



ALUMNI AFFAIRS AND DEVELOPMENT ONLINE EVENTS DEI PLANNING QUESTIONS AND CHECKLIST

Diversity, Equity and Inclusion Statement

Cornell AAD strives to lead by example with respect to diversity, equity and inclusion in our program's offerings. Here is our statement on DEI for online events for all alumni programs produced by central AA, colleges, units, and by extension, volunteer organizations; we encourage all planners to consider these checkpoints for programming when planning all alumni events and when partnering with entities outside Cornell AAD that include Cornell branding.

Checkpoints for Programming

We'd all like to see Cornell's alumni programming, including speakers and mentors, reflect our spirit, Cornell student body and society as a whole. We believe diversity empowers our community and its participants and adds perspective to a greater and more informed understanding of the world. We aim to meet all alumni where they are in all aspects of their life and encourage a sense of community and belonging through programming. As such we welcome and celebrate people representing diverse:

- Genders
- Ages
- Racial Identities
- Religions
- Political preferences and/or affiliations
- Sexual Orientations
- Physical Conditions
- Cultural / Ethnic Backgrounds
- Countries of Origin
- Educational trajectories (e.g., first generation, veterans)
- Economic trajectories (e.g., low income)
- Learning modalities (e.g., journeys impacted by ADHD, other cognitive or physical challenges)

TIMING/DATES

- Have you considered the [date of your event](#) as it relates to religious holidays, national observances, etc? (does it avoid or celebrate these considerations?)
- Have you considered the time of your event as it relates to religious holidays, national observances, life stage (i.e. family friendly time), etc? (does it avoid or celebrate these considerations?)
- Are you holding your event at dates/times that is convenient for your or your audience?/Can you change the time frame/date up by time zones, days of the week so

people can participate and not feel excluded because it is always difficult for them to join live?

CONTENT

- Are you planning your programming to feature a variety of subjects and topics in formats that are diverse and representative of an inclusive and accessible approach?
- Are you examining your topic from all angles for unconscious bias and unintentional exclusion? Besides diversity, what is the impact/interest of presenter content to the audience?
- Are you ensuring underrepresented speakers are not limited to discussing topics of diversity, women in the workplace, balancing of work-family life, or other identity-based talking points?

SPEAKERS

- Are you striving for a significant diversity in your mix of speakers and experts?
- Have you checked that none of your panels or series are limited to all men?
- Are you seeking to include BIPOC (Black, Indigenous, People of Color) as well as members of the LGBTQIAP + community and other underrepresented voices?
- Are you ensuring that your featured underrepresented speakers serve as experts in their own right and not just as moderators?
- Have you broadened your presenter search so speakers resonate with a wide audience (i.e. from tenured professors to lecturers, PhD candidates, young alumni, students/young staff)?

MARKETING

- Are you proactively marketing your programming to attract and include a diverse audience?
- Are you reviewing your marketing copy for any [unconscious bias in writing style](#), ordering of speakers, photos, or messaging?
- Are you reviewing your marketing in comparison to other events to make sure images, full names and proper titles, etc. of underrepresented speakers are not left out or shortened/made less significant than white speakers?
- Have you confirmed preferred pronouns, name spellings, and special characters for speakers for use in marketing materials?
- Do digital marketing materials/info meet ADA web accessibility standards?
- If you are charging, how do you make sure that there are options for those who want to participate, but can't afford it?
- Do your marketing materials reflect a feeling of belonging or do they sound exclusive (maybe they are exclusive for certain reasons)?

TECHNOLOGY/MATERIALS

- Have you read about and communicated to speakers about the best fonts, colors, sizes, etc. to [make presentations accessible](#)?

- Have you considered [closed captioning](#) for your event for hearing impaired attendees?
- Are the platforms you are using for messaging, registration, broadcasting accessible (i.e. color con)?
- Are you asking or have somewhere for guests to identify what they need to participate and are you prepared to accommodate those potential needs?
- If your technology offers it, think about offering multiple language translations (i.e. Recap'd) to allow someone to read captions in their preferred language.

LIVE EVENT

- Do you have help available so those who are struggling with access, etc. don't feel like it's too hard to participate?
- Are your speakers engaging with the audience and not just talking at them so they feel welcomed and like they are in the right place?
- Are the materials available after the event in case something wasn't accessible to the guest during the program?

LOCATION (Not for online, however, something good to keep as a reminder)

- Have you considered the location of your event to be inclusive? Are you having programs in the same neighborhoods/areas consistently instead of changing locations to include other constituents?*

LINKS AND RESOURCES

- Conscious Style Guide - <https://consciousstyleguide.com/>
- Accessibility:
 - [Microsoft Accessibility Checker](#) (and [what it checks](#))
 - AAD Contacts (as of 11/10/2020): [Chris Lastovicka](#) and [Thomas Deneuille](#)
 - [Zoom closed captioning](#) how-to/Recap'd (<https://www.recapd.com/>)
 - Accessible Meetings and Events: <https://accessibility.cornell.edu/event-planning/accessible-meeting-and-event-checklist/> and <https://accessibility.cornell.edu/>
- Holidays and observances [calendar](#) (US list; can change to global)
- Relevant webinars:
 - Incorporating Diversity and Inclusion in the CAAAN Process (Volunteer Webinar): https://vod.video.cornell.edu/media/Incorporating+Antiracism+and+Inclusion+Strategies+in+the+CAAAN+Process/1_onthb5n2