Lesson Objectives

After participation in this lesson, you will be able to:

- Define the characteristics of a diverse audience
- Identify a series of approaches entitled “All Reasonable Efforts”
- Pinpoint strategies for making all learners feel welcome and encouraged to participate
- Identify the demographics of your geographic area
Diversity

What does diversity mean to you?
Diversity is defined as:
- the condition of having or being composed of differing elements
- the inclusion of different types of people in a group or organization
Diverse Audience?

“While we usually think of diversity in terms of cultural uniqueness, diversity is a commitment to recognizing and appreciating the variety of characteristics that make individuals unique in an atmosphere that promotes and celebrates individual and collective achievement.” *

*Definition from University of Tennessee, Knoxville
“All Reasonable Efforts”

“A series of required approaches, to solicit participation of underrepresented groups to participate in programming and services.”
“All Reasonable Efforts”

1. Use of Available Mass Media and Personal Visits

2. Making Programs Accessible

3. Programs of Interest to Target Audience
Parity

Community Demographics
Equals
Program Demographics
Open to Everyone

Verify Your Clientele

- Who are your clientele?
- What are their demographic characteristics and needs?
- Who is attending your meeting?
- Who do they represent in your community?
- How do you verify?
Meet Sandra

Sandra is a Family & Consumer Sciences volunteer developing a recruitment plan for her Money Matters programming.

In your opinion: What should Sandra consider? How should she verify her clientele? How should she tailor her program to meet target audiences?
How can we learn about diversity cultures and communities?
How can we learn about diversity cultures and communities?
Working with Diverse Audiences

- Use empathy and intuition to understand another point of view
- Seek common ground but enjoy differences
- Understand there are many cultures within any given culture
Working with Diverse Audiences

- Use words that include rather than exclude
- Accept there is more than one way to do something
- Do not use humor that is condescending to any particular group
Working with Diverse Audiences

- Do not assume everyone shares your beliefs
- Examine your assumptions about people who are different than you
- Show respect to everyone
Working with Diverse Audiences

- Ask for the correct pronunciation and spelling of someone's name.

- Ask the person(s) to repeat what was said slowly if you do not understand, because their comments are important to you.
Language Barriers

- Seek language-appropriate materials
- Seek materials that are sensitive to cultural differences and norms
Working with Diverse Audiences

- Use various styles of teaching
  - Visual
  - Auditory
  - Kinesthetic

- Utilize visuals in presenting information
- Be certain to make accommodation so everyone can hear
- Plan for a variety of activities, including hands-on learning
Accommodations

Your Extension staff will know the policies regarding accommodations for special needs

• Sign-language interpreters

• If physically handicapped, access to the building and support services
In Review

Photo from: http://diversity.uno.edu/
Activity and Post Test

Please proceed to the next slides to complete the activities and post test.
Diversity

1. How do you describe your hometown and family background?

2. How do you define diversity? What factors have influenced this definition?

3. Can you recall an instance when you felt you were different?
Hand Out

Please complete the following for your city/county:

County/City:
Population:
% Change over past 10 years:
Age Distribution of Population:
Education Level: (High School Graduates; Bachelor’s degree or higher)
Racial Breakdown:
Median Household Income:
% living in poverty:
Primary language spoken at home:

Please pause this slide and print to complete this activity
References


Holmes, Dallas L. Understanding Parity and Utah Demographics Can Lead to Strengthened Extension Programs. July 2011. 

http://pubs.cas.psu.edu/freepubs/pdfs/ui362.pdf.