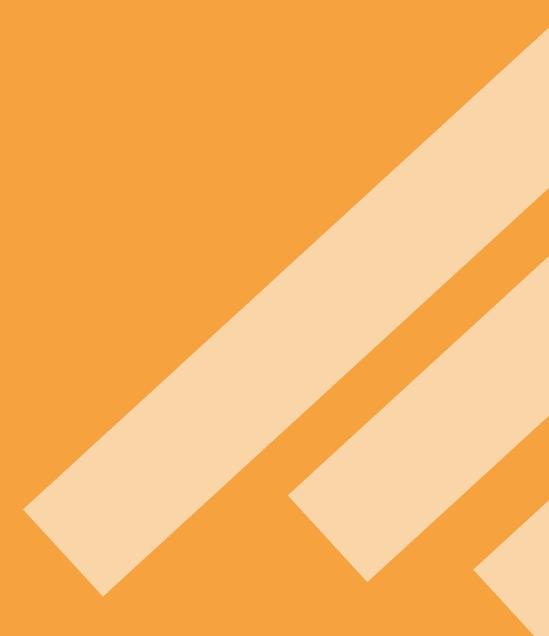


# **MINDFUL INCLUSION CAMPAIGN**

#MINDFULINCLUSIONSU



**BY: CAYLA DORSEY, JAMES FEGAN, LAURA NOLAN, KENNEDY SMITH, RUBIN WRIGHT**



PRESENTED TO YOU BY THE PUBLIC RELATIONS DEPARTMENT  
AND ASSOCIATE DEAN HUB BROWN'S OFFICE FOR RESEARCH,  
CREATIVITY, INTERNATIONAL INITIATIVES & DIVERSITY

**MINDFUL INCLUSION: AN OPEN DISCUSSION ON  
RACE, ETHNICITY AND GENDER**

## Orlando Bailey

*Community Engagement Manager*

EASTSIDE COMMUNITY NETWORK

Join us for a student-driven, open conversation surrounding intersectionality and inclusion within Syracuse University and our community. The evening event will explore who drives the narratives surrounding diversity, gender, equity and what it means to be purposefully mindful as we delve into these topics. Guest speaker Orlando Bailey will lead the conversation joined by Professor Biko Gray and Professor Regina Luttrell along with student advocates Maya Bingaman and Jalen Nash.

**Wednesday, Nov. 6, 7 p.m.**  
Joyce Hergenhan Auditorium  
140 Newhouse 3

Follow the conversation with  
**#MindfullInclusionSU**

**For more information, or if you require accommodations, please contact**  
Kris Northrop at (315) 443-7358 or [kmnorthr@syr.edu](mailto:kmnorthr@syr.edu) by Monday, Nov. 4.

Syracuse University  
S.I. Newhouse School of Public Communications

[newhouse.syr.edu](http://newhouse.syr.edu)

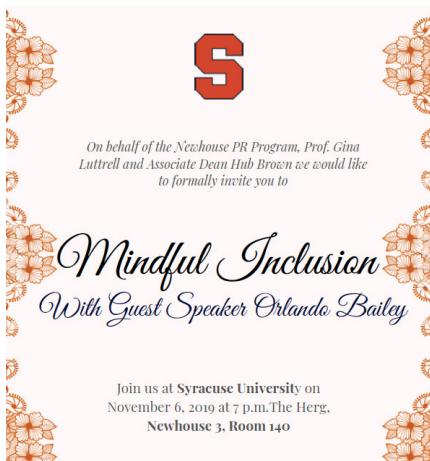
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## BACKGROUND

The Mindful Inclusion campaign aimed to create an open forum discussion surrounding what it means to be “included” on the campus at Syracuse University. With guest facilitator Orlando Bailey leading the panel, we were able to successfully execute an event that was welcomed with strong conversation on social media such as Twitter.

Our team initially planned to involve both the Syracuse city and university communities in our visionary goal. Eventually, we found this topic to be too broad, and tailored our knowledge to specifically the students and faculty at Syracuse University. However, our priority never wavered. We made it priority to encourage thoughtful and engaging conversations that touch on all aspects of diversity and how it is reflected on campus. This shifted the reach of our goals, as we focused on reflecting on what it means to be included at this university and our mission as a student.



