



What About Me?

Bringing Diversity and Inclusion
into Your Library Marketing

#LMCC18 | November 15, 2018





If I see representations of my culture in marketing materials, they are respectful.



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Marketing Specialist



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Marketing & Communications
Manager



THE UNIVERSITY OF ARIZONA
University Libraries

Q1

According to 2017 Census projections, what percentage of people in the U.S. identify as people of color?

A 20.5%

B 39.3%

C 56.4%

Q1

According to 2017 Census projections, what percentage of people in the U.S. identify as people of color?

B 39.3%

Q2

How many adults in the U.S. identify as transgender?

A 1.4M

B 3.5M

C 6.1M

Q2

How many adults in the U.S. identify as transgender?



1.4M

Q3

How many people in the U.S. have a disability?

A 15M+

B 40M+

C 55M+

Q3

How many people in the U.S. have a disability?

B 40M+



When I read event descriptions and copywriting, I am not reminded of my otherness.



**What is diversity
and inclusion?**



I don't HAVE TO rely on public transportation; I can afford my own vehicle.

Diversity

Includes, but is not limited to:

- Race
- Ethnicity
- Gender
- Sexual orientation
- Age
- Physical ability
- Religion
- Socioeconomic status
- National origin



Places to worship or practice my religion are numerous in my community.

Inclusion

the act of valuing, respecting,
and making people feel
welcome



I can see signage and posters from my height level.



**Why should diversity and
inclusion matter to us?**



I can interact with marketing materials without the use of assistive technology.



Recognizing and reflecting our communities and underrepresented groups



Setting an example by upholding library values



Community anchor



Recruiting and retaining staff



Materials are written in my native language.



Why is this so hard for us?



I can watch videos without relying on captioning.

Because we don't have...



people, time, money



diverse photos, content



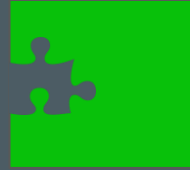
a diverse community



to change anything



I am fairly certain that I will not have to skip meals because I cannot afford to eat.



Who's missing?



When I read event descriptions and copywriting, I am not reminded of my otherness.

**Include presenters, speakers,
colleagues, partners who
aren't like you.**





When I attend an event, no one questions why I'm there or if I'm lost.

**Review & take inventory of
your print materials**



LIBRARY WRITE & CITE AWARD

FOR
ENGLISH 102/108
STUDENTS



STUDENT STUDY ROOMS & SPACES

NEW.LIBRARY.ARIZONA.EDU/
VISIT/SPACES

AUGUST 2018

3D SERVICES

CREATE
3-DIMENSIONAL
WORKING PROTOTYPES

UNIVERSITY LIBRARIES



THE UNIVERSITY
OF ARIZONA

CONNECT WITH YOUR LIBRARIAN

Your partner in
research and learning

UNIVERSITY LIBRARIES

AUGUST 2018

ON CAMPUS & ONLINE FOR YOU

UNIVERSITY LIBRARIES

LIBRARY.ARIZONA.EDU
EMAIL: LIBRARY@ARIZONA.EDU

MY LIBRARIAN

Meet ORCID Data
Dissertation Collaborate
Primary resources to support
Reference & technology

UNIVERSITY LIBRARIES
new.library.arizona.edu/about/contact/your-librarian

AUG 2017

FOR GRADUATE STUDENTS

UNIVERSITY LIBRARIES

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EMAIL: LIBRARY@ARIZONA.EDU



UNIVERSITY LIBRARIES EVENTS & EXHIBITS

Looking for
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Want to learn about
or new tech
Curious about how
student research

Just ask.



Elizabeth Kline,
your librarian for the
College of Science:
Chemistry & Biochemistry; Cognitive Science
Ecology & Evolutionary Biology; Molecular
Cellular Biology; Neuroscience; Psychology
Speech, Language & Hearing Sciences

klinee@email.arizona.edu
520.621.4869

See faculty resources at library.arizona.edu/faculty

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UNIVERSITY LIBRARIES

NEW IDEAS START HERE



UNIVERSITY LIBRARIES
STRATEGIC PLAN 2015-2018

SPRING 2018



I can travel freely to almost any country and be admitted back into the U.S. without any problems.

