



**IT'S NOT EXTRA!**

**ADVANCING DIVERSITY & INCLUSION IN CAMPUS ACTIVITIES**

*2021 UHS DSAES Leadership Conference*  
*Michael Crook, Katy Kaesebier, @ Dr. Tina Powellson*  
*University of Houston*



# OUTCOMES FOR TODAY

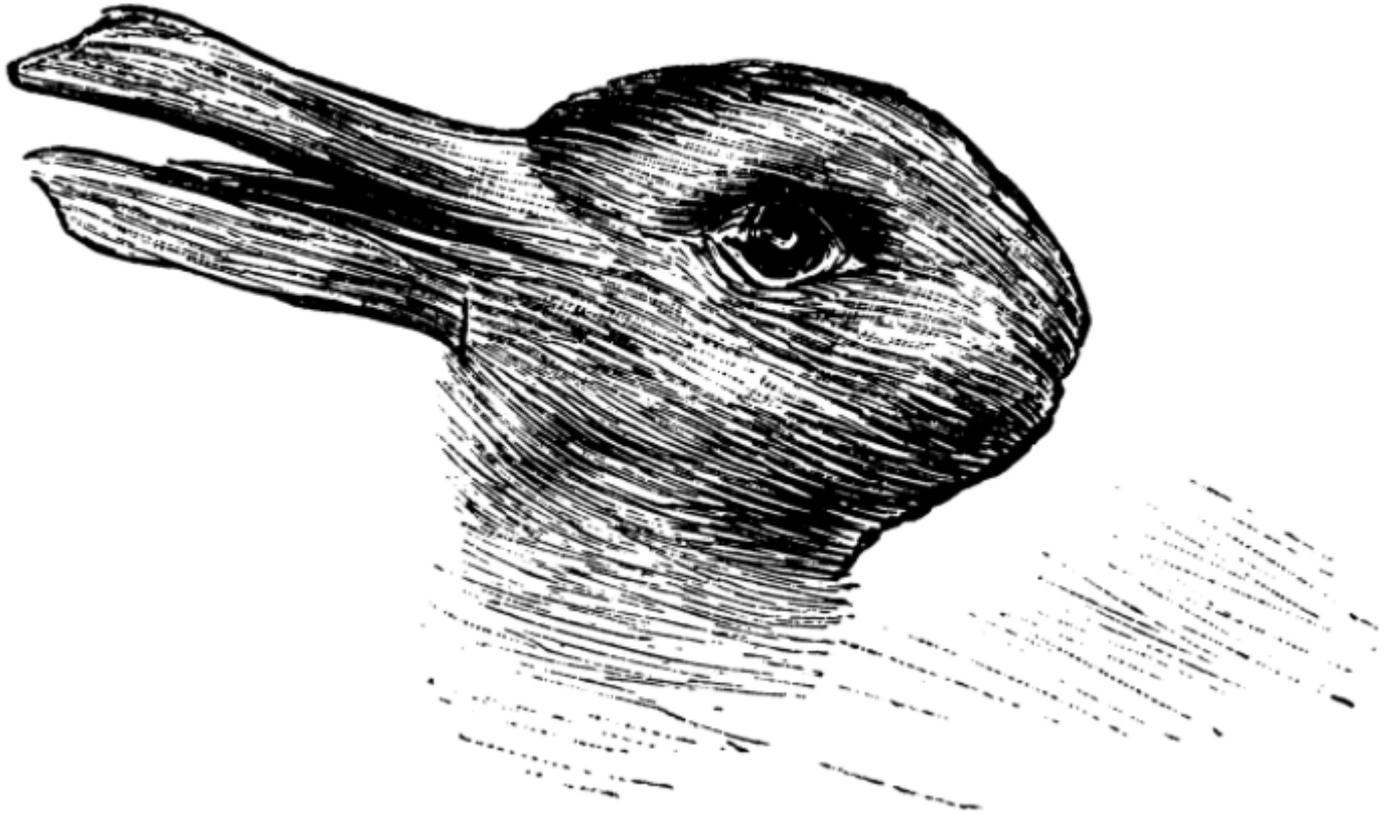


- 1. Review the steps of event planning through a diversity and inclusion lens.***
- 2. Identify questions to begin your event evaluation process.***
- 3. Learn from our experiences (at times, mistakes) around diversity and inclusion efforts.***