## SITUATIONAL ANALYSIS



### STRENGTHS

# S

- Hosted by a well-educated individual with **personal connections, and experiences** to the topics of discussion.
- The topic of discussion is **relevant** to problems on campus and the surrounding area.
- The guests participating in this conversation will be **campus leaders/ influencers** which will draw attention and interest from the key publics.

### WEAKNESSES

# W

- The **layout of the venue** does not lend well to a forum discussion. There is an imbalance of power in a large auditorium, and we want crowd members to feel that they are in a safe space.
- The **date and time** for the event is a Wednesday evening, which may make it difficult to attract key publics.
- **Lack of 'brand' or event recognition** since it is a new event coming to campus.

### OPPORTUNITIES

# O

- To **encourage and promote open-mindedness** about the way we view unique perspectives and welcome each others differences as a campus.
- There are students on campus **actively engaging in conversation** surrounding mindful inclusion and would be interested in attending this event.
- There is the opportunity to set the tone for **continuous dialogue on campus**: it is not just a one-time event, but something that will continue to spark positive conversations.

### THREATS

# T

- **Lack of interest or participation from key figures and students.** Certain key figures may not want to attend and participate in an event that brings up such sensitive subjects that feels like criticism.
- There are other groups present on campus that **already participate in topics** surrounding the topics of diversity and inclusion.

## GOALS

1

Define what inclusivity looks like on Syracuse's campus and how to bridge the gaps between student communities on campus through productive conversations.

2

Encourage thoughtful and engaging conversation about embracing intersectionalities on the Syracuse campus.

3

Promote positive change regarding the way students and faculty build relationships amongst their peers at Syracuse University.

## OBJECTIVES

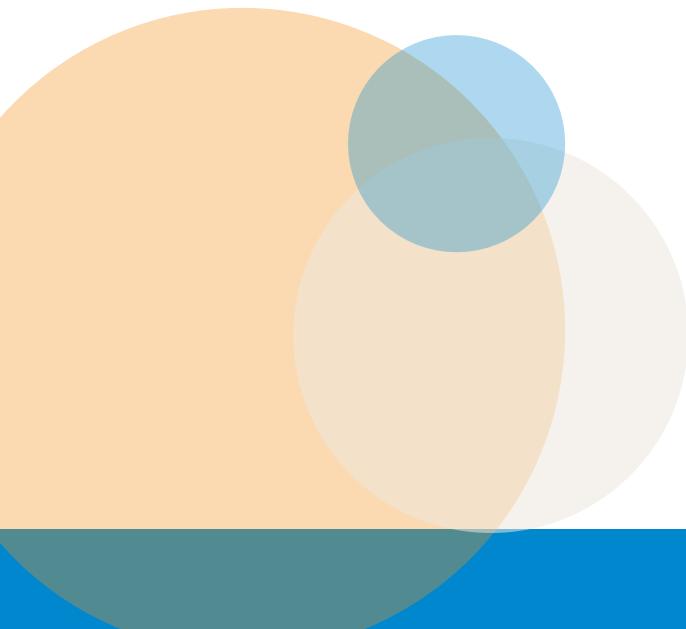
At least **150** attendees at the event or participating through watching a live stream on November 6.



Secure at least **ten** influential community and student leaders to attend and contribute to the conversation on November 6.



Engage online users with our hashtag **#mindfulinclusionsu** at least **50** times surrounding the week of the event.



Earn **two published** articles of local media coverage about Mindful Inclusion on the week of the event.

# TACTICS & STRATEGIES

We utilized promotional, interactive materials on campus as additional points of contact with students. Digital flyers as well as physical were placed around the campus and emailed with our hashtag included.

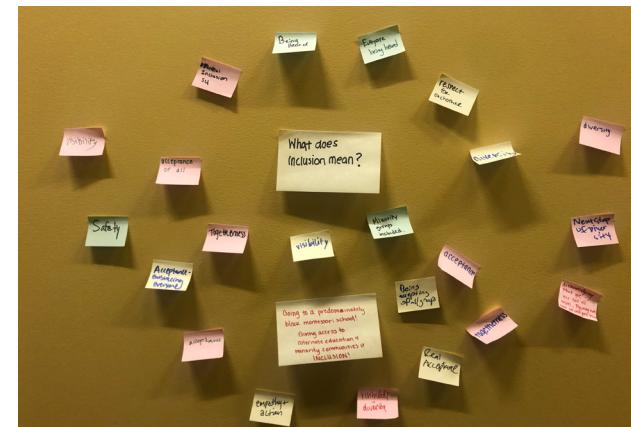
176 tweets using  
#MindfullInclusionSU.  
427 tweets in total.