**Look at your website
images & content**



Our organization

News, stories & events

Events & exhibits

Past events & exhibits

► News

Past news

Newsletter

Trial databases

Job opportunities

Giving to the Libraries

Staff directory

Contact us

#WeAreUAZLibraries: Annabelle Nuñez

Tuesday, October 9, 2018



#WeAreUAZLibraries is a bi-weekly series that introduces our staff on [Facebook](#) and [Instagram](#). Meet Annabelle Nuñez!

What do you do?

I am the Associate Director for the Health Sciences Library (UAHSL). I oversee the library's outreach activities, represent UAHSL to the Arizona Health Information Network (AZHIN) consortium, and facilitate partnering relations with the National Network of Libraries of Medicine Pacific Southwest Region and other regional and national entities.



I can access or use restrooms without fear or discrimination.

**Examine your
social media posts**



uazlibraries

Follow

612 posts

1,088 followers

138 following

Univ of Arizona Libraries

Main, Science-Engineering, Fine Arts, Health Sciences, Special Collections. 🇺🇸 🇬🇧 🇫🇷 🇮🇹 🇯🇵

#BearDown

new.library.arizona.edu/events/homecoming-library-innovation-breakfast

POSTS

TAGGED





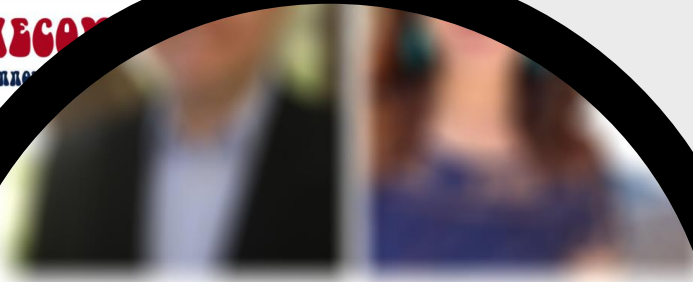
When I look at maps or signage, I identify parking, entrances and exits that I can easily get to.

**Go over the content &
photos in your newsletters
or emails**

Bear Down! You're Invited. RSVP Now

HOMECOMING

Library Inauguration



Questions or requests regarding disability-related accommodations should be directed to Maggie Verebelyi, (520) 621-5079, verebelyim@email.arizona.edu.

From



Dean Shan Sutton



Maggie Melo

Questions or requests regarding disability-related accommodations should be directed to Maggie Verebelyi, (520) 621-5079, verebelyim@email.arizona.edu.



August 2018

[View this email online](#)



"1968 in America" exhibit opens September 4

The anti-war movement and the underground press. Civil rights. Popular music. Edward Abbey's *Desert Solitaire*. These are some of the topics which our fall exhibit explores. Curated by librarian Bob Diaz, "1968 in America" turns back the clock 50 years. We hope to see you on September 6 for our opening reception and a presentation by author and travel writer Tom Miller.

[Read more](#)

October 2018

[View this email online](#)



\$7M gift to renovate Science-Engineering Library

The University of Arizona Libraries has received a \$7 million gift to support renovation of the Science-Engineering Library. This gift from the **Frederick Gardner Cottrell Foundation** was recognized on October 5 during a ceremony to rename the Science-Engineering Library as the **Albert B. Weaver Science-Engineering Library**.

Photo: President Emeritus John P. Schaefer, Vice President for Information Strategy & University Libraries Karen Williams, Libraries Dean Shan Sutton, President Robert C. Robbins

[Read more about the gift](#)

Recap



Include
others who
aren't like
you.



Review &
take
inventory of
your print
materials.

Look at your
website
images &
content.



Check your
social media
posts,
newsletters,
etc.





I don't need to worry about negative consequences of disclosing my religious identity to others.



“Whose story are you telling?”





Pima County's LGBT services, resources set a national trend

by [PimaLib_LGBTQ+](#) October 25, 2014

*This article by Library Associates **Caitlin Burns** and **Wayne Wheeler** was originally published in the [Arizona Daily Star](#) on Oct. 25, 2014.*

The Pima County Public Library was one of the first library systems in the country to have an LGBT committee that also had the full support from library administrators to provide library resources and services to the LGBT community. As the co-chairs of the library's [LGBT Services Committee](#) this year, we interviewed each other to find out why being a part of this committee is important to us.

Caitlin: Where are you from and how did you end up working at the library?

