



MARKETING & COMMUNICATION DIVERSITY, EQUITY & INCLUSION TOOLKIT

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INTRODUCTION

Diversity can be defined as the sum of the ways that people are both alike and different. The dimensions of diversity include, but are not limited to, race, ethnicity, gender, sexual orientation, language, culture, religion, ability, class, or immigration status. The way that people react to diversity is mostly driven by values, attitudes, beliefs, and other predispositions. The diverse environments at colleges and universities provide both unique opportunities and daunting challenges in not only building community on campus, but also accurately representing the community externally to those who wish to attend the college or continue to engage with Wartburg after graduation.

PURPOSE OF THE TOOLKIT

The purpose of this toolkit is to provide a framework and considerations for those who wish to “tell the Wartburg story” to others. This includes not only the Marketing & Communication Office staff but also faculty, staff, students, and alumni who use their messaging platforms (i.e. social media, interpersonal conversations, etc.) and circles of influence to inform others about things happening at the college. Information in the following pages will guide you through the general approach and important items to consider when communicating about the college to ensure it is done in an unbiased and antiracist manner. If you have any questions or wish to suggest changes to this document, please email markcomm@wartburg.edu.

ABOUT WARTBURG COLLEGE

WARTBURG COLLEGE MISSION

Wartburg College is dedicated to challenging and nurturing students for lives of leadership and service as a spirited expression of their faith and learning.

VISION STATEMENT

Wartburg College is called to be the leading institution in education of the whole person. Together, we create an inclusive community combining diverse curricular and co-curricular experiences to prepare students to be resilient leaders of positive change through service in a complex world.

WARTBURG DIVERSITY STATEMENT

The Wartburg College community is committed to creating and maintaining a mutually respectful environment that recognizes and celebrates diversity among all students, faculty, and staff. Wartburg values human differences as an asset; works to sustain a culture that reflects the interests, contributions, and perspectives of members of diverse groups; and delivers educational programming to meet the needs of diverse audiences. We also seek to instill those values, understandings, and skills to encourage leadership and service in a global multicultural society.

NONDISCRIMINATION POLICY

Wartburg College does not discriminate on the basis of race, age, genetics, sex, creed, color, national origin, religion, sexual orientation, gender identity, or disability in employment, programs, or benefits.

CULTURAL COMPETENCE IN COMMUNICATION

“The exchange of information or passing of information, ideas, or thought from one person to the other or from one end to the other is communication.”¹ However, information or idea transmission alone does not mean effective or meaningful communication is taking place. Effective communication takes into account the people sending and the audiences receiving such information so it can be understood effectively and used to build trust between people or, in the case of Wartburg College, the institution. For trust to be built, communication must be authentic, honest, and consistent.

Professional communicators understand that language and word choice matter. Language usage in groups of people (cultures) evolves over time to create greater understanding within the group. However, it is often obvious when someone outside the group uses language in a way that does not represent the group appropriately. These language or word choices often demonstrate bias and can be considered offensive and inappropriate, which will reduce whatever trust was built between the stakeholders (audience) and the institution.

“Cultural competence is about our will and actions to build understanding between people, to be respectful and open to different cultural perspectives, strengthen cultural security, and work towards equality in opportunity. Relationship building is fundamental to cultural competence and is based on the foundations of understanding each other’s expectations and attitudes, and subsequently building on the strength of each other’s knowledge, using a wide range of community members and resources to build on their understandings.”²

In an effort to improve cultural competence in word usage, the next section will focus on appropriate terms and definitions specific to diversity, equity, and inclusion efforts.

¹ <https://www.yourarticlelibrary.com/management/communication/communication-meaning-purpose-importance-and-principles/60291>

² <http://makeitourbusiness.ca/blog/what-does-it-mean-be-culturally-competent>

GENERAL DIVERSITY DEFINITIONS

It is critical when communicating with diverse audiences that correct terminology be understood and utilized as appropriately as possible. The following pages of terminology¹ should be used as a resource for any person, department, or office that seeks to be more inclusive when communicating with diverse audiences.

Bias - Prejudice; an inclination or preference, especially one that interferes with impartial judgement.

Cultural Competence - Cultural competence is the ability to respond appropriately to people of various cultures, ages, races, religions, sexual orientations, abilities, and ethnicities in a way that recognizes difference and allows individuals to feel respected and valued. It is rooted in compassion, empathy, and benevolence.

Diversity - Diversity can be defined as the sum of the ways that people are both alike and different. The dimensions of diversity include, but are not limited to, race, ethnicity, gender, sexual orientation, language, culture, religion, mental and physical ability, class or immigration status.

Equality - Equality is the condition under which every individual is treated in the same way and is granted the same rights and responsibilities, regardless of their individual differences.

Equity² - The guarantee of fair treatment, access, opportunity, and advancement for all while striving to identify and eliminate barriers that have prevented the full participation of some groups.

Implicit Bias – Implicit bias refers to the negative associations that people unknowingly hold, which are expressed automatically; also known as unconscious or hidden bias. Many studies have indicated that implicit biases affect individuals' attitudes and actions, thus creating real-world implications, even though individuals may not even be aware that those biases exist within themselves. Notably, implicit biases have been shown to be favored above individuals' stated commitments to equality and fairness, thereby producing behavior that diverges from the explicit attitudes that people may profess.

¹ Definitions in this section are provided courtesy of the University of Massachusetts Medical School Diversity Toolkit, <https://www.umassmed.edu/globalassets/diversity-and-equality-opportunity-office/documents/diversity-toolkit---complete-guide2.pdf>

² Definition from NACE: <https://community.naceweb.org/blogs/karen-armstrong1/2019/06/25/what-exactly-is-diversity-equity-and-inclusion>

Inclusion/Inclusiveness - Authentically bringing traditionally excluded individuals and/or groups into processes, activities, and decision/policy making in a way that shares power.

Intersectionality - The idea, conceived by Kimberlé Crenshaw, that various biological, social, and cultural categories — including gender, race, class, ethnicity, and social categories — interact and contribute towards systematic social inequality. This concept recognizes that individuals: 1) belong to more than one social category simultaneously and 2) may experience either privileges or disadvantages on that basis depending on circumstances and relationships. Exposing one's multiple identities can help clarify the ways in which a person can simultaneously experience privilege and oppression. For example, a Black woman in America does not experience gender inequalities in exactly the same way as a white woman, nor is her racial oppression identical to that experienced by a Black man. Each intersection produces a qualitatively distinct life.

Marginalized/Marginalization - The process by which minority groups/cultures are excluded, ignored, or relegated to the outer edge of a group, society, or community. A tactic used to devalue those who vary from the norm of the mainstream, sometimes to the point of denigrating them as deviant and regressive.

Microaggression - Everyday insults, indignities, and demeaning messages sent to historically marginalized groups by well-intentioned members of the majority group who are unaware of the hidden messages being sent.

