

Dr. Marisa Herrera | Center for
Inclusive Entrepreneurship

marisa.herrera@herreraeducation.org
#BIPOCuniversaldesign
Herreraeducation.org

UNIVERSAL DESIGN IN
OUTREACH AND
ENGAGEMENT FOR BIPOC
COMMUNITIES:
*REACHING OUR
COMMUNITY IS A
NECESSARY IMPERATIVE*

OUR OBJECTIVES

Enhance

Enhance understanding of the how implicit bias and racism manifest in communication strategies, governmental organizations and the lived experiences of our employees and community

Practice

Practice applying a racial equity lens to scenarios related to race and racism in communication settings and prioritize the creation of an equitable communications plan

Gain

Gain messaging strategies for creating racial equity in business operations, marketing & communication, and government settings and making racial equity an imperative

I. Setting the Stage

How we communicate about bias and racism

Reflecting on our own experience

II. Analysis

Manifestations of Racism in communications

III. Application

Scenario Analysis



AGENDA

COMMUNITY AGREEMENTS

Be

Be a learner and take risks

Keep

Keep the focus on race and racism in the US

Assume

Assume positive intent and take responsibility for impact

Expect
and
accept

Expect and accept a lack of closure

MINGLE HUDDLE-
COMMENT IN
THE CHAT OR
WRITE DOWN

When I talk about race or racism, I feel...

Mingle Huddle

The last time
I talked about
race/racism/bias in my department/
team was...

Mingle Huddle

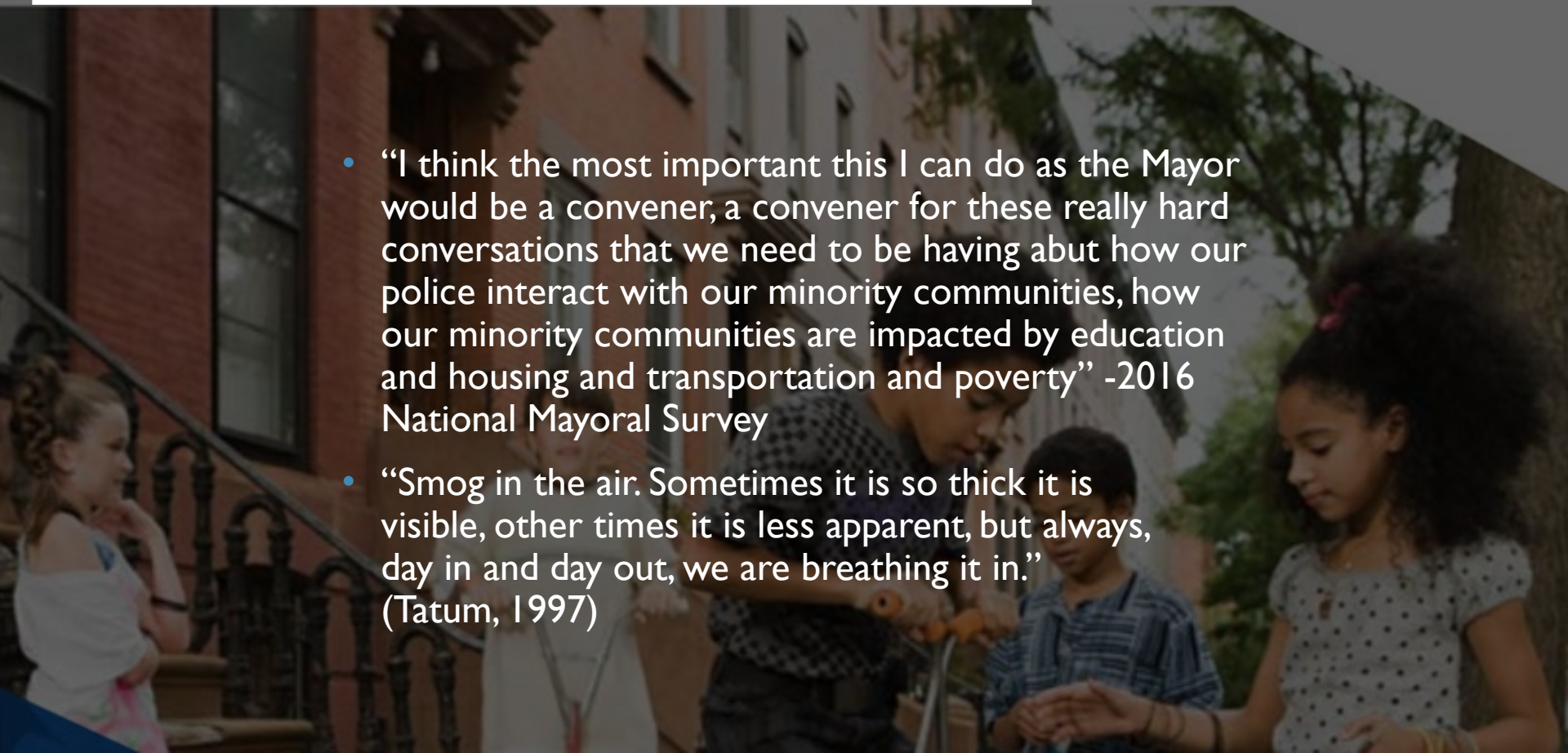
One challenge I am facing in addressing race/ racism in our communication strategy is...

