



ALUMNI ASSOCIATION



***THE NEBRASKA ALUMNI ASSOCIATION'S STRATEGY FOR  
DIVERSITY, EQUITY & INCLUSIVE EXCELLENCE***

***JULY 2021***

# PURPOSE

## ***PRIORITIZE THE ALUMNI ASSOCIATION'S DIVERSITY, EQUITY & INCLUSIVE EXCELLENCE POLICIES, PRACTICES & ENGAGEMENT INTERNALLY & EXTERNALLY.***

---

The Nebraska Alumni Association is dedicated to building meaningful connections between Huskers past, present, and future; celebrating our university's achievements and aspirations; championing alumni interests; and strengthening the Nebraska tradition.

The alumni association also strives to advance the University of Nebraska-Lincoln and promote a community that welcomes, celebrates and respects the variety of human experience. This strategy outlines the two aims for how the Nebraska Alumni Association will prioritize diversity, equity and inclusive excellence.

**Aim 1:** Internally prioritize diversity, equity and inclusive excellence at every level within the Nebraska Alumni Association.

**Aim 2:** Externally enhance alumni engagement and outreach with historically underrepresented alumni constituencies and increase programming that prioritizes and expands diversity, equity and inclusive excellence.

A series of specific strategies, expectations and targets are recommended to help the Nebraska Alumni Association accomplish these two aims. The vision of this strategy is to create a sense of inclusion and belonging to transform alumni pride and loyalty into action for the advancement of our university. This vision is in alignment with the alumni association's five-year strategic plan, the [N2025 Strategic Plan](#) and the [Office of Diversity and Inclusion's Special Report](#).

Jordan Gonzales will lead and coordinate the Nebraska Alumni Association's strategy to prioritize diversity, equity and inclusive excellence. Support and consultation will be provided by alumni association Executive Director Shelley Zaborowski, the alumni association Strategy Team and team leaders and Dr. Nkenge Friday with the Office of Diversity and Inclusion. Campus offices (e.g., OASIS, LGBTQA+ Center) and commissions (e.g., Status of People of Color, Status of Women, Status of Gender and Sexual Identity) will also provide guidance when appropriate.

# AIM 1

## **INTERNALLY PRIORITIZE DIVERSITY, EQUITY & INCLUSIVE EXCELLENCE AT EVERY LEVEL WITHIN THE NEBRASKA ALUMNI ASSOCIATION.**

---

**Strategy 1** Make diversity, equity and inclusive excellence (DEIE) central to weekly and monthly meetings and to the annual review and evaluation process.

**Expectation 1:** Staff will participate and engage in DEIE conversations during monthly all-staff meetings and during periodic team meetings to increase knowledge of DEIE and to build trust and share best-practices. This will be enacted in July 2021.

**Expectation 2:** Staff will be asked by their supervisor to reflect on how they have demonstrated a personal commitment to DEIE as part of the annual self-evaluation. This will be enacted in March 2022.

**Expectation 3:** Staff will demonstrate the application of DEIE into their work. This will be enacted in March 2022.

**Expectation 4:** The alumni association will receive guidance from the Council on Inclusive Excellence and Diversity's sub-committee on Staff Evaluation to achieve this strategy by January 2022.

**Strategy 2** Increase the cultural competency of our full-time staff.

**Expectation 1:** Staff will attend DEIE training, professional development or learning events twice a year as well as participate in critical dialogue around issues of DEIE. This will be enacted in July 2021.

**Expectation 2:** Staff will achieve level three organizational DEIE competency by July 2022 and will achieve level four organizational DEIE competency by July 2023.

**Expectation 3:** Staff will be recognized for proactively incorporating DEIE into their work at all-staff meetings, at team meetings and individually by the team's leader. This will be enacted in July 2021.

**Strategy 3 Update internal policies and practices to improve workplace climate for DEIE.**

**Expectation 1:** Provide DEIE professional education and training to all search committee members and new employees during the onboarding process. This will be enacted in July 2021.

**Expectation 2:** Receive guidance from the Office of Diversity and Inclusion's Breakthrough Recruitment for Inclusive Diversity Growth and Excellence (BRIDGE) program to assess and update recruitment and hiring policies and procedures that focus on DEIE. This will be enacted in July 2021.

**Expectation 3:** Develop internal documents that detail specific ways staff can incorporate DEIE in their daily work and to ensure events or initiatives incorporate DEIE best-practices during the planning phase. This will be enacted in July 2021.

**Expectation 4:** Increase the number of underrepresented staff to 15% of the total staff (includes full-time, part-time, and student staff) by July 2023.

