



Council of Governors
Inclusion
DIVERSITY & MULTICULTURALISM BEST PRACTICES

Know your audience. Understand what your professional community looks like culturally. Work to make your membership reflective of the community. Inclusion should be your natural thought process.

Join us. Partner with diverse groups for events, programs, industry recognition and more. Without an introduction and invitation, how will others know you share commonalities? Host an advertising 101 for minority businesses, some may eventually join!

Be informed. Attend an event focused on how to engage diverse audiences. Learn innovative ways to include values shared among the organization and a broader cultural base in an effort to motivate action and participation. Talking to a local group of diverse leaders and your area Chamber of Commerce is a good place to start. Make a plan!

Start early. Include students. Clubs and districts have seen success with diversity scholarship programs for students, job shadowing sponsored by corporate members, and events geared to young diverse professionals. These efforts will allow students to feel included and begin to visualize one's self in the industry. Utilize your AD2 to assist with these events!

Structure. Implement. Repeat. One time messaging never works. Inclusion is an on-going effort. It is always relevant to club communications, programs (host a diversity series), awards, leadership structure, community partnerships and more.

Reward. Acknowledge diversity and multiculturalism. Award applicable, winning creative with a Mosaic Award during your American Advertising Awards. For districts offering point-driven systems, gift points for diversity and inclusion.

Use Social Media! Create a Diversity and Multiculturalism Facebook group open to all members of your club. Share information about upcoming events and ongoing efforts to engage and expand membership to be more inclusive.

