

Civil Rights Basics: Program Implementation

Compliance Letters

Letters must be obtained from organizations worked with on a continuing basis (including community or outside of school 4-H groups, and HCE groups) stating that the organization is open to all persons regardless of race, color, national origin, and gender (see attached).

Letters should be updated every five years, or when there is a change in leadership of the organization.

Guidelines

- Every 4-H club has a letter on file (school enrichment not necessary)
- HCE groups each have a letter
- Any group we work with on a routine basis (Farm Bureau, cattlemen, clubs) must have a current letter (five years) on file. Include groups which may have membership dues, etc. On letterhead
- Updated every five years or when the leadership changes.

Mailing Lists

Membership or general mailing lists must be coded to the extent possible for minorities and females. If uncertain as to the race or gender of some individuals on the mailing list, other Extension faculty/staff and appropriate advisory committee(s)/leaders may be able to assist. Maintaining separate mailing lists by race, color, national origin or gender is inappropriate.

Guidelines

- Whether in hard copy or electronic, all groups must be coded by race and gender. Minorities must be coded. These must be the official lists.
- Ensure that there is no separate listing by minority groups or by gender.
- A minority media list is acceptable.

Announcements of Program Offerings

Announcements of program offerings through whatever means available (newspapers, newsletters, radio, TV, flyers, posters, etc.) should contain a non-discrimination statement in the body of the announcement, such as:

"Extension programs are open to all persons without regard to race, color, sex, age, disability, religion, or national origin."

Newspapers, radio and TV broadcasts, etc., may remove the non-discrimination statement from the article or copy, so the copy containing the statement sent to the paper or to radio/TV should be kept on file. Newspaper notices of program offerings should be clipped from the paper and maintained in a clipping file. Also clip and retain any pictures of Extension groups or activities exhibiting multiracial participation. Promotional literature should include a non-discrimination statement.

Announcements of Program Offerings / Public Notification Plan

- Event and program announcements always have, in the body of the information, the non-discrimination statement. (Cannot count the disclaimer printed on the letterhead). Work to include this statement in the narrative part of the notification or article.
- Clip the article and also keep what was sent to the newspaper if there is a history of the paper not including this information. File together and keep in the file.
- If photos are available (either newspaper or just taken), include these in the file to document minority participation. Photos can also be displayed on the wall, with the map.
- Posters which are placed should also have the non-discrimination statement.

Mass Media Outlets, "Grass Roots" Organizations, and Other Sources of Contacts with Minorities and the Underprivileged

A list of mass media outlets (newspapers, radio and TV stations) should be kept on file, particularly those which serve to disseminate information to minorities and the underprivileged. Notices of program offerings should be routinely sent to these organizations unless they specifically request to be removed from the mailing list. In that case, document the request and keep on file.

A list of "grass roots" organizations should be developed and kept on file. Such organizations would be those that represent and/or interact with minority groups, and with the disadvantaged. Notices of program offerings should routinely be sent to these organizations/groups unless they specifically request to be removed from the mailing list. Document such requests and keep on file.

Develop and keep up-to-date a list of other business and social contacts of minorities and underprivileged, and direct notices of program to them.

Guidelines

- List any mass media which are used and note which are specifically targeted toward minority groups.
- List any grass roots organizations that relate to a specific minority group -- these should be used to send program announcements.

- Discuss ways that to get information to minorities or underprivileged - social service organizations, minority professional, sororities, church. Build a broad based list who can provide avenues to minorities

Participant Lists

Lists of participants in programs and activities should be kept on file, coded by race and gender.

The purpose of these lists is so that an assessment can be made of the extent that minorities and females participating in Extension programs and activities are in parity with the make-up of the potential audience, so that civil rights steps can be taken to increase such participation if need be.

Keep coded participation lists for several years (general rule of thumb is five years) so as to identify any participation trends by race and gender that may be taking place.

Guidelines

- Must keep a list of all participants of events, activities. (May be kept by individual faculty.)
- These should be coded by race either during the meeting or immediately following the event.
- Comparisons may be made over a five year time examining trends in minority or female participation. (Only need to keep for 5 or so years). Shows attention to trends

4-H Camp Attendance (Overnight)

- Examine total number of volunteers at camp by race and gender
- Examine total number of participants by race and gender. Compare with county youth potential by racial balance.
- Examine placement of minority youth in cabins to insure non-discrimination.

ES237

- Total club enrollment by race, compare with county youth racial balance. Seek trends.
- Total all 4-H participants (all delivery methods) enrollment by race, compare with county youth racial balance. Seek trends.
- Total all club volunteers by race, compare with county youth racial balance and general population balance. Seek trends.