

Dr. Pembroke and ARTF Core Council Members,

It has been an honor to serve as co-chairs of the Anti-Racism Task Force's Subcommittee focused on Effective and Sustained Communication. Thank you for presenting us this important opportunity. Our subcommittee's charge was broad in scope as communication is an imperative function across the institution and externally in relation in the coordination, development and expansion of ideas, partnerships, programming, resources and more.

Our subcommittee members represented a diverse array of units across campus and comprised both faculty and staff experts. This motivated group of individuals broke into five primary subgroups in an effort to look closely at a few major themes derived from our initial charge from the ARTF Core Council.

Those groups focused on:

- Repairing the Relationship with East St. Louis
- Anti-Racism Training
- Elevating and Promoting the Scholarship and Work of our BIPOC Colleagues (specifically our Black colleagues)
- Community Outreach and Organizing Work for the Metro STL Area
- Expanding, Altering and Coordinating Programming

Given the "sustained" piece of our subcommittee's work, many members have expressed a strong interest in continuing this necessary work for the betterment of the University. Gathering in this way, with diverse voices and perspectives both personally and professionally has afforded us all a unique opportunity to better connect, share insight and collectively move forward toward positive change. Communication is a powerful tool and we've experienced the benefits of utilizing that power through shared dialogue. Please let us know how we can best assist moving forward.

We present the following report with a strong request for action. Acting on and supporting our recommendations will be an exercise in building trust across the University, and serve as a return on investment of our time, energy and dedication in transforming SIUE into an anti-racist institution.

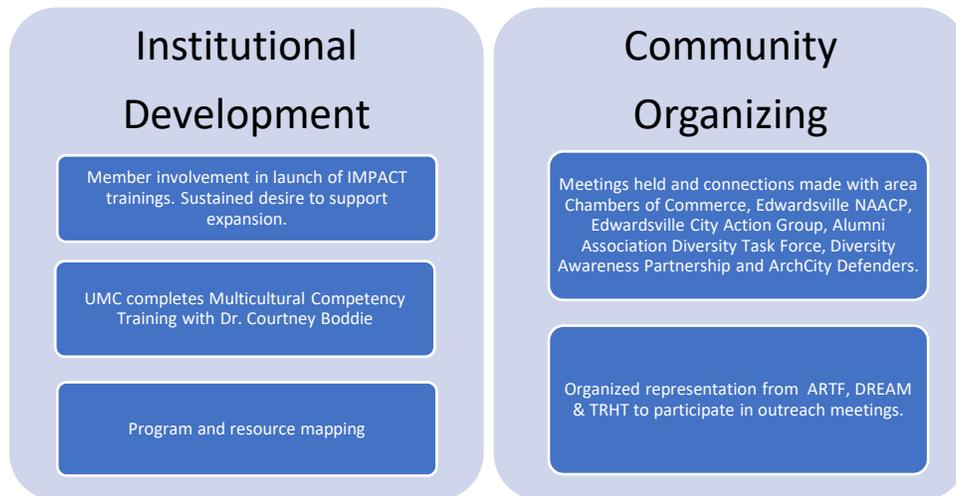
Thank you for your attention to the following rundown of our completed tasks, recommendations and action items.

Sincerely,
Megan Wieser and Dr. Jennifer Hernandez, Co-Chairs

Anti-Racism Task Force
Subcommittee #1: Effective and Sustained Communication

Throughout the past couple months, our subcommittee has made positive movement in the areas of community outreach and relationship building. Additionally, training and programming opportunities have been supported and initiated.

Completed Tasks



Institutional Development

Institutionally, our subgroup conversations led to the coordination of an internal training for the University Marketing and Communications team. In response to the difficult balance of appropriately and accurately highlighting Black scholars on campus, while ensuring tokenism is not present, Dr. Courtney Boddie offered his time to present on a foundational component to guide decision making on this topic. On Sept. 9, Dr. Boddie hosted a discussion on Multicultural Competency.

This presentation was thought-provoking and well-received. Moving forward, this type of training would prove beneficial for multiple non-academic units across campus as we promote and elevate the work of our Black colleagues without misrepresentation or misguided directives.

Additionally, the communications subcommittee is excited about the launch of the IMPACT Academy's trainings for faculty. Such trainings are necessary for all campus community members and should be mandatory.

Subcommittee members have conducted an exercise in program and resource mapping in order to collate information on the numerous initiatives happening campus wide. These

include, but are not limited to, TRHT/USS, DREAM Collective, Inclusive Conversations, Sustained Dialogue, and Diversity Day.

