The Power of Anti-Racism and Social Justice Work on Campus: Fostering Inclusion and Building Trust in University Leadership

Presentation to APLU Council on Strategic Communications
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Challenges to building trust in communications from university leadership

- Perception that official statements from leadership are merely performative
- Forgoing opportunities to receive input from content-matter experts on your campus (DEI offices, faculty with research expertise, community liaisons such as student affairs professionals working with students from marginalized groups/cultural house directors)
- Lack of follow-up and/or follow-through activities to address underlying issues that an incident has revealed (sometimes follow-up means creating a forum to hear affected groups, such as vigils, panel discussions, town halls—to collect more info before designing a way forward)
- Lack of appropriate timeliness of communications and/or off-putting tone (e.g. lacks compassion, not person-centered and/or not centered on or inclusive of marginalized communities as an audience)
- Inaccurate information or assumptions (including implicit bias) about affected groups or an incident to which leadership is responding
1. **Action-oriented** and linked to university-wide diversity and inclusion strategy
2. **Follow-up and follow-through**
3. **Transparent**: timelines and dashboards to demonstrate progress made to address an issue
4. **Cultural humility**: working with stakeholders to develop culturally appropriate communications

Principles of communications that build trust in leadership with regards to diversity, equity, accessibility & inclusion [DEAI]
ACTION-ORIENTED EXAMPLE

• Incident affecting university community and specific targeted groups: hate crime committed against Director of Africana Studies at UNM

• Multiple messages needed: as events unfolded, learned that it was a multifocal online attack against several offices

• Became aware of widespread perception that anti-Blackness was a common experience among Black minority at UNM as an HSI

FOLLOW-UP and FOLLOW-THROUGH

• Held town hall on combating anti-Blackness at UNM

• Black Faculty Truth Commission established

• Rapid response protocols to address online harassment and threats of physical attacks

CONNECTION to DEI STRATEGIC PLAN

• Had published plan for hiring URM faculty

• Microaggressions survey and interventions
Principles of communications that build trust in leadership in regards to DEAI

3. **Transparent**: timelines to demonstrate progress made to address an issue (new UNM seal and mural occlusion); and dashboards (faculty diversity)

4. **Cultural humility**: working with stakeholders to design culturally appropriate communications and follow-up activities
New UNM Faculty Diversity Strategic Dashboard
Current view: All University
Can be viewed by campus and college.

See: http://oia.unm.edu/facts-and-figures/dei-benchmarking-goals.html
4. Cultural humility:
working with stakeholders to create culturally responsive and sustaining communications and follow up activities

e.g. response to attack on AAPI community in Atlanta

Virtual Vigil to Honor and Mourn in Solidarity with the AAPI Communities in Albuquerque

我們始終與您相伴
Ni’ dóó t’áásahí da’.  
Bạn không cô độc.  
Usted no está solo(a).  
당신은 혼자가 아닙니다  
あなたはひとりじゃない  
شما تنا نيستيد  
انت لست وحيدك  
You are not alone.

Friday, April 9th at 5:30pm

Register for Virtual Webinar:  
https://goto.unm.edu/w8ho7
Final thoughts: Fostering Diversity, Equity, Accessibility and Inclusion (DEAI) and Building Trust in Leadership

Striking that right tone isn’t easy

But if you can align with your DEAI strategic plans and

Specifically if you’re engaged in ongoing efforts to address sexual assault and harassment, racism, ableism, anti-Semitism, Islamophobia, transphobia, and heterosexism, plus... this will

Create a milieu that produces authentic communications and builds trust in leadership
WE INVITE YOU TO CONTACT US:

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DIVISION FOR EQUITY & INCLUSION

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Men of Color Initiative (MOCI)
Division for Equity and Inclusion (DEI) Acronyms

- Black, Indigenous and People of Color (BIPOC), to Include Asian/API, Latinx, & Others
- Diversity, Equity, Accessibility, & Inclusion (DEAI)
- Ethnography of UNM (EUNM)
- Lesbian, Gay, Bisexual/Pansexual, Transgender, Queer/Questioning, Intersex, Asexual (LGBTQIA)
- Liaisons for Equity, Advocacy & Diversity (LEAD) Council of Associate Deans for Diversity (& related titles)
- Minority Serving Institution (MSI)
- National Center for Faculty Development and Diversity (NCFDD) Faculty Success Program (FSP)
- Office For Federal Contract Compliance Programs (OFCCP)
- UNM Office of Institutional Analytics (OIA)
- Person(s) with Disabilities/Disabled Persons (PWD)
- Queer and Trans People of Color (QTPOC)
- Racial and Intersectional Micro-aggression(s) [RIMA(s)], to include racial, class, sexual orientation, gender identity and expression, and ableism (discrimination and bias against Persons with Disabilities)
- Sexual Orientation, Gender Identity and Expression (SOGIE)
- Underrepresented Racial/Ethnic Minority (URM), to include Native American/American Indian, Black/African American, & Latinx/Chicano/Hispano
- Vice President for Equity and Inclusion (VPEI)
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