Oppression - The systemic and pervasive nature of social inequality woven throughout social institutions as well as embedded within individual consciousness. Oppression fuses institutional and systemic discrimination, personal bias, bigotry, and social prejudice in a complex web of relationships and structures that saturate most aspects of life in our society. Oppression also signifies a hierarchical relationship in which dominant or privileged groups benefit, often in unconscious ways, from the disempowerment of subordinated or targeted groups.

Power - Power is unequally distributed globally and in U.S. society; some individuals or groups wield greater power than others, thereby allowing them greater access to and control over resources. Wealth, whiteness, citizenship, patriarchy, heterosexism, and education are a few key social mechanisms through which power operates.

Prejudice - A pre-judgment or unjustifiable, and usually negative, attitude of one type of individual or group toward another group and its members. Such negative attitudes

are typically based on unsupported generalizations (or stereotypes) that deny the right of individual members of certain groups to be recognized and treated as individuals with individual characteristics.

Privilege - Unearned social power (set of advantages, entitlements, and benefits) accorded by the formal and informal institutions of society to the members of a dominant group (e.g., white/Caucasian people with respect to people of color, men with respect to women, heterosexuals with respect to homosexuals, adults with respect to children, and rich people with respect to poor people). Privilege tends to be invisible to those who possess it, because its absence (lack of privilege) is what calls attention to it. In other words, men are less likely to notice/acknowledge a difference in advantage because they do not live the life of a woman; white people are less likely to notice/acknowledge racism because they do not live the life of a person of color; straight people are less likely to notice/acknowledge heterosexism because they do not live the life of a gay/lesbian/bisexual person.

Religion - A system of beliefs, usually spiritual in nature, and often in terms of a formal, organized institution.

Safe Space - A place where anyone can relax and be able to fully express, without fear of being made to feel uncomfortable, unwelcome, or unsafe on account of biological sex, race/ethnicity, sexual orientation, gender identity or expression, cultural background, religious affiliation, age, or physical or mental ability.

Stereotype - Widely held beliefs, unconscious associations, and expectations about members of certain groups that are presumed to be true of every member of that group and that present an oversimplified opinion, prejudiced attitude, or uncritical judgment. Stereotypes go beyond necessary and useful categorizations and generalizations in that they are typically negative, are based on little information, and are highly generalized and/or inflammatory.

Token(ism) - Tokenism is the practice of making only a perfunctory or symbolic effort to be inclusive to members of minority groups. In the marketing or communication process this is often seen by over-representing people from underrepresented groups in order to give the appearance of greater racial or sexual representation.

ACCESSIBILITY & DISABILITY TERMS³

³ <https://www.understood.org/en/workplace/disability-inclusion-work/disability-inclusion-glossary>

Ableism - Prejudiced thoughts and discriminatory actions based on differences in physical, mental, and/or emotional ability that contribute to a system of oppression; usually of able-bodied/minded persons against people with illness, disabilities, or less-developed skills.

Accessibility - The extent to which a facility/resource is readily approachable and usable by individuals with physical disabilities, such as self-opening doors. Accessibility also applies to resources such as videos and websites designed to be read by those with visual or hearing impairments.

Accessible Technology - A technology that's been designed with the needs of many different users in mind and with built-in customization features so that users can individualize their experience to meet their needs.

Accommodation - An adjustment or modification to a job or work environment that allows an individual with a disability to apply for a job, perform the essential functions of the job, or enjoy benefits equal to those offered to employees who do not have a disability.

Adaptive Technology - Adjusted versions of existing technologies or tools so people with disabilities can more easily use them; helps individuals with disabilities accomplish a specific task.

ADHD - Short for attention-deficit hyperactivity disorder, a condition characterized by symptoms that include inattention, hyperactivity, and impulsivity. But not *all* of these need to be present for a person to be diagnosed with ADHD.

Americans with Disabilities Act (ADA) - A 1990 law that prohibits discrimination against people with disabilities in several areas, including employment, transportation, public accommodations, communications, and access to state and local government programs and services.

Americans with Disabilities Act Amendments Act (ADAAA) - A 2008 law that made a significant number of changes to the definition of "disability" under the ADA and made it easier for individuals seeking protection under the ADA to establish that they have a disability within the meaning of the statute.

Aphasia - A brain-based disorder that can affect language learning, speaking, listening, comprehension, reading and/or writing.

Asperger's syndrome - A condition characterized by difficulty with social interactions, unusual or repetitive behaviors, a narrow range of interests, awkward or clumsy movements, and trouble with some aspects of communication, such as understanding sarcasm or body language. In 2013, doctors changed the way they diagnose this disorder. It is now one of several conditions included under the category "autism spectrum disorder."

Assistive Technology - Any item, piece of equipment, or product system used to increase, maintain, or improve functional capacities of individuals with disabilities.

Autism Spectrum Disorder - A developmental disorder characterized by significant difficulty with social interactions and communication. Often referred to as autism or ASD, it includes symptoms such as poor eye contact, repetitive body movements, and difficulty adapting to social situations and responding to sensory input such as certain tastes or textures.

Blindness - Total blindness refers to not being able to see anything at all.

Captioning - Process of narrating all significant audio content in presentations, video, and other visual formats by using words or symbols to transcribe spoken dialogue, identify speakers, and describe music and sound effects.

Deafness - Hearing loss so severe that there's little or no functional hearing, even when sound is amplified.

Developmental Coordination Disorder (DCD) - People with DCD may have difficulty planning and performing tasks that require fine motor skills, such as writing, tying shoelaces, or using buttons or zippers; sometimes called dyspraxia.

Developmental Disability - A severe, long-term disability due to an impairment in a physical, learning, language, or behavior area. It can affect cognitive ability, physical functioning, or both.

Disability - A physical or mental impairment that has a substantial and long-term adverse effect on a person's ability to carry out normal day-to-day activities.

Disability Inclusion - The process of creating a workplace where all individuals, including people with disabilities, are not only employed but are full members of the work community.

Dyscalculia - A specific learning disability in math. Some people with dyscalculia have difficulty performing calculations and solving problems. Others struggle with basic math operations like multiplication and division.

Dysgraphia - A specific learning disability in writing. People with dysgraphia struggle with handwriting, typing, and spelling. Some people have difficulty with other aspects of writing, like grammar, punctuation, and organizing and expressing their ideas in writing.

Dyslexia - A specific learning disability in reading. People with dyslexia have trouble reading accurately and fluently. They may also have trouble with reading comprehension, spelling, and writing.

Dyspraxia - Sometimes called developmental coordination disorder. People with dyspraxia may have difficulty planning and performing tasks that require fine motor skills, such as writing, tying shoelaces, or using buttons or zippers.

Equal Employment Opportunity Commission (EEOC) - The government agency responsible for enforcing federal laws that make it illegal to discriminate against a job applicant or an employee because of the person's race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age (40 or older), disability, or genetic information.