# WHAT DO YOU SEE?

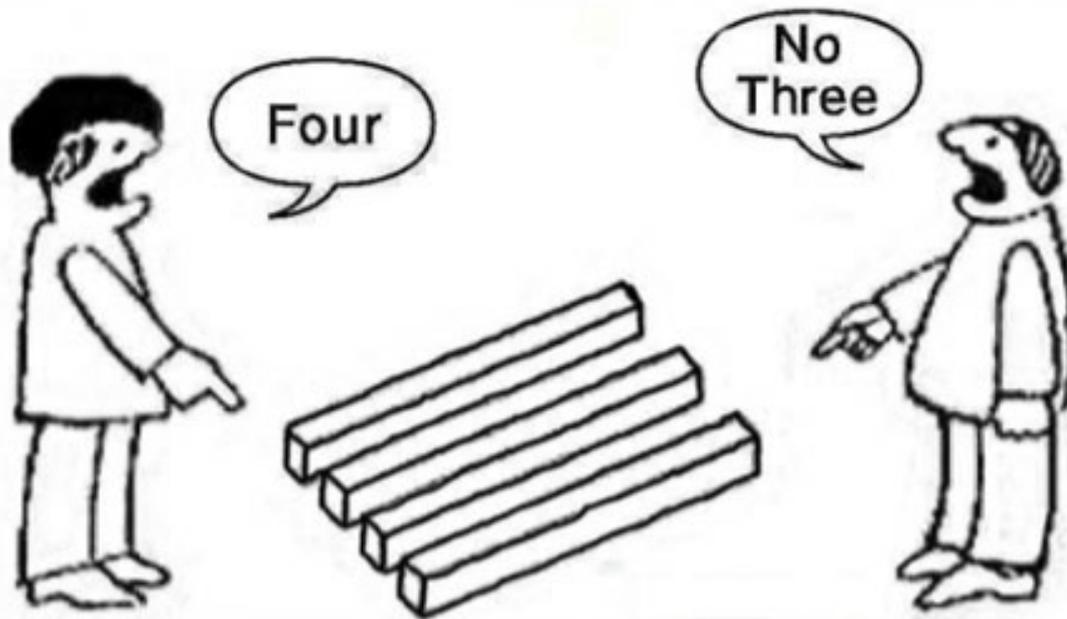
4 WHAT'S  
NEXT  
UHS?



