



Marketing, Communications and External Relations

POINT OF CONTACT

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SYSTEMIC ANALYSIS STEPS UTILIZED

PROCESS ■ ISSUES ■ ACTION STEPS ■ OUTCOMES

PROCESS

The MarComm DEI Committee held listening sessions and are currently conducting an audit of policies and reviewing data.

ISSUES IDENTIFIED

- Reviewing current HR recruitment policy, determining if MarComm has its own policy, reviewing equity scorecard results for make-up of the team.
- MarComm New Employee Orientation check-list currently exists, and occasionally a new hire is assigned a person to go to for help/advice.
- Team listening and survey sessions, particularly to members who self-identifies as being socially marginalized, research if we have a division mission/vision statement.
- Evaluate existing campus partnerships with intercultural and affinity groups and identify strengths and gaps.
- Engage in informational interviews with DEI campus leaders.
- Audit current marketing efforts for cultural heritage months and key holidays, and identify strengths, gaps, and opportunities for better coordination.
- Audit DEI and identity-related language in style guide.
- Research DEI communications resources at other schools (e.g., UW Equity Language Guide).

ACTION STEPS

- 📄 Recruitment: Draft a supplemental MarComm-specific recruitment policy, strive for a more diverse division as a result of more intentional recruitment, retention and hiring strategies. Next steps: Research policies that integrate DEI into the tapestry of recruiting and hiring protocols, determine what makes most sense for us, draft and implement.
- 📄 Retention: Implement an onboarding and mentorship program that both supports new team members and integrates them into the team culture. Next steps: Recruit an internal committee to launch and run this program.
- ✳️ Culture and Morale - Supplement MarComm newsletter with real-person stories; rethink sections of all-staff meetings and implement team building as a regular occurrence; draft and implement a hybrid working policy; share opportunities for growth and engagement through training and presentations; draft a division mission/vision statement.
- ✳️ Campus partnerships - Establish campus partnerships where none exist. Collaborate with partners to provide university-level marketing support and coordination for cultural heritage months and key DEI initiatives.
- 📄 MarComm DEI resources - Add identity language in style guide where appropriate and/or develop new editorial resource on equitable language on identity and diversity topics. Create and share interfaith and DEI social media holiday list. Create a repository for MarComm colleagues to share information on campus-wide DEI programs/efforts to enhance collaboration/knowledge. Create artwork around culturally significant themes for major cultural heritage months/holidays to help with a lack of diversity in images. Create a landing website for major cultural heritage months/holidays that provides all university events/content in one place for constituents. Example: Black History Month.

PARTICIPATION AND REPORTING

- Attended SA Consultation Session
- Submitted a Progress Report

This unit has not yet reported their progress to the community.

COMMITTEE ON DIVERSITY, EQUITY, AND INCLUSION

Arianna Danova
Senior Administrative Coordinator

Earl Hardy
Marketing and Communications Manager, Graduate Admission

Mike Harris
Associate Athletic Director, Community Engagement

Raymundo Hernandez-Lopez
Designer

Katie Jones
Director of Marketing and Brand Management

Tracy Mlakar
Director, Advancement Communications

Fred Puza
Associate Director, Community Relations

Justine Saquilayan
Digital Marketing Manager

Ben Sullivan
Director, Communication Services and Digital Solutions

Marianna Villa
Executive Director, External Relations

NEXT STEPS

LEGEND FOR PRESIDENTS COMMITMENTS

- 📄 Hiring
- ✳️ Culture and Climate
- 📄 Education

SYSTEMIC ANALYSIS STEPS: QUICK REFERENCE

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|---|--------------------------------------|
| 1. Listen to your team and constituents | 5. Analyze strategic partnerships |
| 2. Review infrastructure and policy | 6. Evaluate vision/mission statement |
| 3. Review scope and content of programs | 7. Identify training needs |
| 4. Evaluate structural diversity (data) | 8. Accountability and Assessment |