Identity-first Language - A term that describes how individuals with disabilities prefer to refer to themselves. Those who see their disability as an important part of their self-identity may prefer to use language that refers to their disability, such as "a blind person." Only refer to someone this way if you know that's their preference.

Intellectual Disability - A disability characterized by limitations in a person's ability to learn at an expected level. A person with an intellectual disability may process information more slowly and have difficulty with abstract concepts and everyday behaviors and activities. Often referred to as a cognitive disability.

Learning Disability - A condition that results in learning challenges or difficulties in particular skill areas, such as reading or math. People with learning disabilities receive, store, process, retrieve, or communicate certain information in different and less-effective ways. Often referred to as LD, these difficulties are not connected to intelligence and are not caused by problems with hearing or vision or by lack of educational opportunity.

Neurodiversity - The idea that brain differences such as autism are normal variations in the human population, rather than deficits or disorders; neurodiversity can also refer to embracing such differences.

Office of Federal Contract Compliance Programs (OFCCP) - Part of the Department of Labor; responsible for enforcing nondiscrimination laws related to federal contractors and subcontractors and compliance with legal requirement to take affirmative action.

Physical Accessibility - A form of accessibility that focuses on making physical spaces, such as elevators, reserved parking spots, and restroom stalls, accessible to people who use wheelchairs or who have other physical impairments.

Physical Disability - A wide range of conditions, both visible and invisible, that affect a person's movement. Also referred to as a mobility challenge.

Self-identification - An employee telling their employer or potential employer, as part of an affirmative action initiative or goals set as part of a disability inclusion initiative, that they have or ever had a disability.

Sensory Processing Issues - Difficulties in organizing information from the senses, such as over- or under-responding to sights, sounds, smells, touch, and sensory input related to balance and movement; often co-occurs with ADHD or autism.

Universal Design - The process of creating objects or environments such as workplaces that can be used by the widest possible range of people.

Vocational Rehabilitation (VR) - A state-supported division of services that assists individuals with disabilities in preparing for, securing, regaining, or retaining meaningful employment.

SEXUAL ORIENTATION & IDENTITY TERMS

Asexual - Someone who does not experience sexual attraction. Asexual people have emotional needs and can experience emotional or romantic attraction. Asexuality is considered an identity and is not the same as celibacy, which is a choice.

Assigned Sex - The designation that refers to a person's biological, morphological, hormonal, and genetic composition. One's sex is typically assigned at birth and classified as either male or female.

Bisexual - An identity term for people who are attracted to people of two genders, usually to both men and women. Bi* is used as an inclusive abbreviation for the bi, pan, and fluid community.

Cisgender - An abbreviation for individuals in whom there is a match between the gender they were assigned at birth, their bodies, and their personal identity. Often referred to as cis-male or cis-female, these terms describe the antonym to transgender.

Gay - An identity term used to describe a male-identified person who is attracted to other male-identified people in a romantic, sexual, and/or emotional sense. Also an umbrella term used to refer to people who experience same-sex or same-gender attraction.

Gender - Gender is the socially constructed roles, behaviors, activities, and attributes that society considers "appropriate" for men and women. It is separate from "sex," which is the biological classification of male or female based on physiological and biological features. A person's gender may not necessarily correspond to their birth-assigned sex or be limited to the gender binary (woman/man).

Gender Identity - Refers to all people's internal, deeply felt sense of being a man, woman, both, in between, or outside of the gender binary, which may or may not correspond with sex assigned at birth. Because gender identity is internal and personally defined, it is not visible to others, which differentiates it from gender expression.

Heterosexism - The individual, societal, cultural, and institutional beliefs and practices that favor heterosexuality and assume that heterosexuality is the only natural, normal, or acceptable sexual orientation. This creates an imbalance in power, which leads to systemic, institutional, pervasive, and routine mistreatment of gays, lesbians, and bisexuals.

Heterosexual - An identity term for a female-identified person who is attracted to male-identified people or a male-identified person who is attracted to female-identified people.

Homosexual - A person who is primarily attracted to members of what they identify as their own sex or gender. Many people reject the term homosexual because of its history as a term denoting mental illness and abnormality; the terms gay or lesbian are preferred.

Intersex - Refers to atypical internal and/or external anatomical sexual characteristics, where features usually regarded as male or female may be mixed to some degree. This is a naturally occurring variation in humans and not a medical condition, and is distinct from transsexuality.

Lesbian - The term is used to describe female-identified people attracted emotionally, physically, and/or sexually to other female-identified people.

LGBT/LGBTQIA/LGBTQA/LGBTIQQ, LGBTQ, etc. - These acronyms are umbrella terms used to describe lesbian, gay, bisexual, trans, and queer or questioning people. Another common acronym is LGBTQIA, which encompasses intersex and asexual identities, although there doesn't seem to be consensus within the intersex or asexual communities about wanting to be included in or directly linked to the LGBTQ community.

Pansexual - Pansexuality is sexual, romantic, or emotional attraction toward people regardless of their sex or gender identity. Pansexual people may refer to themselves as gender-blind, asserting that gender and sex are not determining factors in their romantic or sexual attraction to others.

Queer - Queer is a multifaceted word that is used in different ways and means different things to different people. It can refer to any combination of gender identity and sexual orientation. Reclaimed from its earlier negative use, the term is valued by some for its defiance, by some because it can be inclusive of the entire community, and by others who find it to be an appropriate term to describe their more fluid identities. Due to its varying meanings, this word should only be used when self-identifying or when quoting someone who self-identifies as queer (i.e. "My cousin identifies as queer.").

Sex - The biological classification of male or female based on physiological and biological features. A person's sex may differ from their gender identity.

Sexual Orientation - Refers to the sex(es) or gender(s) to whom a person is emotionally, physically, sexually, and/or romantically attracted. Examples of sexual orientation include gay, lesbian, bisexual, heterosexual, asexual, pansexual, queer, etc.

Transgender - An umbrella term for people whose gender identity and/or gender expression differs from their assigned sex at birth (i.e. the sex listed on their birth certificates). Transgender people may or may not choose to alter their bodies through the use of hormones and/or gender affirmation surgery. Transgender people may identify with any sexual orientation, and their sexual orientation may or may not change before, during, or after transition. Use "transgender," not "transgendered."

Transition - The process that people go through as they change their gender expression and/or physical appearance (e.g. through hormones and/or surgery) to align with their gender identity. A transition may occur over a period of time and may involve coming out to family, friends, coworkers, and others; changing one's name and/or sex designation on legal documents; and/or medical intervention. Some people find the term "transition" offensive, and prefer terms such as "gender affirmation." It is best to ask individuals which terms they prefer.

RACE & ETHNICITY TERMS

African American - Refers to people in the United States who have ethnic origins in the African continent. While the terms "African American" and "Black" are often used interchangeably in the United States, it is best to ask individuals how they identify. For example, some individuals in immigrant communities may identify as Black, but do not identify as African American.

