

Purdue Extension - Diversity, Equity, and Inclusion (DEI) Plan

Note: Once the Purdue College of Agriculture releases the new strategic plan, definitions regarding DEI will be added to align plans.

Goal 1A: Purdue Extension's **workforce** will be reflective of the diversity of Indiana with respect to race, ethnicity, national origin, religion, gender, sexual orientation and other key aspects of human difference within the next 5 years, with marked increases annually.

Objective 1.1: Increase the recruitment and hiring of a diverse workforce that reflects the Purdue Extension service areas within the next five years.

- **Action item 1.1.1:** Develop a strategic diversity staffing plan.
- **Action item 1.1.2:** Allocate funding where needed to ensure advertisements are consistent with the goal of recruiting a diverse workforce. Work with Ag Comm to develop advertising that is reflective of and complimentary to the goal of increasing Underrepresented Minorities (URM) hiring.

Objective 1.2: Increase retention, advancement, and job satisfaction among Purdue Extension's diverse workforce over the next five years.

- **Action item 1.2.1:** Engage in an evaluation of the extension culture to establish a baseline for job satisfaction and likelihood of remaining in Extension.
- **Action item 1.2.2:** Utilize findings and promising practices to implement initiatives that will minimize or eliminate barriers to retention and job satisfaction.
- **Action item 1.2.3:** Identify and employ promising practices of mentoring that result in preparing diverse staff for leadership positions.
- **Action item 1.2.4:** Engage leadership, faculty, and staff in professional development activities that address "unconscious bias" and other promising practices to help ensure effective recruitment, retention, and promotion of a diverse workforce.
- **Action item 1.2.5:** Consider reframing Equal Employment Opportunity (EEO) officers as ombudspersons or add ombudsperson(s).
- **Action item 1.2.6:** Assess interest in Inclusion circles or affinity groups— uplift the voices of historically marginalized groups in Extension to deepen conversation about needs and opportunities for building equity and inclusion in Extension and in our work.
- **Action item 1.2.7:** Develop culturally competent mentors to prepare diverse staff for leadership positions.

Goal 1B: Purdue Extension's **volunteers** will be reflective of the diversity of Indiana with respect to race, ethnicity, national origin, religion, gender, sexual orientation and other key aspects of human difference within the next 5 years, with marked increases annually.

Objective 1.1B: Increase the recruitment and training of a diverse volunteer base that reflects the Purdue Extension service areas within the next five years.

- **Action item 1.1.1B:** Develop a strategic diversity volunteer recruitment plan. To include onboarding that includes training on inherent bias, diversity, and inclusion. Review 4-H Adult Behavior Expectations (ABE) to ensure DEI expectations are included.
- **Action item 1.1.2B:** Allocate funding where needed to ensure advertisements are consistent with the goal of recruiting a diverse volunteer base. Work with Ag Comm to develop advertising that is reflective of and complimentary to the goal of increasing URM.
- **Action item 1.1.3B:** Ensure PCARET members, Extension Board, and Extension volunteers reflect Indiana's diversity.

Objective 1.2B: Increase retention and role satisfaction among Purdue Extension's diverse volunteer base over the next five years.

- **Action item 1.2.1B:** Engage in an evaluation of the extension volunteer culture to establish a baseline for role satisfaction and likelihood of remaining a volunteer with Extension.
- **Action item 1.2.2B:** Utilize findings and promising practices to implement initiatives that will minimize or eliminate barriers to retention and role satisfaction.
- **Action item 1.2.3B:** Identify and employ promising practices of mentoring that result in preparing diverse volunteers for leadership/board positions.
- **Action item 1.2.4B:** Assess interest in inclusion circles or affinity groups for diverse volunteer base. Uplift the voices of historically marginalized groups in Extension to deepen conversation about needs and opportunities for building equity and inclusion in Extension.

Goal 2: Purdue Extension staff and volunteers are more culturally competent in the next 5 years to serve the state of Indiana and beyond.

Objective 2.1: Enhance professional development opportunities and experiences to ensure that staff have the knowledge (cultural self-awareness, knowledge of cultural worldview frameworks), skills (empathy, verbal and nonverbal communication), and attitudes (curiosity, openness) necessary for living and working effectively as members of a diverse, global society.

- **Action item 2.1.1:** Educators include inclusive excellence professional development goal to be evaluated annually.
- **Action item 2.1.2:** Trainings, seminars and other professional development opportunities will be held each year for staff to enhance the knowledge, skills and attitudes as described in the objective.

Objective 2.2 Volunteers will be more culturally competent in the next 5 years

Educators will also be responsible for the training of volunteers.

Goal 3: Purdue Extension programming serves the diverse community of Indiana and beyond.

Objective 3.1: Increase intentional planning and implementation of Purdue Extension programming that serves a diverse community. Refer to full definition of diversity. (This is **who** we serve)

Indicators:

Purdue Extension's clientele served/educational hours of underrepresented minorities will exceed 22% across all 4 program areas by 2025.

NIFA map as guiding document

- **Action item 3.1.1:** Audit current system of how we know who we are serving and how we communicate this data. Design and implement system to effectively collect demographic data for different delivery modes (non-4-H youth programming)
- **Action item 3.1.2:** Extension staff and faculty are aware of gaps in service to underrepresented minorities (race, ethnicity, gender—other historically underserved dimensions of human differences if proxy data is known/available)
- **Action item 3.1.3:** Set and communicate incremental strategic goals to reduce the gaps in service to underrepresented minorities.
- **Action item 3.1.4:** Educators across all program areas will set at least one SMART long-term goal aimed at reaching underserved groups in their communities based on local demographic data.
- **Action item 3.1.5:** Strategic programmatic goals include equitable community change outcomes for populations affected by the issue (obesity, food access, youth STEM, leadership, climate change, mental health, etc.)
- **Action item 3.1.6:** Specialists to lead audit of all signature programs to assess current service to underrepresented minorities.
- **Action item 3.1.7:** Institute policy to guide communications to promote inclusive language, images, and environments (forms, correspondence, website, marketing materials, and publications).
- **Action item 3.1.8:** Research that involves Extension/audiences should engage Extension/population affected in planning process.

Why? To set Extension up for the future.

Objective 3.2: Position Purdue Extension as a recognized collaborator in Extension System Diversity, Equity, and Inclusion initiatives by 2025. (This is **how** we do our work)

Indicators:

Purdue Extension will have 5-7 focused nationally recognized subject matter experts in DEI, who collaborate in efforts to select and create content for trainings, present at conferences, lead and assess impact across program areas.

Purdue Extension's organizational development change process towards a more inclusive system will be documented and shared at national leadership conferences.

- **Action item 3.2.1** Purdue Extension will create at least one DEI expert position that will be responsible for the implementation and evaluation of the DEI plan.
- **Action item 3.2.2** Each program area designates at least 2 specialists (or other % designated position/title: 3-year fellow) with specific subject matter expertise in diversity, equity, and inclusion.
- **Action item 3.2.3** Increase the impact of the National Diversity Conference.
- **Action item 3.2.4** Support and provide content and resources to eXtension Diversity, Equity, and Inclusion workgroup, Extension Committee on Operations and Policy, National 4-H DEI (4-H PLGW Access, Equity and Belonging), and other national initiatives.

Objective 3.3: Expand DEI topical training to community partners. (This is **what** we teach=content)

- **Action 3.3.1** Develop the cultural competence of Purdue Extension and expertise in all 4 program areas to teach and facilitate.
- **Action 3.3.2** Purdue Extension will identify and prioritize strategic opportunities to assist partners with their diversity, equity and inclusion efforts. (Long-term)