### Influential attendees:

Dr. Roosevelt Wright, Professor Emeritus of Television, Radio, and Film  
Dr. Christal Johnson, Assistant Professor of Public Relations  
Dr. Hua Jiang, Assistant Professor of Public Relations  
Dr. Gina Luttrell Assistant Professor of Public Relations & Panelist  
Dr. Biko Gray, Assistant Professor of Religion & Panelist  
Associate Dean Hub Brown  
Associate Dean Joel Kaplan  
Mackenzie Mertikas, Student Association President  
Jalen Nash, Renegade Magazine President

Incorporate an interactive aspect into our promotional efforts, such as a sticky note wall.



# EVENT

## DINNER



• 3 course dinner held prior to event with our guest, Orlando Bailey and about 30 campus leaders and faculty.

- Provided an opportunity to connect
- Helped provide background for our outside guest on current issues on campus.
- Set the scene for the discussion following the dinner

## CONVERSATION



### Mindful Inclusion Panelists

(Left to Right)

Maya Bingaman, PR Graduate Student

Dr. Biko Gray, Assistant Professor of Religion

Dr. Gina Luttrell, Assistant Professor of PR

Jalen Nash, Renegade Magazine President

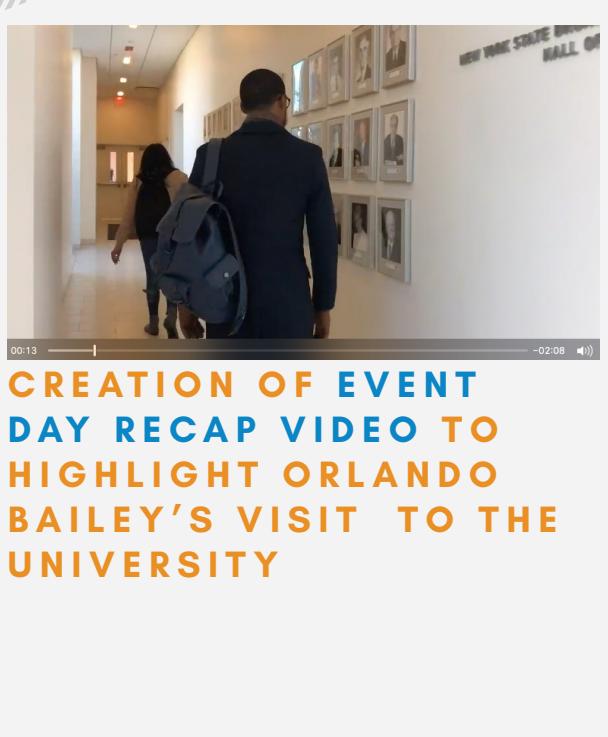
### FACILITATOR : ORLANDO BAILEY



Detroit, Michigan

Works with Eastside Community Network, Urban Consulate to build improved inner-city communities and networks.

## EVENT



# 100+ IN ATTENDANCE

MORE ON INSTAGRAM LIVE WITH @RENEGADEMAGSU



**DR. KEITH A. ALFORD**

MINDFUL INCLUSION OFFICER

"THROUGH DISCUSSION AND DIALOGUE, WE CAN EXPAND OUR AWARENESS OF DIVERSITY AND INCLUSION. BEING OPEN TO UNDERSTANDING THE LIVED EXPERIENCES OF OTHERS ENGENDERS THE POSSIBILITY OF GENUINE INCLUSIVE COEXISTENCE. ARE WE READY TO LISTEN?"

**MICHAEL MEATH**

MINDFUL INCLUSION INTERIM CHAIR OF PUBLIC RELATIONS

"THIS CONVERSATION IS NEEDED NOW MORE THAN EVER. A KEY FOUNDATION OF INCLUSION IS CIVILITY AND RESPECT. STUDENTS CAN DRIVE THIS DISCUSSION – AND BE AN EXAMPLE TO ALL OF US. THEY ARE DOING JUST THAT."