Wayne: I'm originally from Tucson and once I received my Masters in Library Science, my goal was to work for our public library system. I met my husband in 1990 and then landed a Librarian position at the

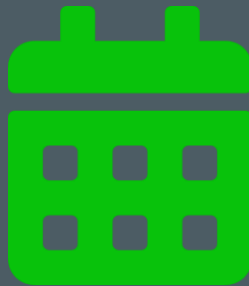








People don't ask me why I “chose” my sexual or gender identity.



What's a 30-60 plan?

What you can do in 30 days

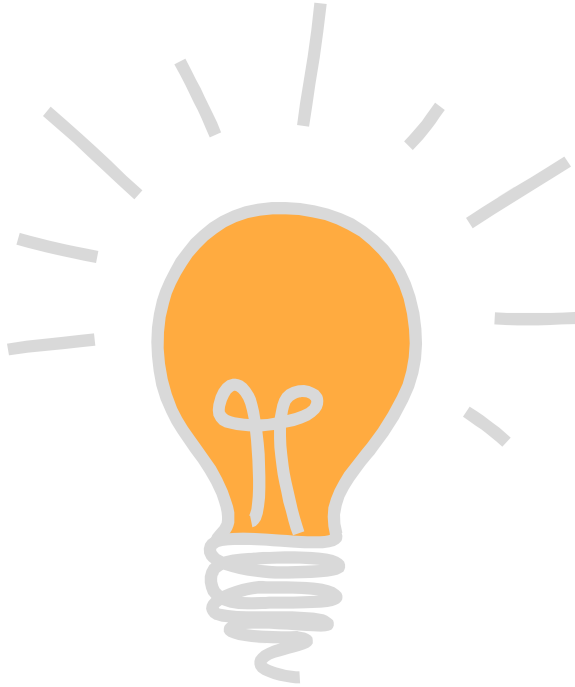
Pick one



- ☐ Review your materials, website images, social media posts
- ☐ Walk through your spaces, and look at your signage, displays and exhibits
- ☐ Make your committees more diverse, inclusive, representative
- ☐ Look at your style guide; be aware of the language/wording you use

What you can do in 60 days

Pick one



- ☐ Review your signage and maps for accessibility icons
- ☐ Use inclusive language like gender-neutral pronouns
- ☐ Identify different partners for projects
- ☐ Start captioning your videos



I am never asked to speak for all the people of my racial group.



Check boxes or representation?

Aren't “diversity” and “inclusion” just trending right now?

- Nope.
- This has been trending for thousands of years.
- **The key:** Taking steps so everyone can say yes to any privilege statement.



What about intellectual freedom and freedom of speech?



- Ask hard questions.
- Talk to your experts and administration.
- **The key:** Acknowledging that this goes beyond marketing.

What can I do first?

Where should I start?

- Start today.
- Look around you.
Watch, listen.
- **The key:** Being willing to make a change or influence change.





What About *You*?

What will you do to help others feel empowered,
welcomed, seen, and represented?



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THANK YOU

Follow us @uazlibraries



Get our slides at

<http://bit.ly/WhatAboutMe2018>

Resources

[The Accessible Icon Project](#) - The updated International Symbol of Access designed by disability activists and now used around the world.

[Difference Matters](#) - Brenda J. Allen's website provides resources on diversity, identity, and communication for educators, students, and trainers.

[Gender-neutral pronouns: What they are and how to use them](#) - A blog about how to use pronouns that do not specify gender identity.

[Guidelines: How to Write and Report About People with Disabilities \(8th edition\)](#) - This classic on person-first language reflects input from more than 100 national disability groups.

Resources

[How to use racial equity toolkits](#) - This post on Fakequity, a blog about racial equity and its nemesis, “fakequity,” offers advice to advance racial equity.

[The Jopwell Collection](#) - 100+ photos featuring Black, Latinx, and Native American students and professionals at work, available under a Creative Commons Attribution license.

[Nappy](#) - Photos of people of color available under the Creative Commons Zero license.

[Planning accessible and inclusive events](#) - A helpful event checklist provided by the University of Arizona Disability Resource Center.

Resources

[Radical Copyeditor](#) - Alex Kapitan offers writing advice on how to be sensitive and anti-oppressive regarding race, class, sexuality, gender, ability, age, body size, religion, nationality, and more.

[She? Ze? They? What's In a Gender Pronoun?](#) - This New York Times article provides some context on the evolution of gender pronouns.

[WOCinTech Chat](#) - Stock photos of women of color in tech, licensed under a Creative Commons Attribution license.

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