Community Organizing

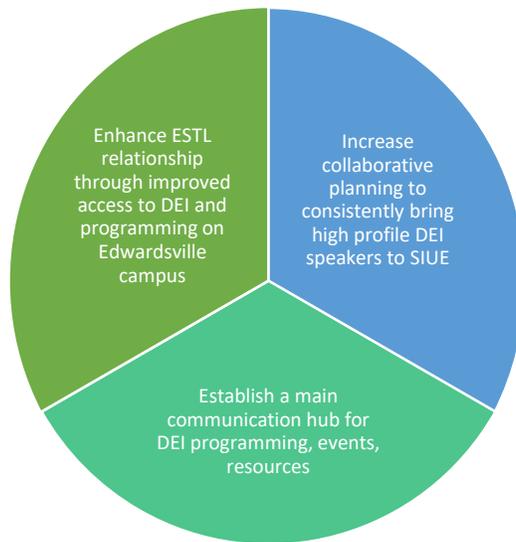
With regard to community organizing, meetings have been conducted with multiple external stakeholders and prospective partners, including:

1. Edwardsville City Action Group on Equity and Race Relations
 - a. Jessica Harris, Jess Krim, J.T. Snipes and Megan Wieser met with Mayor Hal Patton and group members Brittany Johnson (Edwardsville Intelligencer), Ed Cunningham (Edwardsville NAACP) and Jean O'Brien (New Leaf Counseling)
 - b. Outcomes:
 - i. Our experts were able to offer reflection/advice on the handling of racial incidents that occurred in the City and School District.
 - ii. Connections were made for increased training to lay a positive foundation of race relations for area teachers, students and city employees.
 - iii. The city expressed a strong desire to hear about, become involved in and share information on University programming related to diversity, equity and inclusion (DEI). Contacts were shared to enhance communication lines.
2. Edwardsville NAACP President Ed Cunningham
3. Area Chambers of Commerce
 - a. A member from the Office of Online and Education Outreach connected multiple area Chambers to share SIUE's resources and contacts related to DEI. Nearly all replied with appreciation and excited interest in partnering.
 - b. Outcomes:
 - i. Lindy Wagner will present on Unconscious Bias to the RiverBend Growth Association's members (Sept. 17).
4. SIUE Alumni Association Diversity Task Force
 - a. Coordinated for Jessica Harris to speak to the Association's new Task Force about the work of the Anti-Racism Task Force and how our efforts might align moving forward – scheduled for Sept. 14
5. Diversity Awareness Partnership (DAP)
 - a. Jamie Doss and Megan Wieser met with Executive Director Melissa and Community Engagement Coordinator Sarah
 - b. Among DAP's organizational strengths is its facilitation abilities. DAP has a lengthy list of partners in the non-profit, University and for-profit sectors. Melissa will share those contacts with us. She specifically suggested we connect with Faybra Henphill with Forward through Ferguson.
 - c. Melissa recommended we get involved with a growing grassroots organization of DEI professionals that meet to share best practices and other information – the St. Louis area Diversity and Inclusion Consortium.

- d. DAP hosts an annual summit in May and, amid COVID-19, began hosting virtual community roundtables. SIUE is invited to attend and/or present.
 - e. DAP has a partnership program. Involvement requires funds, but would be a good outlet for SIUE to become connected.
6. ArchCity Defenders
- a. Meeting scheduled for Sept. 15

Action Items

While substantial progress is and has been made, importantly, larger action must ensue to expand, mandate and sustain this work. Our subcommittee presents the following as our requests for action, and overarching personnel needs, from the University’s primary leaders and members of the Core Council.



We believe advancement in these areas will help break down University wide silos that inhibit communication and collaboration. These silos exist within DEI work, albeit unintentionally, as well as in supporting functions related to marketing and communications, student affairs and across the three campuses. They sometimes run severely deep and can cause damage to personal and professional relationships.

Robust DEI initiatives have expanded and increased across the University. However, most often the workload of the primary coordinators does not allow for consistent and thorough attention to effective and sustained communication with colleagues and peers, campus and community stakeholders, and students. Without such communication, important, well-intended efforts are weakened. Enhanced support of the following nature would help break down siloed initiatives, while ensuring DEI messaging is integrated into marketing and communication materials, attendance and engagement is boosted and tracked through increased promotion, and redundancy is decreased by filling gaps or avoiding miscommunication.

#1 – Enhance ESTL relationship through improved access to DEI and other programming on the Edwardsville campus

Problem: Members of the East St. Louis campus community feel ostracized from the Edwardsville campus. This long-time sentiment needs to be addressed in order to repair the damage from previous policies and offer reparations to repair and strengthen the relationship between the campuses.

