

*Civil Rights Outreach Activities- “All Reasonable Efforts”





Proactive Measures to Reach Out (all reasonable efforts)



- Cooperative Extension is required to
 - 1) assure equal opportunity in program access
 - 2) make up for historic and continuing discrimination toward protected groups.



Proactive Measures to Reach Out (all reasonable effort)



- Make special efforts to reach
 - Women
 - African Americans
 - American Indians and Alaska Natives
 - Asians
 - Native Hawaiians & Other Pacific Islanders
 - Hispanics /Latinos

Proactive Measures to Reach Out



- Demonstrate progress toward reaching parity with our program participation
 - An Extension program is in parity when the participation of individuals of minority groups reflect the proportionate representation of that group in the potential audience.
 - 10 % African Americans in the potential audience and 10% African Americans in the program



Proactive Measures to Reach Out (all reasonable effort)



- All reasonable effort is activities to reach these protected categories, moving toward parity.
 - Due to past and present discrimination and the continuing impact of historical discrimination.



Civil Rights Responsibilities



- Learn about the demographics of your region—Census, local data, local knowledge
- Define potential audience for your programs
 - Potential audience is those who would be interested in or benefit from your educational program. You define your potential audience based on the goals of your program.



Civil Rights Responsibilities



- Work w/partners and stakeholders who represent and serve those protected by Title VI of the Civil Rights Law of 1964 to learn all you can about cultures and ethnicities in your potential audiences:
- where they live and work
- values and beliefs
- the issues of their daily lives
- consider power and privilege in the community
- how to reach them directly with educational information

Outreach Activities



- Representation of protected groups on advisory committees, community input groups, partner entities
- Promotion of programs and educational information in media sources that reach protected groups
- Parity demonstrated on mailing lists (surface mail and e-mail lists)
- Letters, flyers, promotional materials distributed to protected groups
- Personal contacts (invitations to participate) with people from protected group

Outreach Activities



- Personal contacts (invitations to participate) with people from protected group --document
- Conduct meetings and educational sessions in locations and facilities that are welcoming and accessible (consider power and privilege in the community)-- document
- Provide accommodations for people with disabilities -- document
- Provide educational resources in second languages when needed (translation for printed and interpretation for spoken) -- document

Documentation of Activities



- Keep flyers, press releases, invitation letters and other outreach correspondence, program brochures sent to targeted individuals and organizations with notations on where and when
- Make notes about all special targeted efforts to reach people from protected groups
- Keep notes from meetings and phone conversations that demonstrate your outreach to people from protected groups