MUNICIPAL ACTION GUIDE

Advancing Racial Equity in Your City

WHY SHOULD WE TALK ABOUT BIAS AND RACISM?

- “I think the most important this I can do as the Mayor would be a convener, a convener for these really hard conversations that we need to be having about how our police interact with our minority communities, how our minority communities are impacted by education and housing and transportation and poverty” -2016 National Mayoral Survey
- “Smog in the air. Sometimes it is so thick it is visible, other times it is less apparent, but always, day in and day out, we are breathing it in.” (Tatum, 1997)



WHAT IS RACISM?

RACISM

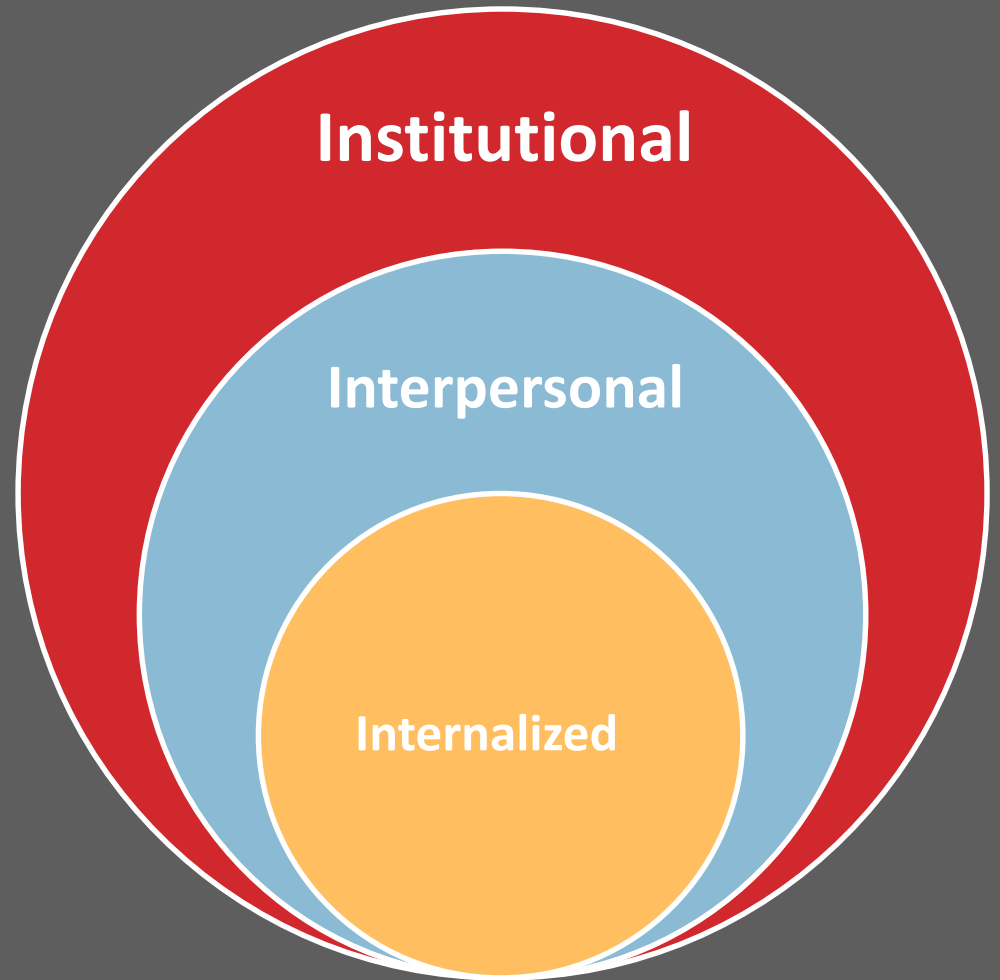
A system of social structures that provides or denies access, safety, resources and power based on race categories and produces and reproduces race-based inequities.