# WHAT DO YOU SEE?

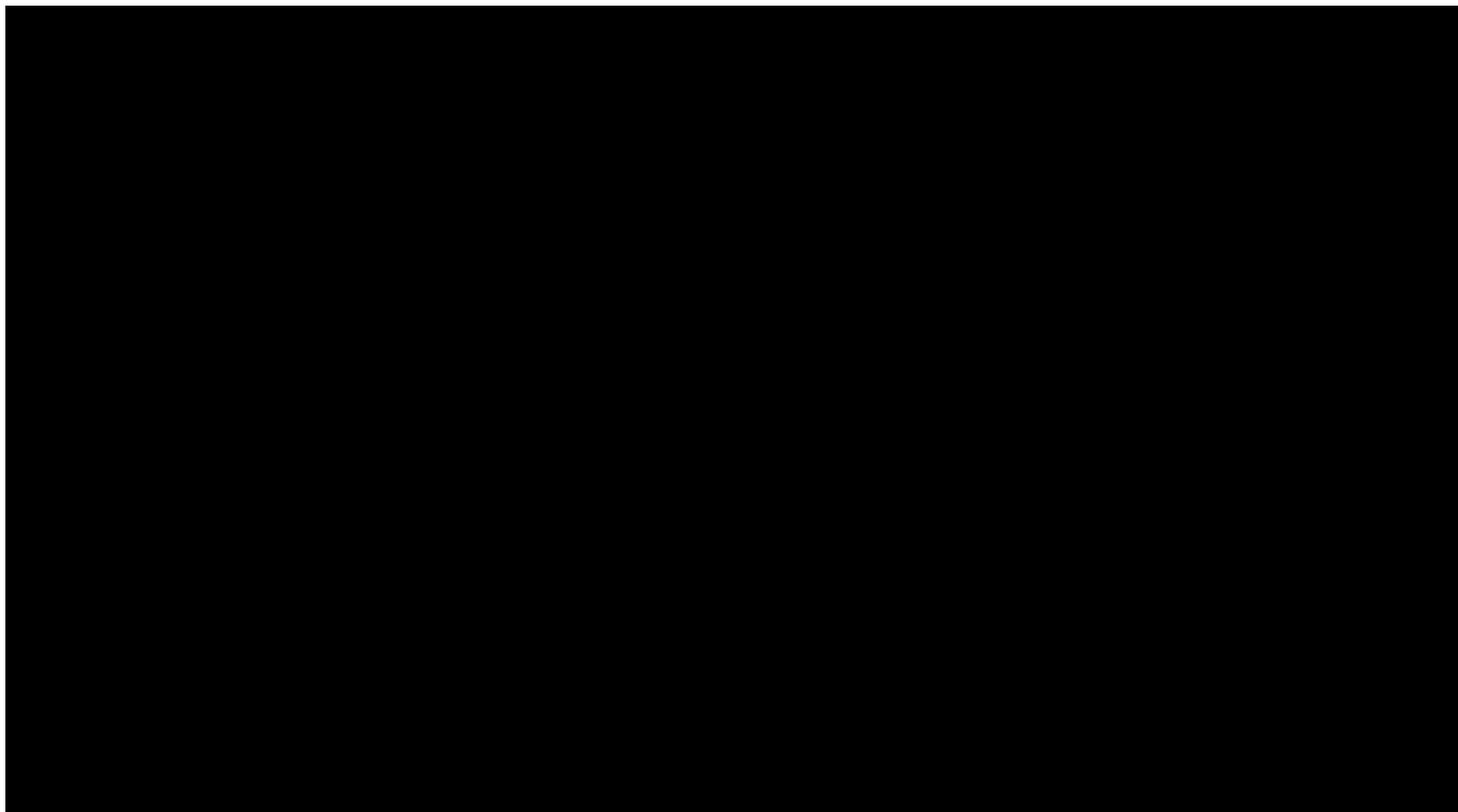


# WHAT DO YOU SEE?

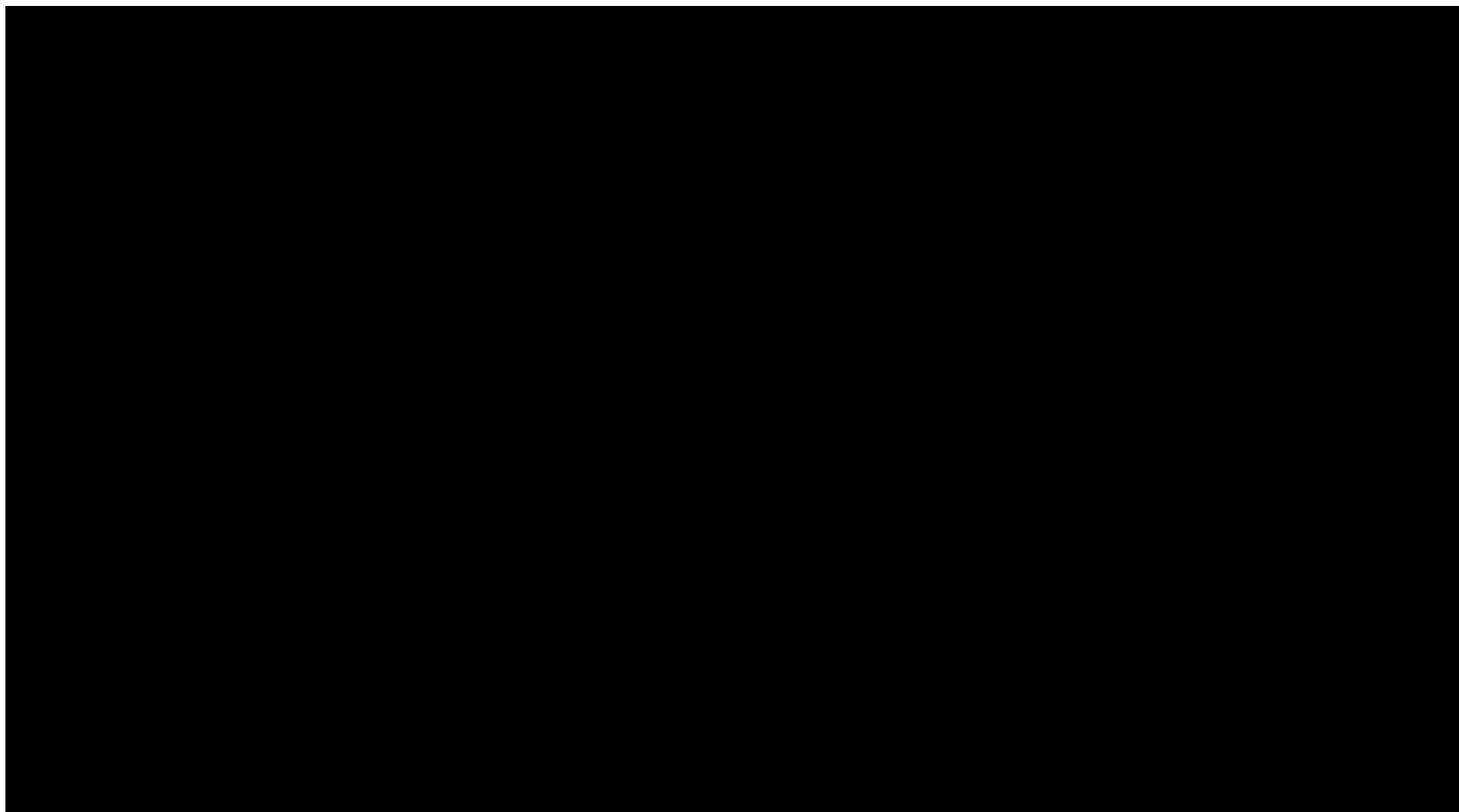


# WHAT DO YOU SEE?

4 WHAT'S  
NEXT  
UHS?



# WHAT DO YOU SEE?



# YOUR TEAM PLAYERS



### **Contributions**

Strategic thinking,  
high standards,  
problem-solving

### **Clifton Strengths**

Relator  
Arranger  
Significance  
Maximizer  
Strategic

### **Identities**

Female, person of color,  
career mom, depth  
work experience



### **Contributions**

Knowledge gathering,  
relationships, high  
morale

### **Clifton Strengths**

Input  
Arranger  
Connectedness  
Positivity  
Individualization

### **Identities**

Female, white, first  
generation,  
community oriented



### **Contributions**

Customized approach,  
creative ideas,  
networks

### **Clifton Strengths**

Restorative  
Individualization  
Includer  
Activator  
WOO

### **Identities**

Male, White, LGBTQ,  
functional areas,  
multicultural upbringing



# PYRAMID OF PLANNING



**EXTRA  
EXTRA**

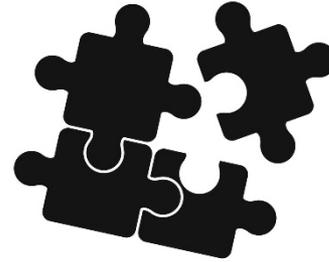
**BREAKING NEWS!**

*“Frontier Fiesta breaks away from King @ Queen to name Fiesta Royalty”*



***Culture fit is a  
thing of the  
past. Or is it?***

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**LESSON LEARNED**



**PAST HISTORY**

## ***Ask yourself this....***

- 1. Why does this event happen? Is it still relevant?***
- 2. Is there history of the event that will influence this year's event?***
- 3. What feedback did we receive from attendees, partners, etc.?***
- 4. What are your past experiences? How does that show up?***



