

HEADS UP

UPDATES AND ISSUES

DIVERSITY AND CIVIL RIGHTS



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Mailing Lists: A Vital Extension Tool for Reaching the Under Served

Effective communication with Extension stakeholders is critical to program success and in meeting the Extension goal of making an “all reasonable effort”. Traditionally, marketing outreach to stakeholders has been through postal mailings, but in keeping up with technological advances, Extension programs are increasingly being marketed to stakeholders using electronic media such as the web, email. The use of electronic media is efficient, convenient, cost saving, and if utilized correctly, can be a great tool in making sure the majority of stakeholders are being reached.

For electronic media to be an effective Extension marketing tool, it is important that mass and targeted mailings reflect the demographic parity found in the geographic region that the mailing/email is being sent. To achieve this, it is valuable to dissect mailing/email lists used to make sure that the lists are representative of the populations being served and to have a database that can track and demonstrate the make-up of the mailing/email list by name, address, phone, email, ethnicity, gender and other desired program measurement fields. This conversion to a database mailing/email list system will provide an easier and more convenient way to analyze how well we are serving stakeholders in Utah communities by helping to create awareness of populations of stakeholders that might be underserved or not reached at all. *Be prepared! The analysis of Extension mailing lists utilized will be a component of future federal civil rights compliance audits.*

Other guidance for mailing/email list development is provided here for your reference.

1. Mailing/email lists developed should be for the exclusive use of USU Cooperative Extension, unless permission has been granted by list recipients for extended use.
2. The salutation should address the individual the way they wish to be known, not necessarily using the salutation conventions that may be available via electronic technology. For example: persons may not wish to have Mr., Mrs., Ms, Dr., etc., precede their name.
3. General clientele mailing/email lists should not be developed that segregate individuals by religious affiliation, color, national origin, age, or disability. However, some subject/producer specific programs may require specialized lists to be developed. In those cases, make sure but that such lists are inclusive of all qualified persons within the service area.
4. General mailing/email lists should be representative of all clientele targeted for the specific Extension program/information being announced.
5. Mailing/email lists should be representative of all ethnic and racial groups within the community or region they are developed for.
6. Extension employees should be able to respond to the question: “To what extent do you believe or know that this mailing/email list includes minorities and underserved persons in the service area”?
7. The conventions and design mechanics used to develop the mailing/email list are left to you based on the technologies and applications available as the list developer.

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