

### Overview

The Office of Communications and Marketing is committed to advancing the reputation of the University of Tennessee and supporting the university's values of diversity, equity, and inclusion. We accomplish this through coordinated internal communications in support of campus diversity initiatives, as well as through strategic external communications to improve our stakeholders' understanding of our institutional values.

Through research and outreach, we will listen, learn, and continually improve our communications in an effort to reflect the diversity of our students, colleagues, and alumni, and to connect with the people in the communities we serve. Through careful study and deliberate processes, we will work to increase representation among our staff, support the cultural competency of our team, and incorporate more inclusive perspectives into our work.

**Goal 1:** Create and sustain a welcoming, supportive, and inclusive campus **climate**.

#### Objectives:

- Encourage a culture in our division that values diversity and personal growth, fosters an understanding of university values of diversity and inclusion, and encourages team members to incorporate these values in their daily work. NOTE: This is a foundational objective—achieving this is necessary for success in all other goals
- Understand and account for the impact of our communications on students, staff, faculty, alumni, and external stakeholders/community members.
- Collaborate with staff in the Division of Diversity and Engagement, diversity leaders, and other campus partners to ensure that university communications are representative of the diversity of the university community and our values of diversity, equity, and inclusion.

**Goal 2:** Attract and retain greater numbers of individuals from historically underrepresented populations into **faculty, staff, and administrative positions** (particularly department heads, directors, deans, and vice chancellors).

#### Objectives:

- Improve representation from marginalized communities within our division and in communications positions across campus to ensure the university's communications are more inclusive and that our team represents the diversity of the communities we serve.
- Update the university's experts guide to ensure representation of faculty from marginalized communities.

**Goal 3:** Attract, retain, and graduate increasing numbers of **undergraduate and graduate students** from historically underrepresented populations and international students.

#### Objectives:

- Coordinate with the divisions of Enrollment Management, Student Life, and Student Success to support efforts to recruit and retain undergraduate students from historically underrepresented communities.
- Pilot a graduate program marketing campaign to positively influence the recruitment of graduate or professional students from communities that are underrepresented in the program.

**Goal 4:** Develop and strengthen **partnerships with diverse communities** in Tennessee and globally.

**Objectives:**

- Develop meaningful, ongoing relationships and partnerships with local regional, and national professional and service organizations, connecting our team with diverse external stakeholders and broadening the awareness and perspectives of our staff.

**Goal 5:** Ensure that **curricular requirements** include significant intercultural perspectives.

**Objectives:**

- Not applicable

**Goal 6:** Prepare **graduate students** to become teachers and researchers in a diverse world.

**Objectives:**

- Not applicable