# PAST HISTORY

**EXTRA  
EXTRA**

**BREAKING NEWS!**

*“Students disgruntled by  
picking up trash in the  
Third Ward”*



**PURPOSE**

***You don't need  
to be all things  
to all people all  
the time.***

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**LESSON LEARNED**



**PURPOSE**



## ***Ask yourself this....***

- 1. Why are we planning this event/program?***
- 2. Who is your intended audience?***
- 3. What are the outcomes for attendees? Ex: social, educational***
- 4. Do your attendees know your purpose? (In marketing, at the event)***



# **PURPOSE**

**EXTRA  
EXTRA**

**BREAKING NEWS!**

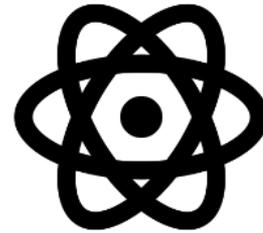
*“Student observing  
Ramadan not provided  
food at reasonable times”*



**LOGISTICS**

*It's not what happens, but how you react to what happens.*

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**LESSON LEARNED**



**LOGISTICS**

## ***Ask yourself this....***

- 1. Will our planned time overlap with religious or cultural holidays, other large events, or common class times?***
- 2. Will the planned time be convenient for both commuter and residential students?***
- 3. Will our space/activities be accessible for all attendees?***
- 4. Will our menu include options for multiple dietary needs?***



# LOGISTICS

**EXTRA  
EXTRA**

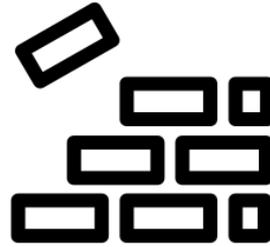
**BREAKING NEWS!**

*“Drag Queen event sparks partnership with LGBTQ Resource Center”*



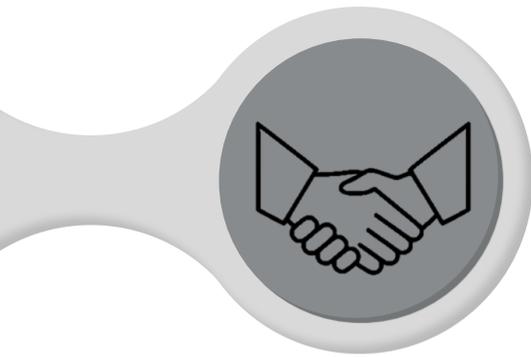
**COLLABORATIONS**

*Intention is only  
half the work.*



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**LESSON LEARNED**



**COLLABORATION**

## ***Ask yourself this....***

- 1. Who is (not) around the table?***
- 2. What problem are you solving? Who are the experts that can help you solve your “problem?”***
- 3. How are ideas and information communicated to each partner?***
- 4. What is the role of each partner?***



# **COLLABORATIONS**

**EXTRA  
EXTRA**

**BREAKING NEWS!**

*“Student in wheelchair  
unable to sit with friends  
at Cultural Fiesta”*



**EVENT EXECUTION**

***See something.  
Say something.  
Do something.***

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**LESSON LEARNED**



## ***Ask yourself this....***

- 1. Will this event be held virtually, in person, or a hybrid of the two?***
- 2. What is our risk management plan, and who helped create it?***
- 3. What is your back-up plan when things don't go as planned?***
- 4. How are we training the event staff and volunteers?***