Alaska Native - Umbrella term for the indigenous peoples of Alaska, a diverse group consisting of over 200 federally recognized tribes and speaking 20 indigenous languages. This is a general term; Alaska Native people may prefer to define or identify themselves by their specific tribal affiliation(s). The term "Eskimo" is considered derogatory by some Alaska Native people and should be avoided.

Arab - Of or relating to the cultures or people who have ethnic roots in the following Arabic-speaking lands: Algeria, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, the United Arab Emirates, and Yemen. "Arab" is not synonymous with "Muslim." Arabs practice many religions, including Islam, Christianity, Judaism, and others.

Asian American - The U.S. Census Bureau defines "Asian" as people having origins in any of the original peoples of Asia or the Indian subcontinent. This includes people who indicated their race or races as Asian, Indian, Chinese, Filipino, Korean, Japanese, Vietnamese, or "Other Asian." Asian Americans are approximately 3.6 percent of the total U.S. population and 4.2 percent including persons of mixed race.

Bicultural - Of or related to an individual who possesses the languages, values, beliefs, and behaviors of two distinct racial or ethnic groups.

BIPOC (Black, Indigenous, and People of Color) – This term acknowledges that not all people of color face equal levels of injustice. *BIPOC* is significant in recognizing that Black and Indigenous people are severely impacted by systemic racial injustices.

Biracial - A person who identifies as being of two races or whose biological parents are of two different racial groups.

Black - Of or related to persons having ethnic origins in the African continent; persons belonging to the African diaspora. Some individuals have adopted the term to represent all people around the world who are not of white European descent, although this usage is not common. "Black" is often used interchangeably with "African American" in the United States. The Associated Press (AP) changed its policy in 2020 to always capitalize Black when referring to groups in racial, ethnic, or cultural terms (shared experiences). Wartburg College uses AP writing style for all communication.

Discrimination - The unequal treatment of members of various groups based on race, gender, social class, sexual orientation, physical ability, religion, national origin, age, physical/mental abilities, and other categories that may result in differences in provision of goods, services, or opportunities.

Ethnicity/Ethnic Group - A social construct of a shared sense of group membership, cultural heritage, values, behavioral patterns, language, political and economic interests, history, and ancestral geographical base.

First Nations - Indigenous peoples of Canada who are not Inuit or Métis. The term "Aboriginal Peoples" can be used to refer to the first inhabitants of Canada as a group (including First Nations, Inuit, and Métis peoples in aggregate.) These are general terms; many First Nations people prefer to define or identify themselves by their specific tribal affiliation(s).

Hispanic/Latino - The U.S. Census Bureau defines Hispanics as "those people who classified themselves in one of the specific Spanish, Hispanic, or Latino categories listed on the Census 2000 questionnaire (Mexican, Mexican American, Chicano, Puerto Rican, or Cuban)." "Hispanic" was instituted by federal agencies, and some find the term offensive as it honors the colonizers and not the indigenous groups the term represents. The term Hispanic is typically used on the East Coast and in the South to describe persons from Latin America, whereas other parts of the country typically use the term Latino. Chicano is a term that describes someone of Mexican American descent; in other

words, those who are beyond first generation. Latinx is a gender-appropriate term, which omits any masculine or feminine roots and is typically used by younger Latinos.

Institutional Racism - Institutional racism refers specifically to the ways in which institutional policies and practices create different outcomes for different racial groups. The institutional policies may never mention any racial group, but their effect is to create advantages for whites and oppression and disadvantage for people from groups classified as people of color.

Internalized Racism - Internalized racism is a phenomenon that occurs when a group oppressed by racism supports the supremacy and dominance of a racist system by maintaining or participating in the set of attitudes, behaviors, social structures, and ideologies that reinforce that system. In the U.S. this generally involves reinforcement of white supremacy.

Interpersonal Racism - Interpersonal racism occurs between individuals. When private beliefs are put in interaction with others, racism resides in the interpersonal realm. Examples: public expressions of racial prejudice, hate, bias, and bigotry between individuals. These are biases that occur when individuals interact with others and their private racial beliefs affect their public interactions.

Multicultural - Of or pertaining to more than one culture.

Multiethnic - An individual who comes from more than one ethnicity.

Multiracial - An individual who comes from more than one race.

Native American - Can be used to refer broadly to the indigenous peoples of North and South America, but is more commonly used as a general term for the indigenous peoples of the contiguous United States. This term has been used interchangeably with the term "American Indian," although some Native Americans find this latter term offensive since "Indian" is a misnomer. These are general terms that refer to groups of people with different tribal affiliations; many Native American individuals prefer to identify themselves by their specific tribal affiliation(s).

Pacific Islander - Pacific Islander, or Pasifika, refers to the indigenous inhabitants of the Pacific Islands, specifically persons whose origins are of the following sub-regions of Oceania: Polynesia, Melanesia, and Micronesia.

Person/People of Color - Used primarily in the United States to describe any person who is not white; the term is meant to be inclusive among non-white groups, emphasizing common experiences of racism.

Race - A social construct that artificially divides people into distinct groups usually based on characteristics such as physical appearance (particularly skin color). There are no distinctive genetic characteristics that truly distinguish between groups of people. Created by Europeans (white people), race presumes human worth and social status for the purpose of establishing and maintaining privilege and power. Race is independent of ethnicity.

Racism - The term specifically refers to individual, cultural, institutional, and systemic ways by which differential consequences are created for different racial groups. Racism is often grounded in a presumed superiority of the white race over groups historically or currently defined as non-white (African, Asian, Hispanic, Native American, etc.). Racism can also be defined as "prejudice plus power." The combination of prejudice and power enables the mechanisms by which racism leads to different consequences for different groups.

Racial and Ethnic Identity - An individual's awareness and experience of being a member of a racial and ethnic group; the racial and ethnic categories that an individual chooses to describe themselves based on such factors as biological heritage, physical appearance, cultural affiliation, early socialization, and personal experience.

Racial Justice - The proactive reinforcement of policies, practices, attitudes and actions that produce equitable power, access, opportunities, treatment, impacts, and outcomes for all.

Structural Racism - The normalization and legitimization of an array of dynamics – historical, cultural, institutional, and interpersonal – that routinely advantage white people while producing cumulative and chronic adverse outcomes for people of color. Structural racism encompasses the entire system of white domination, diffused and infused in all aspects of society including its history, culture, politics, economics, and entire social fabric. Structural racism is more difficult to locate in a particular institution because it involves the reinforcing effects of multiple institutions and cultural norms, past and present, continually reproducing old and producing new forms of racism. Structural racism is the most profound and pervasive form of racism – all other forms of racism emerge from structural racism.

White Privilege - Refers to the unquestioned and unearned set of advantages, entitlements, benefits, and choices bestowed on people solely because they are white. Generally white people who experience such privilege do so without being conscious of it.

