



Master Family & Consumer Sciences Volunteer Program

Toolkit for Volunteer Development

www.masterFCSvolunteerprogram.info



Diverse Audiences

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Lesson Objectives

After participation in this lesson, you will be able to:

- Define the characteristics of a diverse audience
- Identify a series of approaches entitled “All Reasonable Efforts”
- Pinpoint strategies for making all learners feel welcome and encouraged to participate
- Identify the demographics of your geographic area



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Diversity



Diversity @the University of Michigan, Department of Psychology

What does diversity mean to you?

Module 2, Lesson 2 – Diverse Audiences



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Diversity

Diversity is defined as:

- the condition of having or being composed of differing elements
- the inclusion of different types of people in a group or organization



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Diverse Audience?

“While we usually think of diversity in terms of cultural uniqueness, diversity is a commitment to recognizing and appreciating the variety of characteristics that make individuals unique in an atmosphere that promotes and celebrates individual and collective achievement.” *

*Definition from University of Tennessee, Knoxville
Diversity Home, http://www.lib.utk.edu/diversity/diversity_definition.html



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“All Reasonable Efforts”



“ A series of required approaches, to solicit participation of underrepresented groups to participate in programming and services.”



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“All Reasonable Efforts”



1. Use of Available Mass Media
and Personal Visits



2. Making Programs Accessible



3. Programs of Interest to Target Audience



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Parity

Community Demographics
Equals
Program Demographics



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Open to Everyone



Photo: <http://reasontostand.org/archives/2010/11/17/the-dangers-of-diversity>



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Verify Your Clientele

- Who are your clientele?
- What are their demographic characteristics and needs?
- Who is attending your meeting?
- Who do they represent in your community?
- How do you verify?



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Meet Sandra

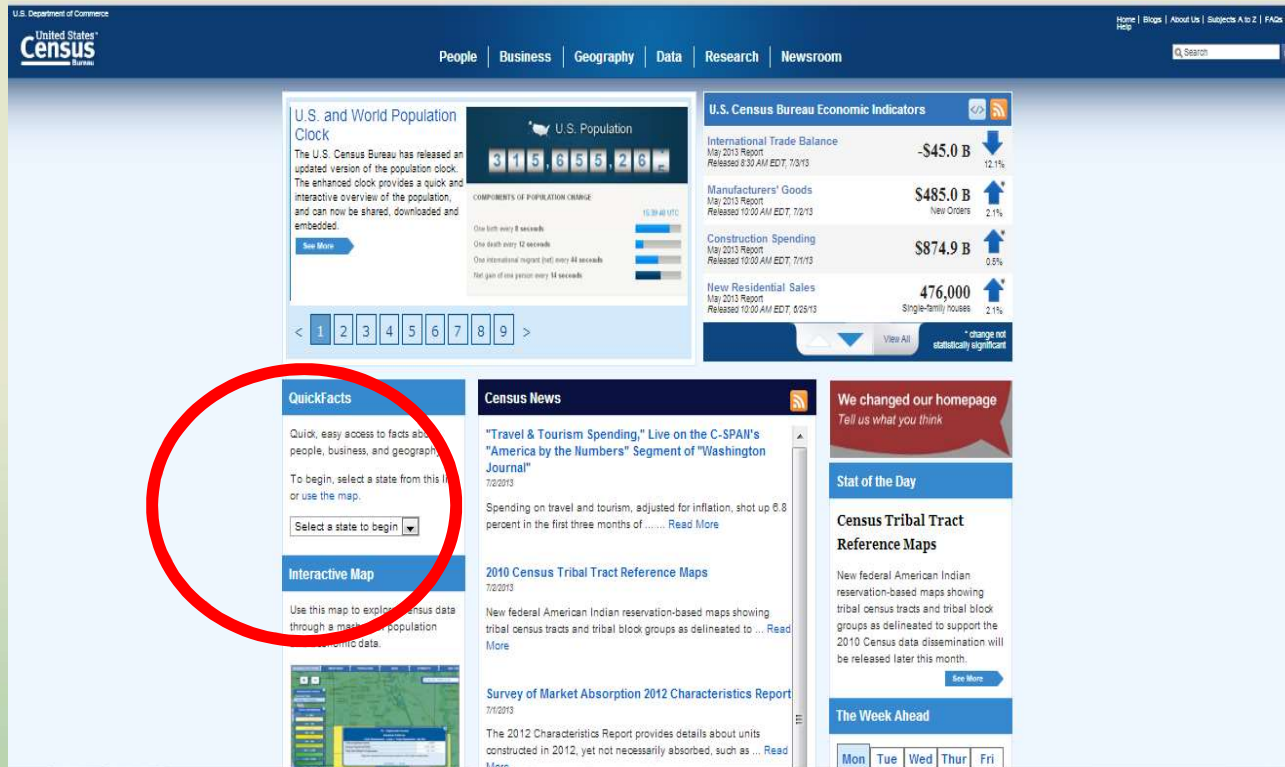


Sandra is a Family & Consumer Sciences volunteer developing a recruitment plan for her Money Matters programming.

In your opinion: What should Sandra consider? How should she verify her clientele? How should she tailor her program to meet target audiences?



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How can we learn about
diversity cultures and communities?