# AIM 2

**EXTERNALLY ENHANCE ALUMNI ENGAGEMENT & OUTREACH WITH HISTORICALLY UNDERREPRESENTED ALUMNI CONSTITUENCIES & INCREASE PROGRAMMING THAT PRIORITIZES & EXPANDS DIVERSITY, EQUITY & INCLUSIVE EXCELLENCE.**

---

**Strategy 1 Prioritize alumni engagement and outreach efforts focused on underrepresented alumni populations.**

**Expectation 1:** The association will revitalize an alumni of color affiliate group with monthly meetings by June 2021 and develop a group mission and annual events/initiatives by October 2021. The association will launch new alumni affiliate groups for underrepresented populations (e.g., first generation alumni, pride alumni, international alumni) by July 2022.

**Expectation 2:** The association will invest in staffing support to help coordinate our alumni engagement and outreach efforts focused on underrepresented alumni populations by January 2022.

**Expectation 3:** Staff should consider candidates for programs, boards and volunteer roles that fit a broad demographic mix that reflects our alumni population.

**Strategy 2 Increase engagement measurement and diverse representation within external events, programs and volunteer roles.**

**Expectation 1:** When appropriate, staff should consider alumni candidates for events, programs and volunteer roles that represent a broad demographic mix of alumni populations and identities. This will be enacted by June 2022.

**Expectation 2:** Use existing alumni engagement metrics to measure action, impact and progression on the engagement continuum. Metrics to be used for measuring the success of this strategy include: (1) AliCRM engagement scores, (2) NAA membership and (3) participation in volunteer roles (e.g., legislative advocates, affiliate groups, postcards of pride).

**Strategy 3 Implement best-practices at events to focus on diverse experiences, belongingness, and inclusion and representation.**

**Expectation 1:** Increase event accessibility by considering the following:

- (1) Are venues accessible to people who need assistance with mobility, flexible seating, audio/visual accommodations, or other specific concerns?
- (2) Are the event communications clear about accessibility and accommodations?
- (3) Are closed captioning options available for events?
- (4) Are our communication, programming, contracts and marketing materials accessible and user friendly? This will be enacted in July 2021.

**Expectation 2:** Increase cultural sensitivity at events by considering: (1) Are we prioritizing some holidays over others when scheduling events? (2) Are we providing food options that accommodate dietary, cultural, or religious restrictions? This will be enacted in July 2021.

**Expectation 3:** Increase the representation at events by considering: (1) Are people of color, LGBT+, people with disabilities or people from different marginalized communities, featured in our marketing and communication materials regardless of audience? (2) Are under-represented alumni populations represented at events (e.g., speakers, panelists, nominees, volunteers)? This will be enacted in July 2021.

**Expectation 4:** Prioritize inclusive language for events by considering the following, as appropriate: (1) Are we providing an opportunity for alumni to provide their pronouns? (2) Are we including a land acknowledgment at events? (3) Are we using inclusive language as opposed to exclusive (e.g., using “You may bring a spouse, partner, or guest” instead of “husband or wife” or “please enter the building using the front door” instead of “walk into the building”)? This will be enacted in July 2021.

**Expectation 5:** Enhance collaborative efforts with campus and community partners by considering the following: (1) Are we doing our best to communicate with underrepresented and diverse campus and community partners? (2) Are we actively seeking opportunities to collaborate with underrepresented and diverse campus and community partners? (3) Are we working with underrepresented and diverse caterers, companies and organizations in our community? This will be enacted in July 2021.

# DEFINITIONS

## KEY TERMS USED THROUGHOUT THIS STRATEGY.

---

**Diversity** - Real or perceived individual differences (e.g., personality, prior knowledge, and life experiences), group and social differences (e.g., race/ethnicity, indigeneity, class, gender, gender identity, sexual orientation, country of origin, and (dis)ability), historically underrepresented populations, and cultural, political, religious, or other affiliations.

**Equity** - The creation of opportunities for historically underrepresented populations to have equal access to and participate in events and initiatives; intentionally close the disparities gap.

**Inclusion** - The deliberate monitoring of the environment to ensure the full representation, participation, and well-being of all individuals, with special attention to those from historically marginalized and minoritized communities.

**Inclusive Excellence** - Enacting strategies to integrate diversity, equity, and inclusion into the mission and institutional operations or an organization.

**Social Justice** - The objective of creating a fair and equal society in which each individual matters, their rights are recognized and protected, and decisions are made in ways that are fair and honest.

**Anti-Racism** - The active process of identifying and eliminating racism by changing systems, organizational structures, policies and practices, and attitudes, so that power is redistributed and shared equitably.

**Belongingness** - The feeling of security and support. The achievement of an environment that fosters fair treatment and respect, and the opportunity for everyone to contribute fully toward the success of an event and/or organization.

*Definitions provided by the Association of American Colleges and Universities. Some key term definitions have been modified.*