White Supremacy - White supremacy is a historically based, institutionally perpetuated system of exploitation and oppression of continents, nations, and peoples of color by white peoples and nations of the European continent, for the purpose of maintaining and defending a system of wealth, power, and privilege.

RELIGIOUS TERMS⁴

The religious terms in this section are not comprehensive in nature. To summarize a particular faith/religion in a few paragraphs is challenging. Therefore, these descriptions should only be viewed as a starting point. Each religion mentioned below has language used to describe the leaders, garments, traditions, and cultures associated with each, but those terms are not included in this guide as this document would become too long as a general resource. There are many more comprehensive online resources available for each entry below, and readers are encouraged to utilize those resources.

African Methodist Episcopal Church – Not to be confused with the African Methodist Episcopal Zion Church, the African Methodist Episcopal Church (AMEC) grew out of the Free African Society (FAS) which Richard Allen, Absalom Jones, and others established in Philadelphia in 1787. When officials at St. George’s MEC pulled blacks off their knees while praying, FAS members discovered how far American Methodists would go to enforce racial discrimination against African Americans. Hence, these members of St. George’s made plans to transform their mutual aid society into an African congregation.

African Methodist Episcopal Zion Church - Black members within the John Street Church in New York City and within American Methodism in general were denied ordination, forced to sit in segregated pews and limited in their access to the Methodist itinerant clergy and the Communion Table. Frustrated by this treatment, two black John Street members, Peter Williams and William Miller, in 1796 founded the African Chapel.

Agnostic - Someone who is unsure whether there is a God or who believes it is unknowable whether God exists. Sometimes, the former is referred to as weak agnosticism and the latter is called strong agnosticism. Do not confuse with atheist.

⁴ <https://www.diversitystyleguide.com/topic-glossaries/religion-glossary/>

Amish - Descendants of the Swiss Anabaptists, known for their distinctive, plain clothes as well as their commitment to rejecting modern technology, including in some cases cars and electricity. They base their morals and way of life on the Bible, which they interpret literally, and on unwritten rules known as the Ordnung. Amish pastors are called bishops.

Anti-Semitism - A prejudice against people of Jewish heritage. It has inspired the Holocaust, physical abuse, slander, economic and social discrimination, vandalism and other crimes. Religious anti-Semitism is based on the idea that all Jews are eternally and collectively responsible for killing Jesus (known as deicide). It has been formally renounced by most major churches, led by the Catholic Church. Although Muslims revere Jesus as a prophet, they do not make the anti-Semitic claim against Jews because they do not believe that Jesus was crucified. Economic and political anti-Semitism is rooted in widespread 19th- and 20th-century claims that Jews were engaged in a plot to rule the world.

Atheist - A person who does not believe in God or other supernatural forces. Some people make a distinction between "weak atheism" (the idea that evidence doesn't support a belief in God) and "strong atheism" (being convinced that God does not exist).

Bahá'í Faith - A monotheistic religion founded by Bahá'u'lláh, who taught that all religions represent progressive stages in the revelation of God's will. There are no clergy; the faith's affairs are administered by a network of democratically elected councils. The terms Bahatism and Bahaist are incorrect; use the Bahá'í Faith to refer to the religion and Bahá'í to refer to an adherent.

Baptist - When capitalized, the term generally refers to a member of a Protestant group marked by baptism by immersion of individuals who profess faith in Jesus Christ. Baptists commonly call this practice believer's baptism. This distinguishes them from groups that practice infant baptism, such as Catholics and Episcopalians.

Belief System - Focuses on beliefs and religious orientations and attitudes, so that to some extent it deals with religious identity.

Black church - Collective noun that refers to the more than 65,000 Christian churches that have a predominance of Black members and clerical leadership. The Black church has served as a major institutional foundation in the Black community. It generally refers to Protestants, who themselves represent a variety of denominations and sects. It does not generally encompass Catholics, Muslims or others. In some cases the term Black churches may be more accurate, but also be mindful that many Black people worldwide

belong to churches and to denominations that may not be predominantly Black. According to the Association of Religion Data Archives, the Black church "has been composed of seven major denominations." They are the African Methodist Episcopal Church, the African Methodist Episcopal Zion Church, the Christian Methodist Episcopal Church, the Church of God in Christ, the National Baptist Convention of America, the National Baptist Convention, USA, Inc.

Black Muslim - A term that became associated with the Nation of Islam but is now considered derogatory and should be avoided. The preferred term is simply member of the Nation of Islam. Also, because of that association, do not use Black Muslim to describe African-Americans who practice traditional Islam, whose tenets differ markedly from the Nation's. Instead, say African-American Muslims.

Buddhism - The fourth-largest organized religion in the world, Buddhism was founded in India sometime between the sixth and fifth centuries B.C. based on the teachings of Siddhartha Gautama, known as the Buddha, or the "awakened one." Buddhism teaches that meditation and the practice of moral behavior (and, according to some schools, rituals) can lead to the elimination of personal craving and hence the release of suffering and the attainment of absolute peace (nirvana).

Catholic, catholic - When capitalized, the word refers specifically to that branch of Christianity headed by the pope, the Roman Catholic Church. In lowercase, the word is a synonym for universal or worldwide (i.e. he has catholic tastes in art). Most Roman Catholics are Western or Latin Catholics, meaning they follow church practice as it was formulated in Rome. But the Roman Catholic Church also includes 22 Eastern Catholic churches, whose practices closely resemble those of the Eastern Orthodox, including venerating icons, allowing a married priesthood and giving the three sacraments of initiation – baptism, First Communion and confirmation – to infants. Never refer to Eastern Catholics as Orthodox or vice versa. Use Roman Catholic if a distinction is being made between the church and members of other denominations who often describe themselves as Catholic, such as some High-Church Episcopalians and members of some national Catholic churches that have broken with Rome (for example, the Polish National Catholic Church and the Lithuanian National Catholic Church).

Christianity - The world's largest religion is based on the life and teachings of Jesus as described in the New Testament. Believers, called Christians, consider Jesus the Son of God, whose Crucifixion served as atonement for all human sins and whose Resurrection assures believers of life after death. The original Christians were Jews who believed that Jesus was the Messiah promised in the Hebrew Bible; other Jews disagreed, however,

and eventually Christianity became distinct from Judaism as the Apostle Paul and others spread the faith to gentiles.

The Church of Jesus Christ of Latter-day Saints - While the term "Mormon Church" has long been publicly applied to the Church as a nickname, it is not an authorized title, and the Church discourages its use. The church was founded in 1830 by Joseph Smith, a farm boy in upstate New York. Smith said he was directed to a set of golden plates that contained a record of ancient inhabitants of the Americas who had migrated from Jerusalem. Smith said he translated this record with divine help and published it as the Book of Mormon. The book tells of a visit by the resurrected Jesus to these inhabitants in the Western Hemisphere, which is why its subtitle reads "Another Testament of Jesus Christ." Mormons believe that Smith had a vision of God and Jesus Christ and that the church he founded is the restoration of true Christianity. In the 19th century, Mormons were persecuted for their beliefs and eventually fled to Utah, where they could practice their faith in peace. Because of their extra-biblical scriptures and beliefs about God and Jesus (they reject the Nicene Creed, for example), Catholic, Orthodox and Protestant churches do not regard this religion as Christian.