Recommended Actions and Justification: We recommend a shuttle service be offered between the Edwardsville and East St. Louis (ESTL) campuses. Students and faculty need the support of transportation accessibility between campuses in order to participate in programming and engage with their colleagues. Additionally, the aesthetics of the campus in East St. Louis have been described as “compound”-like. This makes it feel unwelcoming to residents of the community, staff and students of the campus and Charter High School. In fact, within our subgroup conversations, it was brought forth that many residents have stated that they would rather access the Department of Motor Vehicles in Belleville than to come onto the SIUE “compound.” With regard to research activities and funded programs, a formal process needs to be constructed to ensure that grant monies funded to complete research at or with the East St. Louis campus is distributed to both the Edwardsville campus and ESTL campuses. Stakeholders at the ESTL campus reported that the promised monies and resources do not make it to their campus as expected. There is no clear understanding of the verbal and written agreements between the principal researchers and the stakeholders on the ESTL campus. There is a clear perception of distrust and exploitation of the use of the residents, students, faculty, and staff of the ESTL campus for research purposes while never receiving the monies or resources promised. One way that we can support the work of our Black colleagues and amplify the amazing expertise that we have across campus is to strengthen the capacity of the Graduate School of identify and support relevant applications to external sources and/or consider creating new internal funding streams.

Relevance and Importance: As an anti-racist institution, we must acknowledge and repair the perception of the Edwardsville campus being a colonizer of East St. Louis. Long cultural history of the relationship appears exploitive of the most vulnerable population in our community, both on campus and in the St. Louis Metropolitan area. Deep feelings of distrust and hurt are expressed by the residents and students from the ESTL campus as it relates to the Edwardsville campus. At the core of anti-racism work is the ability to admit and be accountable for past mistakes, even those that happened before most of us came to SIUE, and correct them publicly and with humility.

Required Resources: A small group of stakeholders met to discuss the opportunities available to repair and strengthen the relationship between the Edwardsville and ESTL campuses. This small group is thoroughly invested and would like to continue this work. Resources needed will include the Chancellor, Provost, and ARTF Core Council’s empowerment to keep collaborating, money to support shuttle expenses, funding and resources to support the aesthetics of the ESTL

campus, and a transparent and accountable process for accessing the people and programs at the ESTL campus for research, perhaps through strengthened capacity of the Graduate School.

#2: Establish a main communication hub for DEI programming, events, resources

Problem: It can be difficult for the campus community and external audiences to find the wealth of DEI programming SIUE offers. Various initiatives fall under different areas on campus, which has benefits, but also leads to confusion as to which program can be found where, and which programs are targeted toward which audiences.

Recommended Actions and Justification: The development of a highly visible, user-friendly online communication hub will provide the detail and clarity needed for individuals to find and utilize available programming and resources. Currently, there are two outlets at SIUE to generate such a hub at no additional cost. These outlets include the newly developed siue.edu/anti-racism, which would serve as the landing page for anti-racism related programming and would link to the individual department, program, resource pages that already exist. The second is the Get Involved at SIUE program. This digital system was originally used for student organizations, but its use has expanded to other areas on campus. It affords users the ability to post events, track attendance and give routine announcements. This program would increase internal communication, as it would house event promotions and training opportunities. Should these resources prove unsustainable or lack the capacity to host necessary functions, an alternative option may come with a cost (i.e., DREAM Collective site).

Relevance and Importance: As we work toward increased anti-racism training opportunities and enhanced communication of available programming and events, making these outwardly visible and easy to access is paramount. Additionally, the ability to better communicate internally and offer program leaders the chance to gather analytics related to their event attendance and engagement will be beneficial. Faculty, staff and students would gain RSVP opportunities and filtered navigation capabilities to search for available trainings and events.

Required Resources: Such a hub requires constant content updates. This need for consistent updates would be limited on the siue.edu landing page, as it would be heavy on the front end and then primarily serve as a connector to existing pages which already have administrators in place to fulfill updates. Coordination of phase one of updates to the landing page is underway (Jessica Harris and Megan Wieser – meeting Sept. 16). The Get Involved at SIUE site is user-friendly and could be utilized by individual centers (i.e. IDI, CSDI, TRHT, IMPACT) as desired. This platform has the capacity to handle event registrations and the completion of badging or certification programs. Needed resources would be training from Student Affairs staff (i.e. Sarah Laux and team) for new users. Additionally, a commitment from the UMC interactive media team for rapid updates would be important to ensure this web development happens quickly and can be sustained.

#3: Increase collaborative planning to consistently bring high profile DEI speakers to SIUE

Problem: Perhaps less a problem and more a recognition of room improvement and growth, external stakeholders expressed an interest in increased presence of high-profile speakers on campus and/or presented by SIUE.

