

Chapter Programming

Your Chapter expresses your values through the events/programs you put on for your members and beyond (this is what your campus and the public sees about your Chapter). Below are six ways that your Chapter can think critically about making your programming more diverse and inclusive.

1 Recommendation: Develop diverse and inclusive marketing

Rationale: Develop marketing materials that feel inclusive and aim to attract a diverse audience. It's critical to market your programming in a way that is appealing to diverse audiences. Regardless of how awesome your event is, if you don't consider how you are marketing it, you won't get the diverse audience you are hoping for.

How to get started: Think about what language and images you are using to advertise the event. Who is represented in the images used? Is anyone missing? You may consider sampling a small group of diverse Chapter (or campus) members and ask them if the marketing feels inclusive to them. Once you have created marketing material that feels inclusive, brainstorm all of the different places on campus or in the community that you can hang posters and flyers to reach new audiences. For example, you can ask a different student organization if they will help you market the event through their social media or newsletter.

2 Recommendation: Curate inclusive events

Rationale: Start with a lense of inclusion from the beginning so that you design your events with the goal in mind.

How to get started: Here are some examples of ways to make your events more inclusive: If the event includes food, be sure to have options for all dietary needs. Make sure non-alcoholic drinks are provided for people who don't drink alcohol. Strive to have your event be wheelchair accessible. Consider where on campus or in the community you want to hold the event so it feels welcoming to as many attendees as possible.

3 Recommendation: Use inclusive language

Rationale: So much of our values and priorities are reflected in the language that we use, so strive to make sure the language in and around your event as inclusive as possible.

How to get started: We recommend using language that is free from words, phrases or tones that reflect prejudiced, stereotyped or discriminatory views of particular people or groups. Inclusive language doesn't deliberately exclude people from being seen as part of a group. For example, ableist language (language that assumes everyone is able-bodied) such as "Everyone stand up with me," excludes those that are unable to stand. It's a good idea to test your event language with other members before using it on the day of the event.

4

Recommendation: Design inclusive spaces

Rationale: It's important to create a physical space at events that will feel welcoming and inclusive to all participants.

How to get started: Think about how attendees will interact in the space. Is there enough space for them to mingle with one another? Will the space promote open dialogue? In order to continue cultivating an inclusive culture, each event you host is an opportunity to do this further. When choosing a venue, some things to take into account include wheelchair accessibility, parking, and access to public transit nearby. If the existing restrooms aren't already gender neutral, you can convert them by making your own signs and placing them over existing ones.

5

Recommendation: Invite diverse experts and speakers

Rationale: It is ideal for external speakers that you invite to speak at your events to come from a diversity of identities and backgrounds. This is important for a few reasons: 1) it will demonstrate to your members and audience that you have done your due diligence to bring in diverse experts around a particular topic 2) it will greatly diversify the points of view and experiences being shared as experts and 3) It will allow the topics discussed to resonate with a more diverse audience.

How to get started: It is important to not always invite the usual suspects to speak. For example, if you are curating a panel of impact investors, do your best to include women and people of color to speak on the panel. This might be more challenging to do given that impact investing is heavily white and male dominated, but it is certainly possible. We recommend that you reach out to local organizations and faculty on campus to get suggestions of potential speakers who can speak about your chosen topic. Using LinkedIn as a way to connect with speakers who are not in your direct reach can also be an effective tactic. Offering speaker training or extra support, if you are able to, may encourage individuals to participate in your event. If you are having a difficult time finding diverse speakers to participate in your event/panel, consider broadening or re-thinking your topic.

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Recommendation: Diversify your external events

Rationale: Diversify the types of external events that your Chapter facilitates (ex: social events, tours, volunteering, etc.). When thinking of external events, consider how they align with your Chapter's mission and values as they change.

How to get started: Is your Chapter volunteering with the same non-profit or in the same community each year? Is there a way you could diversify the types of engagements you have with the community to support more diverse communities around your campus and appeal to more diverse students on your campus?