**JALEN NASH**

MINDFUL INCLUSION STUDENT PANELIST

"I WANT TO CREATE MORE INCLUSIVE SPACES FOR BLACK STUDENTS ON THIS CAMPUS. AS EDITOR IN CHIEF OF RENEGADE MAGAZINE, OUR GOAL IS TO CREATE AN INTENTIONAL SPACE FOR BLACK JOURNALISTS, CREATIVES AND STUDENTS TO CONNECT WITH EACH OTHER AND CELEBRATE THEIR SHARED COLLEGE EXPERIENCES."

P  
R  
O  
M  
O

400+ TWEETS IN  
TOTAL

## TWEETS



Brooke Schneider [she•her•hers]

@b\_vschnieder

Teachers can be students and students can be teachers... what will you teach? Teach by word, teach by action, teach with intent. Thank you for the call to action  
@ProfHB! #MindfullInclusionSU



Jessica Shechtman

@jmshecht

"It is important to be comfortable with being uncomfortable." -Student Jalen Nash  
#MindfullInclusionSU

7:42 PM · Nov 6, 2019 · Twitter for iPhone



Nia Shaw

@NiaShawPR

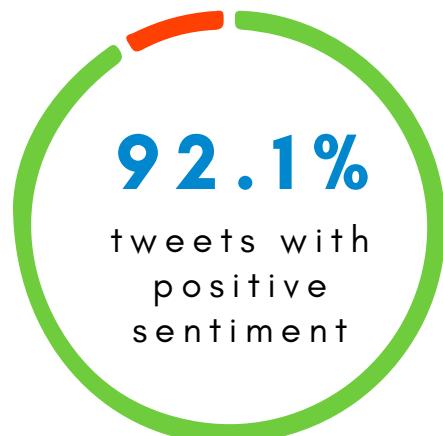
As an aspiring public relations professional, it is important to holistically and intentionally understand the intersectionality of every situation, and work to make that intersectionality significant to any and every community.  
#MindfullInclusionSU



Kelly Ma

@KellyMa34184954

I can't agree more with Mr. Bailey in the term "margin". So many times I realized that I feel comfortable living my life not because I have the freedom to choose, but because the choices I made fall under what the society accepted.  
#MindfullInclusionSU



### AWARENESS GENERATING TWITTER CONTENT

#### Top Words

facilitate featuring green community opportunity  
mindful event @ginaluttrell  
heyan change @orlandobailey  
using newhouse @orlandobailey  
conversation join professor think work  
discussed discussion herg students 7pm  
#newhousespeaks  
@newhousepr  
#mindfullinclusionSU  
inclusion tonight open public  
student equity #suprleadership panelists  
Auditorium March #newhousepr  
#lrbnsmpr

# MEDIA

## PODCAST



CREATION OF A PODCAST ON DRIVING THE NARRATIVE FOR UNDERREPRESENTED GROUPS

0:00

20:00



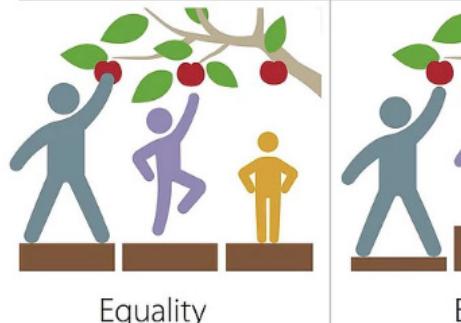
## EARNED MEDIA THROUGH 14 STUDENT BLOG POSTS



cierrajohnson · Nov 7 · 3 min read

### Equity vs Equality, It's Not an Even Playing Field

Updated: a day ago



I recently attended the 'Mindful Inclusion' Discussion, facilitated by the Newhouse School of Public Relations at Syracuse University. The conversation was intended to highlight topics such as race, ethnicity, and gender relations, but was ultimately driven by issues of race in America. While I left the discussion feeling hopeful because voices of the oppressed are beginning to be heard and validated in a safe and loving space, we still have a very long way to go.

chris giglio

HOME PORTFOLIO EXPERIENCE BLOG POSTS



NOVEMBER 7, 2019 · CHRISTOPHERJGIGLIO@GMAIL.COM  
Diversity and Inclusion PR Toolkit Must

Diversity and inclusion are incredibly valuable concepts to be considered in public relations activities. It has been drummed into practitioners' heads that diversity and inclusion are the most inclusive way possible, and that successes and failures are more visible and longer lived than success in personal mindset and working to change the culture within an organization are well worth the time. While having D&I in the