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How can we learn about
diversity cultures and communities?



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Working with Diverse Audiences

- Use empathy and intuition to understand another point of view
- Seek common ground but enjoy differences
- Understand there are many cultures within any given culture



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Working with Diverse Audiences

- Use words that include rather than exclude
- Accept there is more than one way to do something
- Do not use humor that is condescending to any particular group



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Working with Diverse Audiences



- Do not assume everyone shares your beliefs
- Examine your assumptions about people who are different than you
- Show respect to everyone



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Working with Diverse Audiences

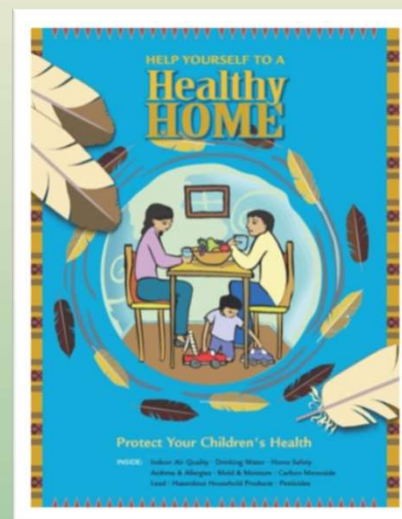
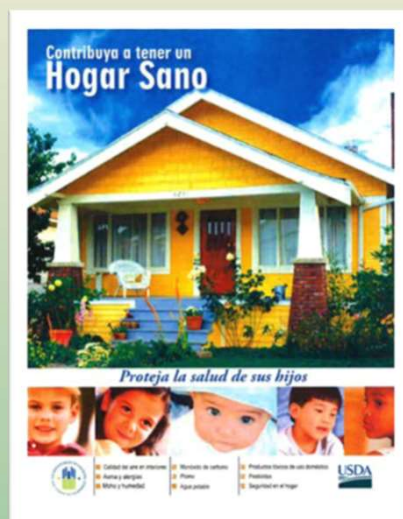
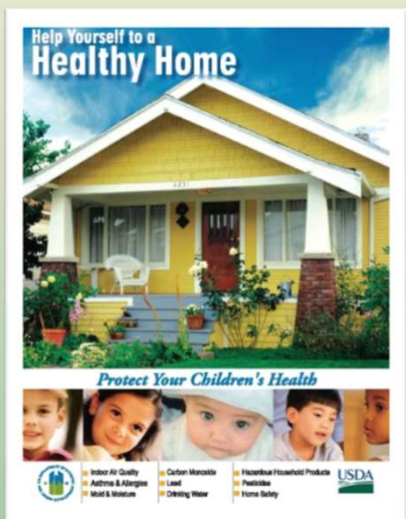
- Ask for the correct pronunciation and spelling of someone's name.
- Ask the person(s) to repeat what was said slowly if you do not understand, because their comments are important to you.



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Language Barriers

- Seek language-appropriate materials
- Seek materials that are sensitive to cultural differences and norms



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Working with Diverse Audiences

- Use various styles of teaching



Visual



Auditory



Kinesthetic

- Utilize visuals in presenting information
- Be certain to make accommodation so everyone can hear
- Plan for a variety of activities, including hands-on learning



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Accommodations

Your Extension staff will know the policies regarding accommodations for special needs

- Sign-language interpreters
- If physically handicapped, access to the building and support services



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In Review



Photo from: <http://diversity.uno.edu/>



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Activity and Post Test



Please proceed to the next slides to complete the activities and post test.



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Diversity

1. How do you describe your hometown and family background?
2. How do you define diversity? What factors have influenced this definition?
3. Can you recall an instance when you felt you were different?

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Hand Out

Please complete the following for your city/county:

County/City:

Population:

% Change over past 10 years:

Age Distribution of Population:

Education Level: (High School Graduates; Bachelor's degree or higher)

Racial Breakdown:

Median Household Income:

% living in poverty:

Primary language spoken at home:

Please pause this slide and print to complete this activity

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Post Test

All Reasonable Efforts means that an employee or volunteer will use a combination of actions designed to communicate to all persons, particularly underrepresented groups, that Extension sponsored club membership and program participation are open and that all are welcome and encouraged to become members or participate in educational programs. Which of the following is an example of All Reasonable Efforts?

- ☐ A) Call friends and invite them to an Extension program.
- ☐ B) Announce all Extension programs in your church bulletin.
- ☐ C) Develop announcements, flyers, and posters to be placed in locations frequented by the underrepresented group.
- ☐ D) Only advertise program on website.

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Correct - Click a

contin

Your an

You answered this correctly!

The correct answer is:

You did not answer this question completely

Submit

Clear

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One strategy to make all learners feel welcomed and encouraged to participate during a program is:

- ☐ A) Make sure you present your opinion and feelings about a subject.
- ☐ B) Listen to others opinion but let participants know you have the correct answer.
- ☐ C) Use empathy and intuition to understand another point of view and accept there is more than one way to do something.
- ☐ D) Treat all participants exactly the same.

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- ☐ D) Treat all participants exactly the same.

Correct - Click anywhere to
continue

Incorrect - Click anywhere to
continue

Your answer:

You did not answer this question
completely

Submit

Clear

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References

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