It affects us *individually*, is built into our *institutions* and is woven into the fabric of our *culture*.

Though racism is a system, it has many
manifestations.

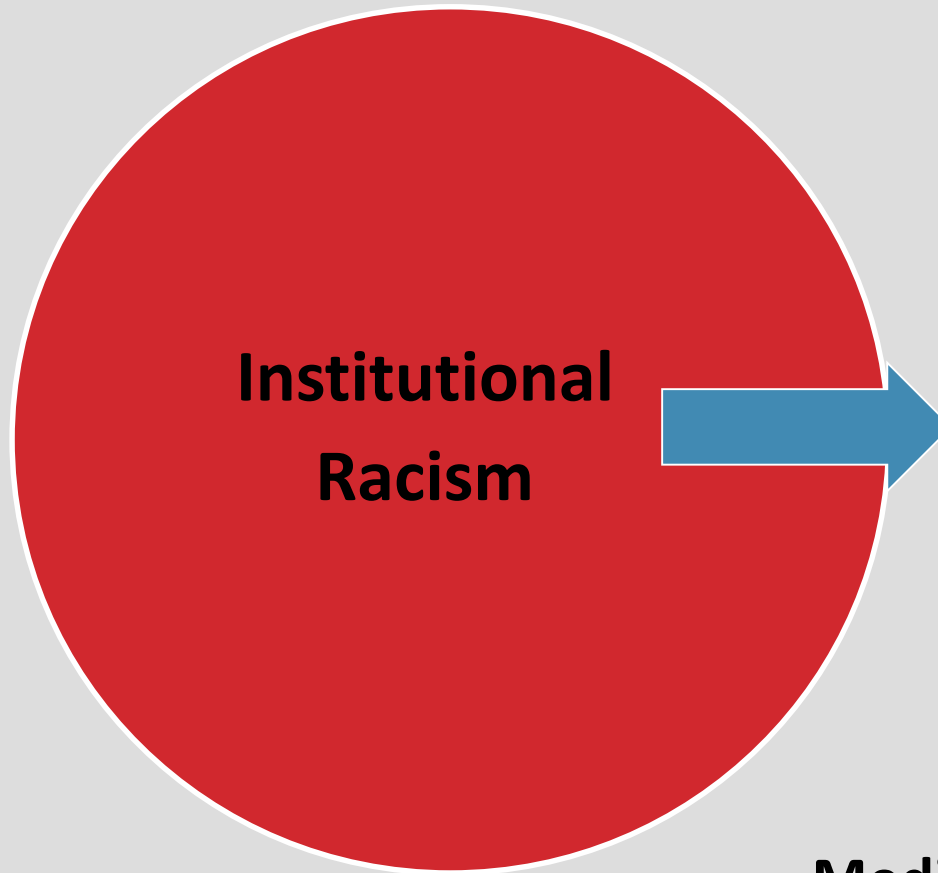
Here are three...

THREE WAYS
RACISM
MANIFESTS...



School to Prison Pipeline

Redlining



The way racism manifests itself within various institutions in society. This includes the policies and practices that perpetuate a cycle of racial inequity and are promoted (overtly or subtly) by institutions (i.e. schools, government, housing, media).