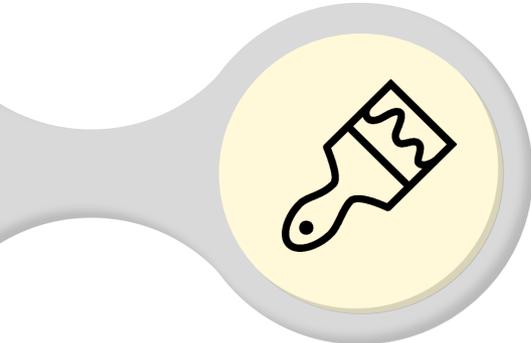


# **EVENT EXECUTION**

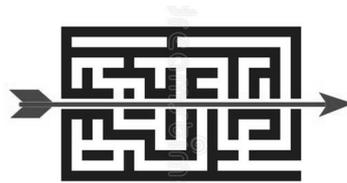
**EXTRA  
EXTRA**

**BREAKING NEWS!**

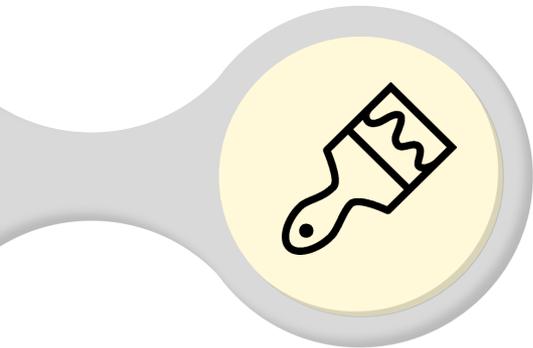
*“infraRED nights hosts  
Loteria bingo night”*



***KISS it! Keep  
it simple from  
the start.***

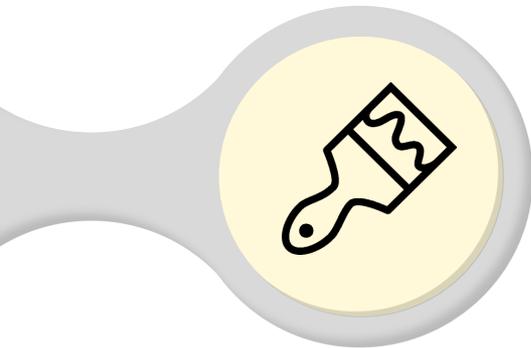


**LESSON LEARNED**



## ***Ask yourself this....***

- 1. Who is selecting the theme?***
- 2. Does this theme (or series) reflect student identities and interests?***
- 3. Will this theme create an inclusive environment for attendees?***
- 4. What are other possible interpretations of your theme?***



# **THEME**

**EXTRA  
EXTRA**

**BREAKING NEWS!**

*“Student fees pays for racist caricature artist”*



***Don't just tell  
people your  
values.  
Show them.***



**LESSON LEARNED**



**CONTRACTS/VENDORS**

## ***Ask yourself this....***

- 1. How are you selecting the vendors, speakers, etc. for the event?***
- 2. What expectations and information about UH students are you providing for vendors?***
- 3. Are your vendors culturally sensitive? How do you know?***
- 4. What is your process to hold vendors accountable for their actions if something goes awry?***

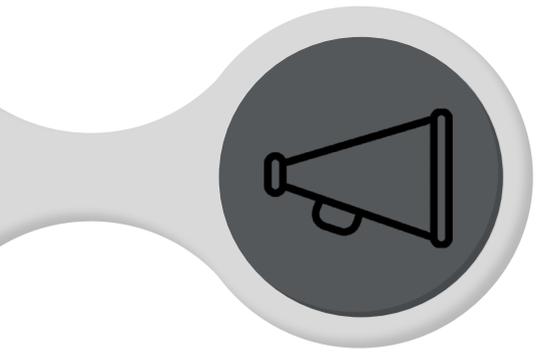


# **CONTRACTS/VENDORS**

**EXTRA  
EXTRA**

**BREAKING NEWS!**

*“Movie marketing using race riot image triggers students”*



In Collaboration with the UH MLK Committee  
STUDENT PROGRAM BOARD SCARLET SCREENS PRESENTS:

# DETROIT



Fact-based drama set during the 1967 Detroit riots in which a group of rogue police officers respond to a complaint with retribution rather than justice on their minds.

