

**Notre Dame Committee on Diversity**  
*Communications Sub-Committee Strategic Plan for 2008–09*  
4-15-08

Overview: The Communications Subcommittee has been tasked with analyzing how we are communicating our commitment to diversity on campus and off, as well as understanding how that commitment is perceived. Our firm belief is that we are doing some things well that are not being communicated adequately, but that there are other things we should be doing that we are not.

Our goal is to clearly communicate our commitment to diversity as it refers to racial and ethnic inclusion with consideration to quantitative (proportional) composition and for quality of life. Our team feels the following action items are the essential building blocks to properly communicating this commitment.

**1. University-wide statement on Notre Dame’s commitment to diversity**

- a. Objective: To have Notre Dame on the record concerning our belief in and commitment to diversity.
- b. Strategy: To deliver a clearly defined position from the Office of the President on Notre Dame’s understanding of and commitment to diversity.
- c. Rationale: It is clear that, to move forward, engage our Notre Dame family, and clearly understand our position when it comes to diversity, we need an overarching statement. This statement will outline not only our definition of diversity, but also our commitment as a Catholic university to its importance.
- d. Responsibility: The Office of Public Affairs and the President’s Office (OPAC) will be responsible for crafting the message, and we will create a small advisory “review” committee of cross-functional University groups to review and approve the final message.
- e. Timing: This initiative has already begun. We are circulating a draft, first through our subcommittee, and then through the advisory review committee. We would like to introduce the new position statement at the start of the 2008–09 academic year.

**2. Centralized resource for all diversity efforts**

- a. Objective: To make it easy for anyone to find the right information they are seeking when it comes to diversity on Notre Dame’s campus.
- b. Strategy: Create an Internet-based resource that houses all pertinent information on Notre Dame’s commitment to diversity.
- c. Rationale: There are many organizations with multiple initiatives under way at Notre Dame relevant to racial and ethnic diversity. However, they are hard to find, and they don’t seem to be coordinated or synchronized. From a communications standpoint, we need to have the information available and easily accessible on the Web. This should

include Notre Dame's statement, as well as Admissions and alumni information. Tools and resources should be available to students, faculty, and staff.

- d. Responsibility: This Internet-based resource has to take into account and represent many groups: Admissions, Student Affairs, student initiatives, colleges, schools, institutes, centers, etc. It will also need to be housed and managed by one team (TBD). OPAC and the Web marketing team will be responsible for the information architecture, design, content, and development.
- e. Timing: Based on these outstanding questions, we should plan to launch at the start of the academic year in support of the President's statement.

### **3. Consistent language and visuals incorporated into Notre Dame communication vehicles**

- a. Objective: To have a consistent and reasoned approach to the inclusion of diversity language, look, and feel in all Notre Dame communications vehicles.
- b. Strategy: Stopping short of a protocol, we will base our strategic outline on the President's statement and reach out through the Communications Council, Academic Working Group, and the Campus Communicators to ensure a conscious effort to have a consistent and fair representation of diversity on our campus. We will ask all academic and administrative departments to review their communications materials and submit a report on their efforts by the end of the 2009 academic year.
- c. Rationale: Once we have statement of commitment from the President's Office, we need to make sure that it is woven (in look, feel, and word) throughout all our representative materials.
- d. Responsibility: OPAC will take the lead on this initiative, working closely with the Communications Council, Academic Working Group, and the Campus Communicators.
- e. Timing: We will start once the statement is approved, and work throughout the year.