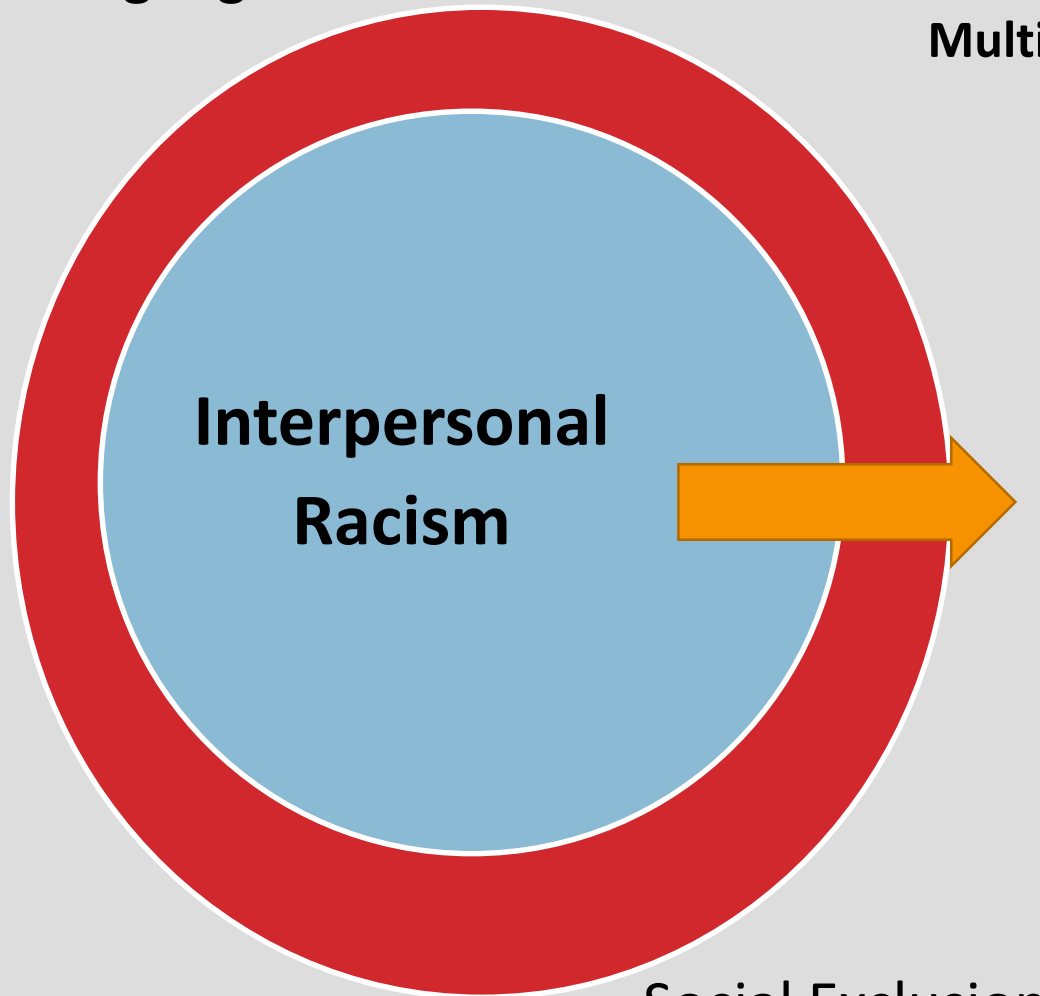
Media

Stop and Frisk

Food Deserts

School Discipline

Language



Multiculturalism Vs. Anti-Racism

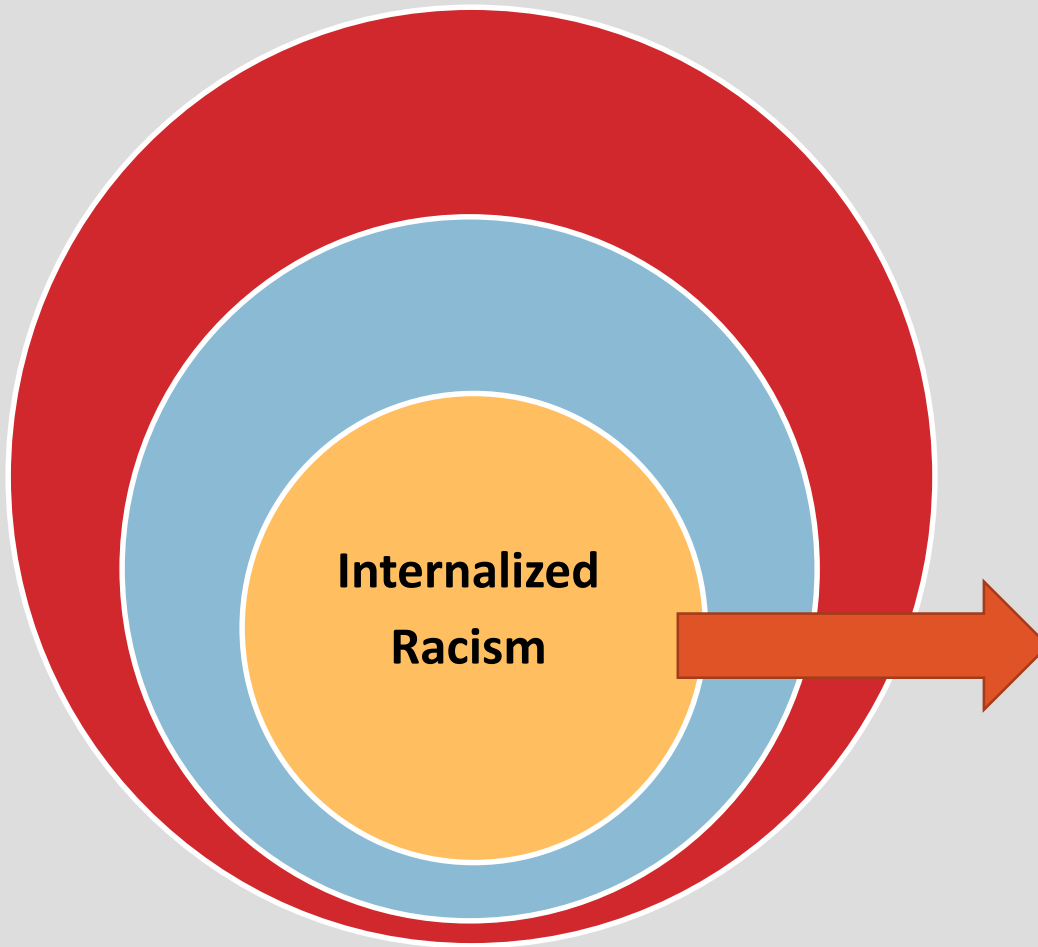
Consciously or subconsciously discriminating against a person or a group simply because of their race.

