peer institutions, and advocacy nonprofits. The information provided may be helpful to enhancing our efforts, but inclusion in this list does not imply WFAA endorsement. It is always best to discuss approaches as a team and involve subject-matter and leadership stakeholders in your decisions as appropriate.

RESOURCES

INCLUSIVITY

adl.org/education/resources/tools-and-strategies/calendar-of-observances

lgbt.wisc.edu/wp-content/uploads/sites/175/2017/03/GSCC-Accessible-event.pdf

mypronouns.org/what-and-why

sudcc.syr.edu/_documents/InclusiveEventsSeminarsGuide.pdf

webster.edu/specialevents/planning/food-information.html

ENGAGING DIVERSE ALUMNI

www.gse.upenn.edu/pdf/cmsi/engaging_diverse_alumni.pdf

link.springer.com/content/pdf/10.1007%2F978-3-319-58527-7_9.pdf