

EPSILON SIGMA PHI:
URBAN & CULTURALLY DIVERSE AUDIENCES (UCDA) AFFINITY GROUP

SUBMITTED SUMMER 2022

ESP UCDA EQUITY TOOLKIT REPORT

SUPPORTED BY FUNDING FROM THE RITA T. WOOD GRANT

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FOCUS

The Epsilon Sigma Phi (ESP) Urban & Culturally Diverse Audiences (UCDA) Affinity Group crafted a vision for the Diversity, Equity, Inclusion (DEI) efforts of the affinity group with the larger membership of ESP. The premise of the project was to help design metrics and strategies to engage, recruit, and improve the work of the ESP UCDA. Heavily represented in the Affinity Group, the University of Florida Chapter of ESP submitted for and was awarded the Rita T. Wood Grant to support this effort.

The team was led by University of Florida representatives Ramona Madhosingh-Hector, Henry Mayer, and Linda Seals, as well as Martha Aitken (Washington State University), Russell Hill (University of California), Surine Greenway (University of Idaho), and Karen Sergent (University of Tennessee). The team attended the Extension Foundation Impact Collaborative where they connected with other Extension professionals to begin drafting and developing the strategy for creating this toolkit.

This report is the result of their team time at the Impact Collaborative, and additional small group meetings to refine the vision.

UNIQUE VALUE PROPOSITION:

"A framework developed by the ESP UCDA Affinity Group that fosters a sense of belonging for all ESP members by increasing the usage of curated diversity, equity, inclusion and accessibility tools."

HOW TO ACHIEVE THIS GOAL:

Development of an onboarding manual with goals of:

- (1)** Engaging and educating new ESP UCDA members
- (2)** Educating new and existing national ESP board members
- (3)** Using resources developed by ESP UCDA and available online, collected in part through a Popl page with survey and submission opportunities.

WHAT SUCCESS LOOKS LIKE

MENTOR

Equity Advisors to train others and mentor future members.

MEASURE

Assess practice change and impacts in ESP.

CONNECT

Incorporate tangible technology as a means of connection. Use this to collect success stories and impactful information to share and grow collaboratively.

SHARE

Show, through shared stories and efforts, how these efforts result in actual activity and policy change. Demonstrate that DEI faculty and staff groups are gaining focused attention and supported organizationally.

HOW SUCCESS IS MEASURED

INCREASE

Diversity of our membership increases.

Diversity for ESP will include (beyond civil rights information) LGU affiliation (1862, 1890, 1994), urban and rural extension identifiers, and clientele programming audience as a marker of diversity.

- Begin with a baseline of the current diversity positioning.
- Determine what information is currently collected and identify diversity markers for growth.
- Amend membership data collection process to assess the growth and capture changes.

CHANGE

Defined change.

Addressing change is an important task to become a more inclusive association. What is the baseline for leadership? What changes have been made to promote inclusive strategies?

- Conduct inventory of website, member roll, bylaws, and operating documents.
- Co-create desired change alongside leadership, equity advisors, and other community groups.
- Use the evaluation data and metrics to recruit and increase diversity.

UNDERSTAND

OFFER TRAININGS coupled with surveying

number of diversity participants. Survey should use standard questions but include: knowledge gained, personal focus, and targeted questions to gauge change. Provide anonymity for members while using data to inform future efforts. Include opportunity for "real" feedback e.g., two or three questions on how training was received and areas to improve.

Use the survey results to inform internal organizational change and identify what content should be brought to membership.

Recommendation: Use an annual point in time survey distributed by leadership to overall membership asking for urban/rural location and audience/reach of members (not of themselves).

Include audience focus, population and office location. Do not include anything personal or intrusive (such as affiliations).

Maintain two purposes: increase diversity and make workshops more meaningful and impactful.

RESOURCES

TIMELINE *RITA T. WOOD GRANT*

2021

- JUNE 25, 2021
Rita T. Wood grant awarded
- August, September 2021
ESP UCDA sub group meets
- October 2021
Team ESP UCDA : Impact Collaborative
- November, December 2021
**Recruit Extension Foundation
DEI/Equity fellow**

2022

- February 2022
**ESP UCDA Update Report +
Recruit additional team members**
- February, March 2022
**ESP UCDA Subgroup
meetings with DEI Expert**
- April, 2022
**Request extension for award
(Receive notice of extension 4/28/2022)**
- May, June 2022
ESP UCDA meetings
- June/July 1, 2022
Final Report

RESOURCES

Journal Articles

Baumeister, R. F., & Leary, M. R. (1995). The need to belong: Desire for interpersonal attachments as a fundamental human motivation. *Psychological Bulletin*, 117(3), 497-529.

DOI: <https://doi.org/10.1037/0033-2909.117.3.497>

Coming Together for Racial Understanding. (2020). Coming together for racial understanding.

<http://srdc.msstate.edu/civildialogue/CTRU-PurposeStatement-6-29-2020.pdf>

Hammer, M. R., Bennett, M. J., & Wiseman, R. (2003). Measuring intercultural sensitivity: The intercultural development inventory. *International Journal of Intercultural Relations*, 27(4), 421-443.

DOI: [https://doi.org/10.1016/S0147-1767\(03\)00032-4](https://doi.org/10.1016/S0147-1767(03)00032-4)

Madhosingh-Hector, R. & Seals, L. (2022). Fostering a sense of Belonging in Urban Extension for Internal and External Stakeholders. *Journal of Human Sciences and Extension*, 10 (2), pp.170-183.

DOI: <https://doi.org/10.54718/NKXR4753>

Moncloa, F., Horrillo, S. J., Espinoza, D., & Hill, R. (2019). Embracing diversity and inclusion: An organizational change model to increase intercultural competence. *Journal of Extension*, 57(6), Article 25.

<https://tigerprints.clemson.edu/joe/vol57/iss6/25/>

Whitehall, A. P., Deen, M. K., Parker, L. A., & Hill, L. G. (2021). "Making time to make a difference": Program effects of a cultural competency training. *Journal of Human Sciences and Extension*, 9(2), 20-39.

<https://scholarsjunction.msstate.edu/jhse/vol9/iss2/2/>

Websites

Diversity, Equity, and Inclusion

<https://dei.extension.org/>

Diversity, Equity, Inclusion - Extension Committee on Organization and Policy

<https://pats.extension.org/diversity-equity-inclusion/>

Navigating Difference-Cultural Awareness

<https://pubs.extension.wsu.edu/navigating-difference-cultural-awareness-booklet-general-audience>

Intercultural Development Inventory

<https://idiinventory.com/>

ESP UCDA DEI beta site

<https://sites.google.com/utk.edu/ucda-resource-library/home>