Confucianism - A philosophy developed by Confucius, an influential Chinese teacher and scholar who lived in the sixth and fifth centuries B.C. His teachings, collected in the Analects, emphasize social harmony and moral obligation. Confucianism is a philosophy, not a religion.

Copts, Coptics, Coptic Christians - The word Copt is derived from the Greek word for Egyptian, and Coptic was the native language of Egypt before Arabic prevailed. Today the word refers to Coptic Christians. Although linguistically and culturally classified as Arabs, many Copts consider themselves to be ethnically distinct from other Egyptians.

Eastern Orthodox - A group of Christian churches that do not recognize the authority of the pope in Rome, but, like the Roman Catholic Church, have roots in the earliest days of Christianity. The Eastern Orthodox churches split from the Western church in the Great Schism of 1054, primarily over papal authority and whether the Holy Spirit proceeds from the Father (as the Orthodox believe) or from the Father and Son (as the Catholics believe). Included in the Eastern Orthodox churches are the Greek Orthodox, Russian Orthodox and Armenian Orthodox, as well as other, smaller churches based on the nationalities of various ethnic groups such as Bulgarians, Romanians and Syrians.

Episcopal Church - Part of the Anglican Communion. Officially called the Protestant Episcopal Church in the United States of America. Two bodies govern the church nationally — the permanent Executive Council and the General Convention, which meets

every three years. One bishop holds the title of presiding bishop. The General Convention determines national policies, and all acts must pass its House of Bishops and House of Deputies.

Hindu, Hinduism - India's most popular religious and cultural system and the world's third-largest religion (after Christianity and Islam). Most followers live in India, but there are large populations in many other countries. Followers believe that God (Brahman), the ultimate reality or truth, can be understood in various ways and often use the two terms interchangeably. A basic belief in Hinduism is that the soul does not die but is reborn into another life form when the body dies. Under Hinduism's rule of karma, every act and thought affects how the soul will be reborn. This cycle of birth and rebirth continues until the soul achieves spiritual perfection and is united with the Supreme Being. Hindus believe that all living beings have souls, and some are revered as manifestations of God. These beliefs have evolved over several thousand years and are embedded in ritual, mystical and ascetic practices.

Islam - Religion founded in seventh-century Mecca by the Prophet Muhammad, who said Allah (God), through the Angel Gabriel, revealed the Quran to him between 610 and 632, the year of his death. Followers of Islam are called Muslims. After Muhammad's death, Islam split into two distinct branches — Sunni and Shiite — in an argument over who would succeed him. Sunnis make up an estimated 85 percent of all Muslims. Shiites are the majority in Iran, Iraq, Lebanon and Bahrain, while Sunnis are the majority in other Islamic countries. There is no central religious authority, so theological and legal interpretations can vary from region to region, country to country and even mosque to mosque.

Islamic - An adjective used to describe the religion of Islam. It is not synonymous with Islamist (believes Islam should guide personal and political life). **Muslim** is a noun and is the proper term for individual believers.

Jainism - A sect established in India in the sixth century B.C. as a revolt against Hinduism. It teaches that the way to bliss and liberation from the cycle of birth and rebirth is to live a life of harmlessness and renunciation. Jains do not believe in a creator god; God is any soul who has been liberated from the cycle of birth and rebirth. The supreme principle is nonviolence; Jains believe plants and animals have souls, just as people do, and should be treated with respect and compassion.

Jehovah's Witness - A religious group that believes in one God, referred to by the Hebrew name Jehovah. Jesus is considered to be Lord and Savior but inferior to God. Jehovah's Witnesses are not recognized as Christian by the Catholic, Orthodox or

Protestant traditions, primarily because they do not believe in the Trinity. Adherents do not salute the flag, bear arms or participate in politics. They also refuse blood transfusions.

Jew – A follower of Judaism. Tradition holds that people are Jewish if their mothers are Jewish or if they have gone through a formal process of conversion, but some Jews argue for a more liberal definition. Many Jews consider themselves “secular Jews” whose connection to Judaism is cultural or ethnic rather than spiritual.

Judaism - The religion of the Jewish people. With its 4,000-year history, it is one of the first recorded monotheistic faiths and one of the oldest religious traditions still practiced today. Its beliefs and history are a major foundation for other Abrahamic religions, including Christianity and Islam. It traces a covenant between the Jewish people and God that began with Abraham and continued through Jacob, Moses and David. Jews believe that the Messiah will one day establish a divine kingdom on earth, opening an era of peace and bliss. They believe that God called their ancestor, Abraham, to be the father of their nation, which works toward the goal of establishing this kingdom.

Lutheran - A member of a Protestant denomination that traces its roots to Martin Luther, the 16th-century Roman Catholic priest whose objections to certain practices in the Catholic Church began the Reformation. The two major Lutheran bodies in the U.S. are the Evangelical Lutheran Church in America (ELCA on second reference) and the smaller Lutheran Church-Missouri Synod (Missouri Synod on second reference). Missouri Synod churches are far more theologically conservative than ELCA churches. There are smaller Lutheran bodies as well.

Mainline Protestant - A designation for a group of moderate-to-liberal Protestant churches. The most prominent are the United Methodist Church, the Evangelical Lutheran Church in America (ELCA), the Presbyterian Church (USA), the Episcopal Church, the United Church of Christ, the Christian Church (Disciples of Christ), and the American Baptist Churches in the U.S.A.

Methodist Episcopal Church - American Protestant denomination whose initial progress in ministering to black Americans was thwarted by segregationist policies. The term Methodist originated as a nickname applied to a group of 18th-century Oxford University students known for their methodical application to Scripture study and prayer. The nation's principal Methodist body is the United Methodist Church, which was formed in 1968 by the merger of the Methodist Church and Evangelical United Brethren Church.

Muslim - A follower of Muhammad and the tenets and practices of Islam. The word Muslim is a noun; use the adjective **Islamic** when referring to the Islamic faith or the Islamic world.

New Age movement - A spiritual movement that developed in Western society in the late 1960s. Adherents link elements of religion with psychology and parapsychology. It remains a loose network of spiritual seekers, teachers, healers and other participants. Followers construct their own spiritual journeys, which are heavily influenced by the mystical elements of many organized religions, as well as native practices such as shamanism and neo-paganism.

Pagan - Generally, a person who does not acknowledge the God of Judaism, Christianity or Islam and who is a worshipper of a polytheistic religion. Many pagans follow an Earth-based or nature religion. The modern religious movement known as neo-paganism has adopted the name as a badge of faith.