This is usually manifested through communication (verbal or non-verbal) or actions. It occurs when those with racial privilege (White people) discriminate against, isolate, minimize the experience of or oppress those with no (historical) structural power (People of Color).

Social Exclusion

Microaggressions

Financial Aid Assumptions



An individual's conscious or subconscious acceptance of a racial hierarchy in which White people are consistently ranked above People of Color.

It is manifested by, but not limited to, exhibiting patterns of thinking that one's racial group is inferior (i.e. as questioning ones' self worth based on their racial identity) or/and or thinking aspects of the dominant culture are superior (i.e. assuming Whiteness is the 'normal').

I Belong Here

Is that really racist?

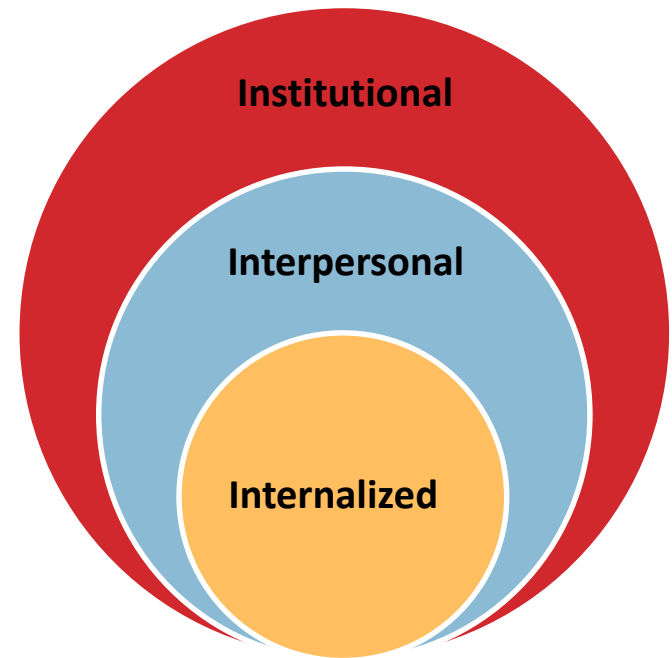
Let me show you what is!

Owning Vs. Renting

Code Switching

Having all the Answers

HOW DO
COMMUNITIES
EXPERIENCE...



...racism?

TALKING ABOUT RACE AND
RACISM IN
COMMUNICATIONS PROVIDES
UNDERSTANDING,
AWARENESS AND VISION OF
RACIAL EQUITY AND JUSTICE.

VISIBILITY & LANGUAGE MATTERS

When someone with authority describes the world and you are not in it, there is a moment of psychic disequilibrium, as if you looked into a mirror and saw nothing.

- Adrienne Rich

SCENARIO WORK

- Applying a Racial Equity Lens:
- How is institutional, interpersonal or internalized racism manifesting in this scenario?

SCENARIO 1

- Placeholder for scenario

SCENARIO 2

- Placeholder for scenario

SCENARIO WORK

- What strategies could you apply to this situation, in short-term and long-term?
 - Short Term: What would you say/ do in the moment?
 - Long Term: How could you and/ or the Public Information Officer follow-up from a communications standpoint?

Strategy Brainstorm

Short Term

- Breathe
- Affirm
- Inquire
- Continue the conversation
- Intervene
- Apply a racial equity lens

Long Term

- Educate yourself
- Talk about race and the impact of systemic racism as a community
- Analyze communications structures through a racial equity lens
- Be proactive and build alliances

Closing Reflection

What are you taking away from today?

What is one communications action you could put into place upon work tomorrow?

today

today

tomorrow

Where was your growing edge today?

Thank *you*.

MARISA.HERRERA@HERRERAEDUC
ATION.ORG