Diversi'tea' with a hint of Mindfulness



Sports Public Relations

Q

kyndall ellis · Nov 7 · 3 min read

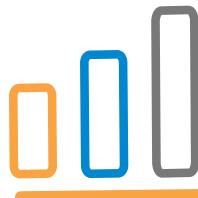
### Level the Playing Field

The realm of athletics is vastly filled with men and women of the minority, but once they step off the field, leave the court, or walk out of the arena what opportunities are they truly afforded? When you look at how young athletes of color are treated once they begin to utilize their platforms to instill change, there is a prominent gap in equity and equality. [The University of Michigan's Office of Diversity, Equity, and Inclusion](#) described diversity, equity, and inclusion as "diversity is where everyone is invited to the party, equity means that everyone gets to contribute to the playlist, and inclusion means that everyone has the opportunity to dance."

Through a recent discussion titled "Mindful Inclusion," I was not only able to gain a better understanding of what both equity and equality mean, but I was also able to understand how the pair effect minority student-athletes in particular. The guest speaker [Orlando Bailey](#), the community engagement manager of the [Eastside Community Network](#), fostered an environment that allowed different perspectives to be heard, acknowledged, and expounded upon for greater understanding.

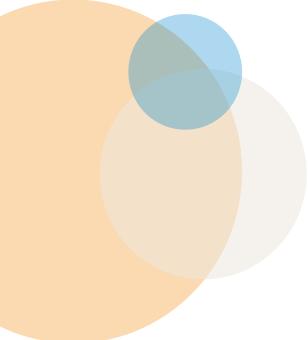


## EVALUATION



Relating to the PESO model, we were successful at promoting our event on digital platforms and with in-person promotional material. Although we were not able to obtain any earned media via news platforms on campus, we earned at least **fourteen** blog posts from students.

The auditorium setting of the Herg works for lectures and panel discussions, but it did not lend well to audience participation until Orlando took it upon himself to go into the audience and ask questions. An open space where students could walk up and ask questions would **enhance the audience portion** of the event.



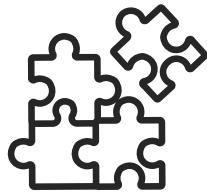
Overall, we felt that we were able to promote a needed conversation around inclusion and took the measures to help answer the questions of **what inclusion looks like** and how we can **implement positive change** on the SU campus.

## PESO MODEL

	EXPOSURE	ENGAGEMENT	INFLUENCE	ACTION
PAID	<ul style="list-style-type: none"> <li>Speaker fee for guest facilitator Orlando Bailey</li> <li>Paid Dinner to incentivize attendance from key publics</li> </ul>	<ul style="list-style-type: none"> <li>Building relationship between Orlando Bailey and Newhouse SU.</li> <li><b>Strong attendance</b> at Dinner before event</li> </ul>	<ul style="list-style-type: none"> <li><b>Exposure</b> to hear from speakers outside of the Syracuse network.</li> <li>Displays need for discussions surrounding diversity.</li> </ul>	<ul style="list-style-type: none"> <li><b>Increased interest</b> in future Newhouse events covering the topics outside of journalism.</li> </ul> 
EARNED	<ul style="list-style-type: none"> <li><b>Live stream</b> through on campus media, Renegade Magazine.</li> <li><b>Blog Posts</b> from Student Attendees</li> <li><b>Evergreen content</b> on Emerging Insights website.</li> </ul>	<ul style="list-style-type: none"> <li>Awareness</li> <li>Online presence of event due to student blog posts and emerging insights web post.</li> </ul> 	<ul style="list-style-type: none"> <li>Student blog posts act as "influencer" content and can influence others opinions surrounding the event.</li> </ul>	<ul style="list-style-type: none"> <li>Network of reach <b>expanded</b> due to content posted on student's personal websites.</li> <li>Event can be referenced online for future purposes.</li> </ul>
SHARED	<ul style="list-style-type: none"> <li><b>Over 400 tweets</b> generated about the Mindful Inclusion conversation</li> </ul> 	<ul style="list-style-type: none"> <li>Thousands of impressions through Twitter</li> <li>Content shared with networks of students in attendance</li> </ul>	<ul style="list-style-type: none"> <li><b>Increased awareness</b> among Syracuse student body</li> </ul> 	<ul style="list-style-type: none"> <li>Greater likelihood of <b>larger attendance</b> in the future</li> <li>More positive conversations among publics about inclusion</li> </ul>
OWNED	<ul style="list-style-type: none"> <li>Promotional Posters and Invitations</li> <li>@NewhousePR social content</li> </ul>	<ul style="list-style-type: none"> <li>Select Dinner for Invitees</li> </ul> 	<ul style="list-style-type: none"> <li><b>Campus influencers</b> more likely to <b>spread awareness</b> of campaign and will have familiarity for future events</li> </ul>	<ul style="list-style-type: none"> <li><b>Increased brand recognition</b> for future events</li> </ul>