Quakers (Religious Society of Friends) - Members typically refer to themselves as Friends. Historically, Quakers are considered Christian; some Quakers today consider themselves nontheistic.

Religious Identity – Religious identity is a specific type of identity formation. Particularly, it is the sense of group membership to a religion and the importance of this group membership as it pertains to one's self-concept. Religious identity is not necessarily the same as religiousness or religiosity.

Religious right - A term used to describe people and groups whose religious beliefs inform their conservative political and social views. The term dates to 1979, when the Rev. Jerry Falwell formed the Moral Majority. Since then, politically active religious conservatives have diversified in their goals and approaches. In writing, refer to the so-called "religious right" or religious conservatives. It is best to specify which groups the term refers to and what they are promoting.

Taoism, Daoism - Pronounced "DOW-ism." A school of philosophical and religious teachings that stem from Tao. Taoism is one of the major religions in China, although it was forcefully suppressed during Maoist Communist rule. When tolerance of some religions was restored in China in the early 1980s, Taoism began to flourish again.

Transnational Religious Identities - Refers to personal or collective religious identities that transcend enclaves, localities, regions, nations, and states to achieve a wider unity of belief, practice, and community.

Unitarian Universalist - The Unitarian Universalist Association encourages a wide spectrum of belief. Many members believe in God, but atheists also find a home in this denomination. Unitarian Universalists do not believe Jesus was divine and are not considered Christians, although they would welcome Christians — or just about anyone — in their churches. They employ a congregational form of government.

United Church of Christ - A mainline Protestant denomination and the largest of the Congregationalist denominations. The word church is applied only to individual, local churches.

United Methodist Church - The largest Methodist denomination and the second-largest Protestant body in the United States.

Unity Church - A denomination that says it promotes “practical Christianity.” It is the primary church in the “New Thought” movement, which teaches belief in monism, the universal presence of creative energy, or God, within the world and within all people. Some adherents accept traditional Christian beliefs about Jesus, but many do not.

Vodou, Voodoo - A religious tradition born in West Africa that is derived from animism, ancestor worship and polytheism. Slaves brought from West Africa transplanted Vodou to the New World. As practiced in the Caribbean and areas along the U.S. Gulf Coast, Vodou merged West African traditions with Roman Catholic beliefs, adding saints to rituals. The term Vodou, which should always be capitalized, is the acceptable spelling in academic circles and the Haitian community. The Associated Press Stylebook continues to use Voodoo.

Wicca, Wiccan - There are many forms of Wicca, but most share a worship of the divine feminine, or Goddess, and a reverence for nature and its cycles. It is traditionally believed to be based on the symbols, celebrations, beliefs and deities of ancient Celtic peoples.

World View – A particular philosophy of life or conception of the world.

MARKETING & COMMUNICATION DIVISION

OVERVIEW

The Marketing & Communication Division includes the Marketing & Communication Office, Wartburg Print Center, and Mail Center. The division assists all offices and departments on campus in managing and distributing information about Wartburg College across all types of media to all of its target audiences in a strategic, integrated manner. The office prepares and distributes information about Wartburg students and activities to the media and supervises production of college publications, including the Wartburg Magazine. The office provides the following services to the campus: strategic planning/marketing, design services, website management, branding, licensing, media relations, photography, printing, digital signage, social media, video production, advertising campaigns, and online calendar management.

PURPOSE & PHILOSOPHY

The Wartburg Marketing & Communication Office (M&C) seeks to tell the Wartburg story to all the various audiences served by the college. However, that story is not a singular story; it is a story told through the experiences of all those who currently attend, have attended, and work or have worked for the institution over its existence that has shaped the college into what it is today. To most effectively advocate for the college and those who are part of it, M&C prioritizes the following values in our communication:

- **Authenticity and Trust** – M&C relies on good communication with all those who share the various stories of the college. We take very seriously the confidence given to our office to share these stories in appropriate and authentic ways.
- **Honesty and Integrity** – M&C will not put out information that cannot be confirmed or backed up.
- **Active Listening** – M&C regularly asks for input on communication and marketing efforts. The office also monitors social media and responds to questions and concerns expressed on these platforms.

M&C staff go through regular diversity, inclusion, and Title IX training provided by the college. In addition to the required trainings, staff members voluntarily participate in antiracism, unconscious bias, and inclusion workshops and book clubs each year.

M&C STAFF DIVERSITY REPRESENTATION

Faculty/staff representation from minority groups has been a documented issue at the college and in higher education in general, especially in more homogenous areas of the Midwest in the United States. Marketing & Communication has attempted to address representation as much as possible in hiring practices of both full-time staff as well as student employees. Currently, there are 10 full-time staff in the Marketing & Communication Division. In nearly any given year, the make-up of those working in the office includes women, LGBTQ+ individuals, racial minorities, and international citizens. However, we concede most racial and international representation is through student workers, who do not enjoy the level of power in decision making in the office. To rectify this imbalance, students are often asked to be sounding boards for various marketing and communication efforts. M&C staff realize one or two persons' perspectives cannot represent any particular group, but the honest and sometimes challenging feedback we do receive is appreciated.

Over the past several years, the M&C staff have performed both internal and external audits of communication streams, advertising, policies, and processes to ensure more accurate representation and inclusion in all marketing and communication with the audiences of the college. When appropriate, M&C will utilize campus resources such as the Diversity & Inclusion Council for review and recommendations when issues arise.

COMMUNICATION CONSIDERATIONS FOR MARGINALIZED POPULATIONS

Race and Ethnicity – One of the most pressing issues in higher education communication is understanding how to accurately represent the racial and cultural diversity of campuses and avoid unconscious bias and tokenization when doing so. Wartburg, like most colleges, has struggled with overrepresentation and underrepresentation at times.

Representation is especially important when featuring students for testimonials and photography and video imagery used for promotion. At Wartburg, students featured are usually recommended by other staff or faculty who know the student has a story worth sharing to broader audiences. All academic departments also have students featured through the Outstanding Seniors process, which highlights the best and brightest in each major. Because these students are selected based solely on their GPA, M&C staff also take more intentional steps to gather diverse students and alumni for testimonials and profiles. For a student to be chosen for a website testimonial or feature in recruitment materials, they must be in good academic standing (not on probation) and not have any major Student Life infractions. M&C annually reviews all students featured in photography and videography used in recruitment communication streams to ensure more accurate representation from diverse populations.

In an effort to show more *authentic* depictions of students in activities, M&C avoids staging photographs whenever possible. Many of the photos used in College publications are taken during events on campus. This type of photography resonates with audiences as it reflects real, genuine moments. However, the visual story is as it was, rather than how we wish it could be. This means the photos taken will sometimes show more segregation of students than our ideal. To correct any potential representation issues, M&C reviews the entire communication stream and photographs used throughout the year to each audience to ensure accurate representation. For example, the entire email communication stream for prospective students is reviewed so that approximately the same percentage of students from ethnic and racial minorities matches the current representation of the student body. Staged photography sessions are done when it isn't possible to get the type of visual needed to reinforce specific communication messages.