Recommended Actions and Justification: We recommend enhanced alignment of efforts to secure external speakers through increased communication and idea sharing. This may be as simple as a meeting of the minds involved. For example, one brief email to Grant Andree with Arts & Issues opened the door to the sharing of names for suggested speakers and an offering of ways in which his programs can be included in other promotional materials (i.e. Online and Education Outreach). That openly communicated offer of support and welcoming of suggestions was met with appreciation from all sides. Our campus culture aligns with this collaborative approach. It should be an expectation, especially during onboarding of new faculty and staff, that we underscore the value of this internal communication and demonstrate how those connections can be developed and utilized. Additionally, we recommend considering how to get more out of a guest speaker. Increased communication and collaboration bring opportunities for breakout sessions or lunch and learns that may fit a variety of individuals across campus, including faculty, staff and students.

Relevance and Importance: As an institution of higher learning and advocate of lifelong learning, community members turn to SIUE as a source of knowledge and opportunity. Positively, SIUE has a number of successful programs/units in place that bring in or have the potential and infrastructure to host such speakers. i.e. Arts & Issues, Diversity Day, CSDI – specifically the Dr. Martin Luther King Celebration. We have ample expertise on campus, but stand to benefit from broadened learning and expanded visibility with the invitation for external scholars and activists to share their voice and calls for change. To answer a question originally presented to our subcommittee – What responsibility do we have in influencing the region through effective communication on issues of social justice? – our responsibility is major. This directly aligns with our mission to shape a changing world. It is imperative that we use our strengths to be a powerful voice for social justice through the promotion of our scholar activists work, University programming and our ability to connect our region with the world by way of speakers and lifelong learning.

Required Resources: Often, increased funding will be necessary to support the costs of hosting such influential speakers. Where that funding stems from would be dependent on the host unit. Perhaps in multiple instances, added monetary support from the Chancellor's Office may ensure DEI speakers can be secured. If we are firm in our anti-racism efforts, this commitment is imperative.

Overarching Action to Support #1, 2, 3 –

The ability to sustain actions related to all of these items related to communication underscores a need for staffing in University Marketing and Communications (UMC). This person(s) would amplify support of efforts with dedicated capacity.

Recommended Actions and Justification:

Position 1 – Create a new staff position within UMC whose specific focus is the organization and communication of DEI-related initiatives. This would be a graduate assistant position with direct oversight from a communications professional on the UMC team. The overseeing individual would have an expanded presence in meetings of DEI initiatives. This would allow for increased opportunities to communicate efforts through shared involvement.

Position 2 – A full time client manager/communications specialist devoted to the East St. Louis Center. This person could offer insights on how to more effectively communicate internal opportunities, as well as amplify external promotion of the East St. Louis Center.

Securing such personnel within UMC would expand capacity on the communication side of the house, and open opportunities to increase information sharing between DEI-related programs and events, while maintaining consistent branding and aligning efforts with the University's mission, vision and values.

Required Resources: Increased funding to UMC to support a graduate assistant position and/or an updated PDQ of a current professional to reflect dedicated attention to DEI initiatives and the East St. Louis Center.

Sustained Efforts

While we narrowed our focus from the long initial list of areas to address into five primary categories, our subcommittee also discussed a few specific questions and items as a group.

1. What messaging needs to come from SIUE leaders and how should it occur?
 - a. Transparency and timeliness are key. Trust in our campus leaders needs to be developed through action and consistent communication throughout any processes.
 - b. We recommend that messaging comes frequently and in a variety of formats. These efforts have begun to be implemented by way of our required digital environment amid COVID-19, but refinement is needed. Communication including video messaging, written announcements, town halls, visual updates have all been suggested.
2. Establishing a focus on support of Black colleagues.
 - a. It was brought forth and discussed in our meetings that the use of BIPOC takes away the focus on Black colleagues who face notable inequities. The

subcommittee suggests that moving forward Black is used consistently, rather than BIPOC, or at least clarifications are made between the use of the two. While there are times in which a broad focus on issues, challenges, and strengths of identifying as BIPOC are helpful, there are others in which a direct and explicit focus on issues, challenges, and strengths of identifying as Black and experiencing anti-Black racism is the essential task of anti-racism. Thus, we should be clear which of these we mean in our internal and external communications.

3. Additional UMC-related efforts, which would need to spread to other units, include an evaluation and analysis of the use of official photos (including tagging, rights, permissions, etc.) and the representation of diversity that is used in University publications and on affiliated online platforms.
 - a. We recommend that UMC initiate and expand the use of internal focus groups, as well as with prospective students and/or high school counselors, to guide decision making related to marketing, communications and other visual and written materials.
4. How do we confront our own inherent biases and change our ways of thinking?
 - a. We dive in and utilize the incredible programming being offered across campus to reflect, learn and grow as individuals and as a campus community.
 - b. Through increased communication efforts aided by added personnel and better coordination of resources, much of which is outlined above, we can become a better informed campus community.
 - c. As trainings are solidified, we strongly advocate for the implementation of required trainings. We recommended establishing this requirement with a format in which multiple opportunities are available for completion and an individual gets to choose which required option they will undertake and participate in.