

## **5 Tested Tips for Creating A Successful Campus Diversity Initiative**

### **1. Get public pleas from the campus big cheese.**

You need some sign of tangible support from the campus executive. Get her/him to write a letter of support and to make a 3 minute video.

### **2. Use a frame that spreads the blame (and responsibility).**

Consider defining the problem as one shared by students, staff, and the institution. One successful organizing question: “What are the college and students doing to undermine the promise of diversity on campus?”

### **3. Everybody needs some tools.**

Establish a set of fundamental concepts and/or frameworks that everyone in the initiative will be exposed to. The perpetrator, victim, bystander, liberator model of oppression is one example.

### **4. Bring the mountain to Mohammed.**

Don't wait for students or staff groups to come to you. Send allies to their meetings to initiate building rapport and trust.

### **5. Offer a mile, but be ready to take an inch.**

Design your initiative so that people can get started in a range of experiences, from one-time events to extended commitments.

**Created By: The DWC Group**

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