LGBTQ+ – To avoid bias in communication, it is typically important to remove identity in stories unless it is critical for the story itself. This approach also applies to heterosexual bias in stories related to more “invisible” minorities, such as the LGBTQ+ community.

Sometimes symbolism can be used in photography and videography, such as rainbow buttons or equality stickers, to show the identity of the alumnus, student, faculty member, or staff member. However, college staff will never ask a student, alumnus, faculty, or staff member to “out” themselves in any stories published by the college. However, if the person wishes to share their identity as part of a story or testimonial, that information will be included. Likewise, if the person does not wish to be identified as LGBTQ+ such information will be excluded.

Religious Minorities – Religious identity is another “invisible” identity that requires sensitivity in marketing and communication, especially at higher education institutions affiliated with a Christian (majority religion) church. Wartburg College is a college of the Evangelical Lutheran Church in America and has a [particular approach to education that encourages radical hospitality of all people](#), regardless of their beliefs. Even with this perspective that pervades the campus, unconscious bias can still be problematic in personal and institutional communication if not consciously acknowledged. M&C staff writers are aware of these potential biases and avoid them whenever possible.

To provide recognition and some representation for the non-Christian religions on campus, additional religious observances will be added to the online calendar and digital signage across campus (see list later in this document). Similar to communication regarding sexuality and gender expression, college staff will never ask a student, faculty, or staff member to mention their religious identity in any stories published by the college. However, if they wish to share their religious identity as part of a story or testimonial, M&C staff will include this information.

Individuals with Disabilities – Disabilities can be visible and invisible. Of particular importance in institutional communication and marketing are disabilities related to accessibility of content. Wartburg College makes every effort to be compliant with the Americans with Disabilities Act requirements and recommendations. The college website is reviewed regularly to ensure content is accessible to blind and deaf users. For example, all video content is embedded through a player that automatically adds closed captioning. All images include “alt tag” HTML descriptions that can describe the content to viewers. For additional information about accessibility, visit <https://www.wartburg.edu/accessibility-policy/>. The Wartburg College website meets the WCAG 2.0 Level accessibility standards.

Online Resources: Inclusive Language

- [The Anti-Defamation League – Bias-free communication](#)

- [American Psychological Association – Avoiding heterosexual bias in language](#)

WARTBURG DIVERSITY & INCLUSION COMMITTEES

Multicultural & Diversity Studies Committee, a standing committee of the faculty that monitors and evaluates outcomes of educational programs related to multiculturalism and diversity. The committee also makes recommendations on policies and procedures regarding the college's efforts to promote all aspects of multicultural and diversity studies.

Community Response Team, which works to ensure meaningful, timely, and transparent responses to incidents of bias that impact the campus community. The team was formed in fall 2017 and meets when needed to discuss incidents that threaten the Wartburg campus culture. Reports are posted as needed to reflect how incidents are handled by the college.

Diversity Committee, embedded in the Wartburg College Student Senate structure. The committee works to further diversity on campus through a close relationship with diverse groups and is chaired by the executive assistant to diversity.

Diversity and Inclusion Council, which serves to advance the college's goals regarding diversity and inclusion. The council is responsible for the Co-Curricular Diversity and Inclusion Plan. The plan outlines the college's top priorities related to diversity and inclusion, including ensuring diverse and inclusive perspectives and concerns are included in institutional-level decision making; increasing the number of faculty, staff, and administrator diversity champions; and enhancing inclusivity in the campus climate champions.

OBSERVANCE DAY RECOGNITION⁵

Wartburg College recognizes international and national days of observance important to various religious, ethnic, and cultural groups. Beginning in the 2021-22 academic year, the Marketing & Communication Office will ensure the following days are recognized on the online public calendar of the institution. If any important dates have been inadvertently left off this list, please email markcomm@wartburg.edu to have additions or changes made to the calendar. Some of these events will not always fall within the same month each year.

January

- New Year's Day
- World Braille Day (United Nations)
- Christmas (Eastern Orthodox)
- World Religion Day (United Nations)
- Martin Luther King Jr. Day
- International Holocaust Remembrance Day (United Nations)
- Mahayana New Year (Buddhist)

February

- Chinese New Year
- Nirvana Day (Buddhist)
- Ash Wednesday (Christian)
- World Day of Social Justice (United Nations)
- Purim (Jewish)

March

- Maha Shivarati (Hindu)
- Naw-Ruz (Baha'I New Year)
- Passover (Jewish)
- Holi (Hindu)
- Palm Sunday (Christian) – can also be in April
- International Transgender Day of Visibility (LGBTQ+)

⁵ Observance days gathered from the *Diversity & Inclusion Chapter Toolkit*, Public Relations Society of America, June 2020

April

- World Autism Awareness Day (United Nations)
- Good Friday (Christian)
- Easter (Christian)
- Yom Hashoah (Jewish)
- Ramadan begins (Muslim)
- Start of Rivdan (Baha'i)
- National Day of Silence (LGBTQ+)

May

- Laylat al-Qadr (Muslim)
- Eid al-Fitr (Muslim)
- Declaration of the Bab (Baha'i)
- Ascension of Baha'u'llah (Baha'i)
- Memorial Day (U.S.)

June

- Juneteenth (Emancipation of enslaved people in the U.S.)
- Summer Solstice (Pagan)

July

- Independence Day (U.S.)
- Martyrdom of the Bab (Baha'i)
- Eid al-Adha (Muslim)
- Pioneer Day (Mormon)

August

- International Day of the World's Indigenous People (United Nations)
- Hijri New Year (Muslim)
- World Humanitarian Day (United Nations)
- Women's Equality Day (United Nations)
- Krishna Janmashtami (Hindu)

September

- Labor Day (U.S.)

- Rosh Hashanah begins (Jewish)
- Sukkot begins (Jewish)

October

- Navrati begins (Hindu)
- National Coming Out Day (LGBTQ+)
- National Native American Day
- Eid Milad ul-Nabi (Muslim)
- Sikh Holy Day

November

- Diwali (Hindu)
- Birth of the Bab (Baha'i)
- Birth of Baha'u'llah (Baha'i)
- Veterans Day (U.S.)
- Transgender Day of Remembrance (LGBTQ+)
- Day of the Covenant (Baha'i)
- Thanksgiving (U.S.)
- Ascension of Abdu'l-Baha (Baha'i)
- Hanukkah begins (Jewish)

December

- World AIDS Day (United Nations)
- International Day for People with Disabilities (United Nations)
- International Human Rights Day (United Nations)
- Winter Solstice (Pagan)
- Christmas (Christian)
- Kwanzaa begins
- New Year's Eve

QUESTIONS

Any questions, comments, or suggestions for this toolkit are welcome. Please email chris.knudson@wartburg.edu.