Outline for working group on anti-racism campaign:

- **Our charge; agree on consensus of our mission**

- **Short Term Goals:**
  - Come up with a process and determine tag line by spring break
  - Orientation – One Community about race; add a common reading
  - Use student ideas/talent regarding multi-media aspects of campaign (digital project; videos, StoryCorps-like, etc.)
  - How do we utilize the large group of individuals that attended the brainstorming session?
  - Tools for combating anonymous hate speech on social media
  - Training programs (NCBI, “Peoples Institute for Survival”, etc.)

- **Long Term Goals:**
  - Climate Survey Results should inform programming initiatives
  - Educational programs
  - Multimedia Campaign
  - Sustainability

I. **Our Charge: Agree on consensus of our mission**

- The committee currently has representatives from SALSA, BSU, MSAB, DLH, Student Life, and Eastman
  - In the process of finding an AS&E graduate student, an athlete, and student active in Greek life – the goal is to have as many student groups represented in this commission as possible.
    - Have a Panhellenic and Multicultural Greek Council (MGC) representative
    - Athlete student with a majority perspective would be helpful

- The charge talks about hate speech and national campaigns, in order to get something done in the semester; Dean Burnett and Dean Olivares have been discussing a tag. In order to create an impact on this upcoming orientation we can use one community, but we need to figure out how this will be done.
  - How do we get the tag out, and how do we decide that? What is the most efficient way to get it one?
    - The charge is to address hate speech and what we’ve seen on social media sites like Yik Yak.
- Do we come up with a couple and have the UR community vote? Or do we make an executive decision
  - Give the students the top three to help with buy in – “you voted on it” student-centered initiative.
  - Most effective slogans (have it your way, just do it, etc.) are not put out for a vote … we may want to do market testing but not a vote
  - A campaign has a beginning, middle, and end. We may want to go with something more meaningful and permanent …(Referring to the history of the UR logo and mascot) students had the sense that they were voting on something permanent, it may take more time to solicit this kind of community buy-in, rather than a campaign.
  - As a student, by voting we will feel like were being engaged, and feel more comfortable to want to be involved in difficult conversation
  - We need to make sure we are giving them options that we are most comfortable with.
  - The idea of market testing seems right, I like the idea of voting but I worry about – what if you’re voting and your not on the prevailing side, what does that do to buy-in
  - Instead of creating something new, if our tag line is one community and we build on that, what does that mean? We’ve had two classes experience one community, let’s define something we already have and make it recognizable. What does it mean to be one community?
  - From the students who have put a lot of work into this, they want the word race to be in it
  - I don’t know if we want to touch that, we want to use one community, but I don’t know if we want to bring one community down to just race. What do we want a slogan to be? We want it to evoke emotion, we want it to spark action
  - One of the suggestions that came up at the brainstorming meeting is “all race is one community”…“racism lives here and so do I, you, and we”… “let’s talk about race”… “racism is stupid”… I have been thinking and came up with “racism: I didn’t start it but I can end it”.
  - I would skip the apology “I didn’t start it”, and go start to the action “I can end it”
  - With certain people, they don’t like to go to certain events because they feel threatened.
  - I think shorter is better, looking at slogan wall of fame, slogans span three to four words (Jim Mandelaro, PR)
  - Calling racism stupid doesn’t go anywhere, because everyone feels like they need to defend or challenge it.
  - “We are better than THAT”
  - It can explain itself if done right
  - Nobody said, Nike: just do it, but we know what it is
• It makes the conversation more approachable, people want to ask what is that … so we can talk about that
• This says being a good person matters
• Process is important, so talk to your group share that in the last brainstorming sessions “racism is stupid” got the most reaction so we played off that to get something more interactive/attractive, and we landed on these three: All races, One Community, Racism ends here, and We’re better than That
• Why don’t we write up a paragraph that we can share with students and individuals who are not present.
• It matters, we want to make sure students feel included, but we’ll make the final recommendation to President Seligman.
• Everyone: We should record this in every language!!! 😊
  o Lets make sure we don’t water this down to anything other than racism
  o Asian students may think this is an American problem, and it’s not
  o racism affects me differently, than an Asian male, and we should include every race in the conversation/campaign.

