Office of University Communications  
Diversity and Global Engagement Action Plan

Efforts to date in support of Elon Commitment Goal #1

Since the launch of the Elon Commitment, University Communications has placed a priority on communications that support the goals of Theme I. We have accomplished a great deal in a short time:

• We created a Diversity and Global Engagement website includes a number of videos featuring diverse students and links to the many university diversity resources.
• We created an “About our Region” website to attract diverse faculty/staff and students and help them understand the resources and opportunities of central North Carolina.
• We created a “Bias and Discrimination Response” website
• We created a Black History Month website, which was promoted on the university’s homepage
• We produced a cover story for the Magazine of Elon on religious diversity at Elon and we covered the groundbreaking for the Numen Lumen Pavilion
• We produced a cover story for the Magazine of Elon highlighting the conclusion of the Ever Elon Campaign and the role that endowment is playing in increasing need-based financial aid and promoting access to Elon
• We produced a Magazine of Elon feature story on the role of African-Americans in Elon’s history and the black experience at the university
• We have developed a Diversity at Elon webpage for the Admissions site
• We developed a specialized admissions search landing page for parents that includes information about financial aid, which is intended to help families with limited experience navigating the college application and financial aid process.
• We created websites for the following:
  o Latin American Student Organization (LASO)
  o LGBTQ
  o Black Alumni Network
  o Admissions Diversity @Elon
  o International Admissions
  o Cannon Centre International Students
  o Cannon Centre International Faculty resources
  o Watson and Odyssey program
  o Middle East Studies minor
• We redesigned/upgraded websites for the following:
  o Multicultural Center
  o Elon Academy
  o Truitt Center for Religious and Spiritual Life
  o Hillel
• We conducted a thorough and ongoing review of all publications, including the Magazine of Elon, ensuring that every piece we produce includes and appropriate representation of diversity at Elon. This includes photographs, stories and profiles that depict Elon’s racial, ethnic, gender and religious diversity. For example, those highlighted in the recent President’s Report were chosen not only for their outstanding
scholarly credentials, but also to illustrate the diverse nature of Elon’s faculty and students.

- Whenever possible, we require our publications and website photography to include diversity of race, ethnicity and gender.
- We produced a December 2010 social media campaign designed to highlight the many religious and ethnic traditions that are represented in our community.
- We are producing many print and electronic publications, news announcements and E-Net stories to support and celebrate the new scholarships and programs being created to enhance Elon’s socioeconomic diversity and its effort to expand international student recruitment.
- We have helped promote and highlight events sponsored by the Multicultural Center.
- We provided coverage and promotion of Elon’s participation in the White House Interfaith and Community Service Campus Challenge, highlighting Elon’s commitment to the value of interfaith understanding.
- We highlighted the fact that the enrolling Class of 2015 was the most diverse and qualified class in Elon’s history.
- We played an important role in marketing the launch of Life@Elon to older citizens in our area, including a website news release and E-Net coverage.

**University Communications action plan for 2012-2015**

**Enrolling and supporting a diverse student population and employing and supporting diverse personnel**

- Support international admissions initiative by creating core admissions webpages in multiple languages
- Work with Director of Multicultural Recruitment to develop a Diversity Leadership Network, featured on the Admissions Diversity Web page, which will include contact information and stories from diversity allies and will serve as a point of contact for prospective students and their parents
- Create Elon social media presence on leading international social media networks, including Qzone, RenRen, Pengyou, hi5, Netlog, Viadeo, Bebo, Habbo
- Support enhanced financial planning initiative by providing online tools to help families understand and navigate the financial aid system, including a net cost calculator
- Provide coverage and visibility via E-net, news releases, Magazine of Elon, video productions and social media channels for the activities and accomplishments of underrepresented students and alumni
- Continually monitor all university print and online publications to ensure that communications represent all forms of diversity and inclusion in photographs and words

**Ensuring an open and accepting environment for learning, working and living**

- Cover the construction and opening of the Numen Lumen Pavilion, publicizing the programs and activities supported by the multi-faith center with an emphasis on Elon’s expanded approach to religious pluralism
• Continue development of online resources that inform the community about diversity resources in the community as well as policies and procedures related to bias and discrimination
• Expand use of diversity data in online information resources about the university
• Work closely with the Multicultural Center, Office of Alumni Engagement and other campus resources to identify and promote stories about diverse alumni
• Work with the Office of Alumni Engagement to communicate with and promote new and developing affinity groups for diverse populations, including the Elon Black Alumni Network and the LGBTQI Alumni Network
• Because we are a university that values diversity and difference, members of the university communications staff will develop personal plans to enhance their perspectives

Enhancing Elon’s curriculum and academic environment through global engagement

• Document and promote the launch of domestic diversity programs, gathering materials to market those programs to students
• Document and promote new international partnerships and exchange programs
• Market and cover the diversity-themed Winter Term 2013
• Work with CATL and TLT to create a rich website that promotes Elon’s National Center for Engaged Learning
• Create virtual “tour” of Elon’s approach to engaged learning, emphasizing students’ roles as global citizens