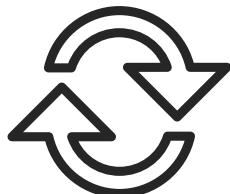
## RECOMMENDATIONS

### EXPANSION



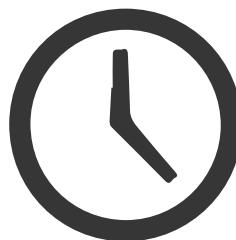
We recommend partnering with another school or student organization in order to spread more awareness and attract more students from all across campus. Additionally, this could lead to holding the event in a more central campus venue. While within our time frame, we had a large Newhouse presence and focus, we can see this event being beneficial to an even more diverse group.

### CONSISTENCY



In order to fully meet our goal of creating spaces of positive conversation on campus, this event needs to have an element that establishes more consistency. Whether that is a section of the emerging insights lab that is dedicated to this campaign, or receiving consistent promotion from the same social media channels. We recommend for future groups working on this campaign to consider working with Renegade magazine to achieve this consistency.

### TIME



We want to allocate more time for the dinner to take place prior to the event. The dinner provided intimate conversation that unfortunately had to be cut short so that everyone could get to the actual event on time. For the event itself, we also believe it should be a longer forum instead of just one hour, so that more topics can be covered and conversed.

# MINDFUL INCLUSION

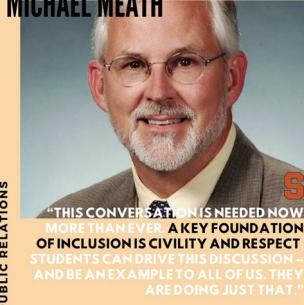
DR. KEITH A. ALFORD



MINDFUL INCLUSION  
CHIEF DIVERSITY  
OFFICER

"THROUGH DISCUSSION AND DIALOGUE, WE CAN EXPAND OUR AWARENESS OF DIVERSITY AND INCLUSION. BEING OPEN TO UNDERSTANDING THE LIVED EXPERIENCES OF OTHERS ENGINERS THE POSSIBILITY OF GENUINE INCLUSIVE COEXISTENCE. ARE WE READY TO LISTEN?"

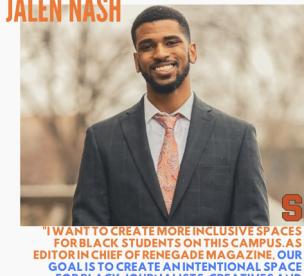
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A THOUGHTFUL AND CANDID CONVERSATION THAT CRITICALLY EXAMINED WHAT IT MEANS TO BE INCLUDED AT SYRACUSE UNIVERSITY.

DR. REGINA LUTTRELL



MINDFUL INCLUSION  
PANELIST

"INCLUSION CREATES A SENSE OF BELONGING. BEING DELIBERATELY INCLUSIVE MEANS WE RECOGNIZE WHAT EACH PERSON BRINGS TO THE CONVERSATION AND VALUE THE CONTRIBUTIONS. INCLUSIVENESS MUST BE THE STANDARD."

MAYA MING BINGAMAN



MINDFUL INCLUSION  
STUDENT PANELIST

"TALKING ABOUT PRIVILEGE, OPPRESSION, AND INEQUALITY CAN BE REALLY UNCOMFORTABLE FOR SOME PEOPLE. HOWEVER... IT IS NECESSARY TO HAVE THOSE HARD CONVERSATIONS IN ORDER TO PROMOTE UNDERSTANDING, TOLERANCE, AND COMPASSION FOR OTHER PEOPLE AND THEIR PLIGHTS."

