

# HEADS UP

UPDATES AND ISSUES

DIVERSITY AND  
CIVIL RIGHTS



Dallas L. Holmes EdD, USU Extension, Diversity and Civil Rights Specialist 770-0744

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## CIVIL RIGHTS IN COOPERATIVE EXTENSION PROGRAMMING: PRINCIPLES and PRACTICES

*In Cooperative Extension, compliance with Civil Rights laws in the area of educational programs includes the following activities:*

1. Making **ALL REASONABLE EFFORT** to reach out to underrepresented and underserved groups.
2. **ACHIEVING PARITY** (the point at which program participation by underrepresented and underserved group members --ethnic minorities and women/men--reflects their proportionate representation in the population of potential recipients).
3. **TARGETING** specific communities, based on program goals.
4. **NETWORKING** with organizations and agencies that help us reach people of underrepresented and underserved groups.
5. **SEEKING STAKEHOLDER INPUT** from advisory groups, collaborators, and partners.
6. **DOCUMENTING** the work we have done by:
  - Developing action plans for reaching targeted audiences through understanding the demographic and socio-economic data for audiences to be served.
  - Keeping records about visits with special contacts.
  - Recording racial/ethnic information on mailing lists and tracking spreadsheets.
  - Including nondiscrimination and ADA accommodations statements on all Cooperative Extension publications and news releases.
  - Completing nondiscrimination assurance statement forms every third year with Extension partners and collaborators.
  - Maintaining a file of representative public communications demonstrating all reasonable efforts in reaching the underrepresented and underserved.
  - Staying informed of the public complaint process and how to document all complaints, as well as understanding the *And Justice for All* poster.
  - Annually recording potential audiences, actual participants, and demographic data in Extension reporting tools.
  - Annually completing the Civil Rights self-assessment tool, validating your understanding of Civil Rights law and Cooperative Extension policies.
  - Keeping an up-to-date personal Civil Rights file and an up-to-date county/state file.

**"Utah State University is an affirmative action/equal opportunity institution."**