

Case V contest entry

Central Michigan University

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Abstract: 34b. Excellence in Design, Poster Series

- **General description of the entry:** Diversity-related posters that display thought-provoking messages to address the issue of discrimination based on race, disability, and sexual orientation

- **Goals and objectives of the project:** The posters, which are part of a university-wide diversity campaign to encourage "excellence through inclusion" are intended to make people stop, think, and talk about some of the underlying issues. The ultimate goal of these posters is to make the tagline "the only thing not welcome here is discrimination" a reality at CMU.

Personal stories of discrimination at CMU generated the poster campaign idea. Participants at a staff training indicated that they were most affected by these real life experiences, and the quotes on the posters are based on stories that several CMU staff members were willing to share.

A committee consisting of officials from the Multicultural Education Center, Institutional Diversity, University Recreation, Student Disability Services, Minority Student Services, and Human Resources initiated this poster campaign.

- **Description of how project fits into overall institutional and/or advancement goals:** The poster campaign addresses President Michael Rao's charge to increase diversity at CMU and supports CMU 2010 Priority II, which aims to provide educational experiences and programs that enhance diversity and a global perspective.

- **Audience:** All CMU on campus staff, students, faculty, and visitors

- **Total number of professional and support staff who worked on the program, use of freelancers, outside agencies or volunteers:** This piece was produced entirely by the CMU Public Relations and Marketing publications unit with a staff of nine.

- **Program budget and unit costs where applicable (not to include salaries or postage in per-unit pricing):** Cost for printing 150 copies of each poster was \$1,089. Per-piece cost was \$2.42.

- **Any special circumstances or challenges faced:** At times it was a challenge to share some of these personal stories knowing the potential that the message may make people feel

uncomfortable. We had to remind ourselves that the posters were needed to acknowledge that discrimination is a serious problem and that the university is not afraid to address it.

- **Documented results, measurements of effectiveness:** The success of these posters sparked plans to develop more posters that address discrimination in relation to other areas, including gender, religion, age, and other ethnic groups. "I think the posters have started some important dialogue and discussion throughout campus," according to Harley Blake, assistant director of human resources at CMU.

- **Supporting materials:** Supporting materials include "Excellence through inclusion" bookmarks, lanyards, and pens. People also can download PDFs of the diversity posters from a comprehensive Web site - www.cmich.edu/wevaluediversity/diversitycharges/diversityeducation - that details information about diversity education and initiatives at CMU.