II. Orientation 2016 – One Community about race

We have spoken of the possibly of One Community addressing only race. Before Orientation 2016, we would ask freshman to read a PDF (a common reading) that they would discuss after the one community event.
  • I think it should be a video, a reading would be boring and I wouldn’t get a lot from it
  • Recitatif (1983) by Toni Morrison is a short read… It’s about two girls living in a state home for children. The reader knows one girl is black and one is white, although we aren’t told which is which.
  • Convocation, get SA president to put a plug for our campaign … also create a little card that students can carry around along with the yellow card with the school song.
  • Instead of doing a montage of videos around campus, we should do some type of a TED talk video so it’ll have context that students can reflect on.
  • This doesn’t have to be one or the other, we can do it all. We can stage a competition for students to submit their story on a YouTube channel.
  • We want to build an interactive website with a lot of student contact so the contest is a great idea.
  • Let’s think about things that we can realistically get done by the end of this year, and is sustainable. Orientation is a key event that can set the tone for the type of community we want to build on this university.
  • We can do both, they should have a read… but let’s not touch the one community format, but emphasize race in the small group
  • If we do a contest, is there some way of building in a viewing so that students can vote during the diversity conference.
• It doesn’t have to be during the diversity conference, we can do it later
• I like the idea of some reading
  Have RAs/ResLife use this as a programming event
• The idea is that we don’t create something completely new, but that it’s also a part of one community, RA training, CETL workshop leaders training, etc.
• Make the reading a requirement before you can see your roommate assignment

III. Committee Logistics

下乡 How often do you think we should be meeting?
• We'll run Wednesday 11:30am to 12:30pm by the other members
  o We'll purchase lunch.
• Originally, we told the big group not to limit ourselves to a budget constraint, but this group doesn’t have a budget attached to it.

IV. Campus Climate Survey

• Salsa has a weekly news letter that can promote the campus climate survey
• The survey should share a couple of action items that the results would help inform
• Delvin will connect Jessica to a committee or initiative that is starting up, that can help push the survey

The next meeting is scheduled for Wednesday, January 27 at 11:30AM at the Kearns Center (Dewey 4-160, Conference Room).

Appended to this document is an email from Larry Arbeiter:

From: "Arbeiter, Larry" <larry.arbeiter@rochester.edu>
Date: Wednesday, January 20, 2016 at 11:49 AM
To: Beth Olivares <bolv@ur.rochester.edu>, “Burnett, Norman” <norman.burnett@rochester.edu>
Cc: "Mandelaro, James" <Jim.Mandelaro@Rochester.edu>
Subject: FW: Seth’s Blog : Obvious or elegant?

Hi, Beth and Norm. Jim told me about the preferred slogan you’ve developed, “We’re Better than THAT,” and I wanted to say I think it’s terrific!

By quite a coincidence, one of the most influential marketing bloggers posted something relevant to this just today. You’ll see below that he strongly endorses language that is not too obvious but leaves a little interpretation to the viewer, and your slogan above is an excellent example. Well done!

Larry
Obvious or elegant?

A friend used to eat a food, out of a white generic can, that had one word on the label: MEAT. On the other hand, Vogue magazine isn't called, "That magazine with expensive dresses and skinny sad models". It's really tempting to believe that the answer to your marketing problem (what to name it, how to describe it, what to write about it...) is to be obvious, brutal, direct, hyper-clear. And that can certainly work. It works for fire alarms. It works for actionable, compelling direct marketing copy. But for the rest of us, the rest of the time, it's elegance that lasts. That's because elegance trusts the user to make the connections, gives the user the power to build a use case, earns a secondary meaning. Hoover, Starbucks, Slack, Shinola, Highway 61 Revisited, the speeches of Rev. King, the By the Way Bakery... Committees are bad at this. A group of untrained folks searching for a word or phrase tends to push toward obvious. If no one says, "huh, I don't get it," you've built the obvious, not the elegant. Elegant takes a moment to get.

Obvious is a trap, the last resort of an artist who can't think clearly about what to do next.