Introductions

- Adry Stafford
- Sharon Johnson
- Participants
2020 enrollment by race/ethnicity

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Worthington Students</th>
<th>Minnesota Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino</td>
<td>50.80%</td>
<td>9.80%</td>
</tr>
<tr>
<td>White</td>
<td>32.10%</td>
<td>64.80%</td>
</tr>
<tr>
<td>Asian</td>
<td>8.30%</td>
<td>6.90%</td>
</tr>
<tr>
<td>Black or African-American</td>
<td>5.90%</td>
<td>11.30%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>2.60%</td>
<td>5.40%</td>
</tr>
<tr>
<td>American Indian or Alaska</td>
<td>0.30%</td>
<td>1.70%</td>
</tr>
<tr>
<td>Native Hawaiian or other</td>
<td>0.00%</td>
<td>0.10%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MN Department of Education
Outreach and Inclusion

Our definitions

- Outreach – Actions we take to contact people and share information in ways that are meaningful to the recipient.

- Inclusion – Efforts we make, with the people who are present, to remove barriers and help people feel welcome and valued.
What are some of your organization’s challenges related to outreach and inclusion?
Key Principles

- Build relationships
- Be consistent when sharing information
- Use frequent, varied methods
Typical Outreach Strategies - Written

- Promotional fliers (location matters)
- Translated documents (literacy limitations)
- Media outlets
- Mail content
Other Ideas - Written

- Language-specific text messages
- Social media
- Email
Outreach Strategies—Verbal/Personal

- Media interviews
- Language-specific phone calls
- Networking
- Event tabling
Outreach Strategies – Verbal/Personal

- Face-to-face conversations
- Home visits
- Presentations to existing groups
Pair and Share

Outreach efforts

- What have you tried in the past that worked well?
- Which outreach strategy mentioned do you hope to try?
Inclusion Strategies

- Language support/interpreters
- Liaisons to assist and advocate
- Clear signage
- Greeters at the door
- Culturally sensitive environment
- Name tags/tents
- Learn names and use them
Inclusion Strategies

- Build relationships – not just surface level or self-serving
- Serve food and/or beverages
- Invite leaders – status matters to some groups
- Identify informal leaders
- Celebrate occasions and accomplishments
- Mobilize volunteers who are culturally sensitive/genuine
- Ensure quality of program or opportunity
Cultural Iceberg

**Surface Culture**
- music
- dances
- holidays
- fashion
- language
- literature
- games

**Deep Culture**
- communication
  - facial expressions, body language, eye contact, personal space, gestures, emotions (display/handle)
- notions
  - courtesy, manners, friendship, leadership, beauty
- approaches
  - religion, courtship, children, marriage, making decisions, problem solving
- attitudes
  - children, seniors, rules, work, age, authority, animals, death
Cultural Continuums

- Individual – Group
- Equality – Hierarchy
- Task – Relationship
- Direct – Indirect
- Risk – Caution
- Closeness – Distance
- Quiet - Loud
Things to consider – cultural differences

- Taking pictures
- Naming practices
- Gender roles
- Eye-contact

- Facial expressions
- Gestures
- Personal space

Spend time learning about other cultures and their traditions!
How do you invite diverse people to serve on a board or volunteer?

- Establish a relationship
- Explain how the role benefits the community and the individual
- Invite them to sit in on a meeting before making a commitment
- Let them know that orientation or training can be provided
- Be clear about length of service and meeting times
- What is the proper way to end the commitment
- Use informal leaders to join you to invite them