FREE Screening  
SC Theater Jan. 21<sup>st</sup>, 2021 @7:00 PM



Instagram, Facebook, Twitter icons  
@uhspb  
uh.edu/spb

Funded by SFAC Fees • Sponsored by the Center for Student Involvement  
For event accommodations, please visit [uh.edu/csj/services](http://uh.edu/csj/services)



COOG  
STRONG  
MASK  
ON

## FIRST DRAFT



In Collaboration with the UH MLK Celebration Committee  
STUDENT PROGRAM BOARD SCARLET SCREENS PRESENTS:

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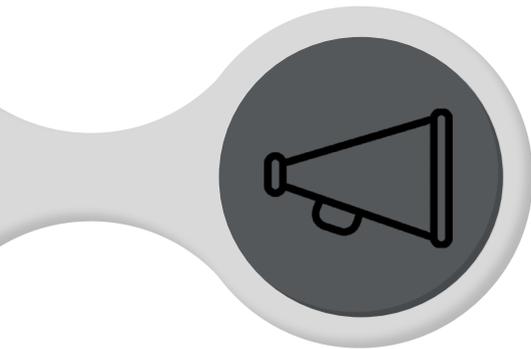
## FINAL DRAFT



*Perception is  
their reality.*



**LESSON LEARNED**



**MARKETING**

## ***Ask yourself this....***

- 1. What does our marketing look like (accommodations statement, identities represented, fonts, etc.)?***
- 2. What targeted marketing efforts (beyond standard marketing techniques) are being used to attract intended audience and bring in more attendees?***
- 3. How is the style and structure of the event communicated?***
- 4. How will the marketing be received by different communities?***



# **MARKETING**

**EXTRA  
EXTRA**

**BREAKING NEWS!**

*“CSI uses data to understand  
the involved UH student”*



***The data is at  
your fingertips!  
(and in your swipes)***

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**LESSON LEARNED**



## ***Ask yourself this....***

- 1. Who (did not) attended?***
- 2. When and how will the assessment be distributed to attendees?***
- 3. Is there an opportunity for attendees to share that they were (not) comfortable at your event?***
- 4. How will you use the assessment results to make adjustments/improvements to your event?***

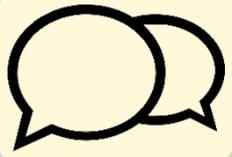


# **ASSESSMENT**

**EXTRA  
EXTRA**

**BREAKING NEWS!**

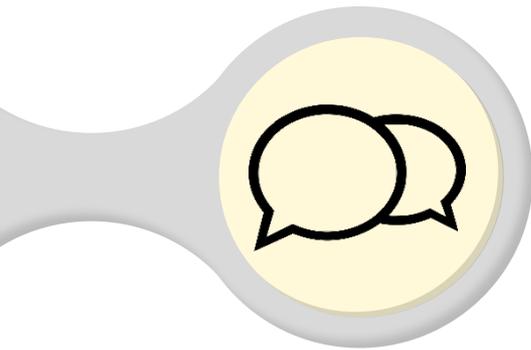
*“CSI heard your event  
feedback loud and clear”*



*Begin with the  
end in mind.*



**LESSON LEARNED**

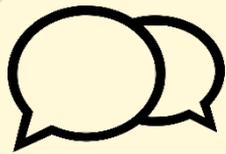


**DEBRIEF**



## ***Ask yourself this....***

- 1. Who is part of the debrief process?***
- 2. How is information for the debrief collected?***
- 3. How do we know what mistakes we made, or where we were successful?***
- 4. Where can we adjust our process for next year based on the lessons we learned this year?***



# DEBRIEF

*In campus activities, building  
and creating something for  
everyone can be **EVERYTHING**  
to someone.*

