

## **Pledge of Respect PR Plan**

### ***Background***

Many colleges and universities across the country have created diversity pledges, encouraging students, staff members and the community to sign. Some examples include San Diego State University, San Diego Continuing Education, the University of British Columbia, Springfield Technical Community College, the University of Denver, and Kutztown University.

Developing a diversity pledge for the Grossmont-Cuyamaca Community College District would serve several purposes:

1. Those who sign the pledge would demonstrate their public commitment to serving a diverse community.
2. The pledge and any kickoff events can be used as a way of making the GCCCD community aware of the activities of the DEI Council and committees.
3. It would let potential and current students, and the community, know that the District is a welcoming place and would demonstrate how diverse we are.

The pledge would be introduced at the beginning of the spring 2015 semester. (The form will be easy to create on our new website content management system.) It would be posted on the district and college websites, asking those who take the pledge to fill in their name, email, and status – student, faculty, staff, alumni, or friend of GCCCD. We would store the emails of those taking the pledge to create a database of those interested in diversity issues so we can notify them of upcoming diversity news and events.

Some other colleges have posted the names of those taking the pledge; others have not. It's a powerful statement to have a list of names, led off by the Board of Trustees and our leadership, but may be privacy concerns about others.

This would be an excellent project for the Diversity, Equity and Inclusion Council and committees to promote diversity on our campuses and highlight the work we are doing. The working group reviewed pledges from other colleges to come up with our version. The introductory section is Board Policy 7100 on Diversity. We will seek input from the council and committees on the wording.

### ***Planning***

The Pledge of Respect will be undergoing collegial consultation with the DEI committees at Grossmont and Cuyamaca colleges and at District Services. The goal of the pledge is to better inform members of the Grossmont-Cuyamaca Community College District community that our district is committed to diversity in all its forms.

Key audiences to communicate the Pledge of Respect with include:

- Employees

- Students
- Governing Board
- East County residents and leaders (East County Chamber of Commerce, East County Economic Development Council, etc.)

### *Strategies and Tactics*

To launch the pledge, the main strategy used would be one where DEI members work closely with other campus organizations, councils and committees to inform fellow employees and students. Governing board members and campus leaders could also work with East County leaders to encourage them to sign the pledge and spread the positive message of diversity across the region.

To roll out the pledge, DEI-sponsored events would be held at both campuses to encourage students, faculty and staff to sign. Other promotional tactics could include:

- Create a video with faculty, staff and students from across the district reading portions of the pledge at the kick-off event, or unveil the completed video at the event ([view SDSU video](#))
- Create marketing materials, such as bookmarks or banners
- Work with Associated Students of Grossmont College, Associated Students of Cuyamaca College and student organizations to encourage their members to sign the pledge
- Encourage district vendors, such as Sodexo and Gafcon employees, to sign the pledge and host diversity events
- Present the Pledge of Respect as a kick-off to a week of activities/events planned by a DEI committee
- Invite participating media to report on the Pledge of Respect and kick-off events

### **Implementation**

Implementation of the above activities would include participation from a wide variety of campus groups, including:

- DEI council and campus committee(s)
- Student Affairs, ASGC/ASCC, student organizations
- World Arts & Culture Committee (WACC, Grossmont College)

Timeline:

- Fall 2014 – Plan launch date and events. Purchase promotional items
- February 2015 – Launch (exact date TBD)
- Spring 2015 – Promotion of diversity pledge

Roles and responsibilities:

- Promotional item ordering
- Website updates

- Event planning
- Marketing and media relations
- Coordination with other groups

Funding:

- Events (refreshments, materials),
- Guest speakers (honorarium, travel, lodging)
- Marketing materials (video, promotional materials)

***Evaluation***

The success of the Pledge of Respect would be measured by the number of faculty, staff, students and community members signed the pledge by the end of the 2015 spring semester. Other evaluation could include number of media hits, number of shares and “likes” on social media, number of visits to Pledge of Respect website, etc.