



# Office of Equity and Inclusion Newsletter

August 1, 2022



## ***A Message from Dr. Keith Johnson, Vice President for Equity and Inclusion***

**“Do Our Pictures Tell The Truth”**

Dear Friends,

Many universities, particularly predominately white institutions, across the country are struggling to recruit students as overall enrollment steadily declines. And additional pressure is added as colleges attempt to racially and ethnically diversify their shrinking student bodies. The recent pandemic didn't directly cause the dip in enrollment. However, it did accelerate already declining numbers that have been moving in a negative direction for several years. There are many data points that suggest many students are opting to forgo attending colleges and universities to pursue other interests. And male students in particular

are losing ground as female students outpace them in college and university attendance.

Many colleges and universities have expanded their recruitment strategies to include attracting and recruiting more underrepresented students. According to Timothy Pippert, a sociology professor at Augury University, colleges and universities across the country are intentionally creating misleading perceptions of their racial and ethnic diversity to better recruit a more diverse student body. Pippert analyzed over 10,000 photographs from admission brochures of 165 U.S. four-

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What you see is not what others see. We inhabit parallel worlds of perception, bounded by our interests and experience. What is obvious to some is invisible to others.

~ George Monbiot, Writer

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year colleges. Pippert believes racial diversity is being used as a commodity in the marketing of higher education. He summarized that the image of diversity is more important than an accurate portrayal of the student body population.

Results of Pippert's study revealed that Black students were overrepresented in admissions brochures roughly twice as much as their actual numbers on campuses, more than any other racial or ethnic group. This appears to be a national problem and very deliberate. For example, the University of Wisconsin at Madison apologized after digitally adding the faces of Black students to photographs of students cheering at an athletic event. Another example is when York College of Pennsylvania decided to digitally edit two minority students into a billboard to market the college as diverse.

A more recent study conducted by Megan Holland and Karly Ford in 2021 analyzed admission websites at 278 colleges. Their data revealed that more selective institutions were more likely to display their diversity by exaggerating their number of minority students than their less selective counterparts.

Too many colleges and universities have become very creative in distorting the truth about diversity on their campuses. Further studies investigated program administrators' perceptions of the ethics of using deceptive numbers of minority students in recruitment brochures to entice people of color to enroll in higher education.

Roughly half of the participants believed that colleges and universities should more accurately represent the diversity of their campuses in their recruiting materials. Interestingly 44 percent of white respondents believed that their recruitment materials should represent their institutions accurately, compared to 69 percent of people of color believing the same thing.

Yet another study, analyzed racial/ethnicity tables and figures featured on 158 colleges and universities websites. It discovered three main practices that institutions employ to intentionally enhance the appearance of diversity on campus: omission, aggregation, and (false) addition of ethno-racial categories. It appeared that the lower the population of diverse students on campuses the more these practices were used.

This and many similar practices are forms of "Bait and Switch" strategies that are misleading many underrepresented students to choose institutions that they may otherwise not consider. This generation of current students who are considering attending colleges and universities are more inclined to choose a college based on a digital presentation, compared to students of the past who relied heavily on physical university campus tours.

During my more than three decades in higher education, I have discovered it is common for racial and ethnic minority students to attend colleges or universities having never stepped foot on their new campuses. Therefore, it is crucial that institutions accurately describe

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## Continued ~ Message from Dr. Keith Johnson

their institutions in their recruitment materials, including the images that truthfully depict student life on their campuses.

I am curious to learn what image ratios of ethnic and racial minorities ETSU uses in their recruitment materials compared to the actual racial and ethnic make-up of this institution. Even I have erroneously appeared in marketing materials for the university that I'm not directly affiliated with, including appearing as a medical doctor in the College of Medicine.

While ETSU, like many other institutions in the U.S., is struggling to recruit ethnic and racial minorities, it does have some points of pride such as BUCS Academy which has done a great job accurately describing the program in its recruiting materials. And the images used are of current students in their elements.

As ETSU moves forward with its comprehensive vision for equity and inclusion, it is essential, even vital that the university understands the impact images have on potential students whose major life decisions are driven by digital content. As we strive to meet the challenges before us in higher education, we keep in mind that our core values remain the same:

- **PEOPLE** come first, are treated with dignity and respect, and are encouraged to achieve their full potential.
- **RELATIONSHIPS** are built on honesty, integrity, and trust.
- **DIVERSITY** of people and thought is respected.
- **EXCELLENCE** is achieved through teamwork, leadership, creativity, and a strong work ethic.
- **EFFICIENCY** is achieved through wise use of human and financial resources.
- **COMMITMENT** to intellectual achievement is embraced.

Sincerely,  
Dr. Keith Johnson

*Save the Date*

*Office of Equity and Inclusion Open House*

*Friday, September 9, 2022  
11:30am—1:30pm  
109 Burgin Dossett Hall*

## Ally or Accomplice? The Language of Activism

Allyship is immersing yourself in the community, person, or group you want to advocate for. It is learning how to speak up for the least represented to be represented. Allyship is asking how to help with caution and without putting the burden of education on the person or people you are seeking to support. It is actively listening, reading books, listening to podcasts, and having real discussions about how and why you should stand up for others. More at [shondaland.com](http://shondaland.com).

In an article by Annalee Schafranek posted on the YWCA Seattle | King | Snohomish website, Schafranek addresses the question [“What’s the Difference between An Ally and Accomplice?”](#) It begins by stating *“For race and social justice work, the terms “ally” and “accomplice” are often used to describe those who come from places of privilege and their relationship to marginalized groups and individuals. In order to move your race and social justice work from theory to action, it’s important to realize that these terms are not interchangeable.”*



***“Anyone has the potential to be an ally. Allies recognize that though they’re not a member of the underinvested and oppressed communities they support, they make a concerted effort to better understand the struggle, every single day. Because an ally might have more privilege and recognizes said privilege, they are powerful voices alongside oppressed ones.”***

From [Amélie Lamont’s Guide to Allyship](#)

***Without context, most folks would consider “ally” to be positive and “accomplice” to be negative. But bringing history into focus means recognizing that many of the liberties we now enjoy — civil rights for black folks and gay marriage, for example — were but a dream not long ago, and required major disruption of the status quo to happen. Disruption isn’t easy or polite.***

***What I’m hoping to impress upon folks is that this work — the work of being an accomplice — might cost you something. Perhaps your comfort or social standing, or maybe even your safety. Real advocacy and comfort rarely go hand in hand.***

From [Willie Jackson Don’t be an Ally be an Accomplice](#)



Dr. Colleen Clemens, Associate Professor at Kutztown University writes about the use of the word accomplice which pushed her to rethink her activist approaches inside and outside the classroom. Read her [article](#) published by [Learning for Justice](#).

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History will have to record that the greatest tragedy of this period of social transition was not the strident clamor of the bad people, but the appalling silence of the good people.

~ Martin Luther King, Jr. ~

## Diversity Champion

The Office of Equity and Inclusion invites you to partner with us in becoming a Diversity Champion at East Tennessee State University. A Diversity Champion guides, promotes, and collaborates with others on campus and in the community on matters of diversity, equity, and inclusion.

To become a Diversity Champion please complete the [Diversity Champion Questionnaire](#) and return to Kim Maturo at [maturo@etsu.edu](mailto:maturo@etsu.edu) or mail to the Office of Equity and Inclusion, PO Box 70705, Johnson City, TN 37614.



## 4th Annual Equity and Inclusion Conference - Call For Volunteers



The 2022 ETSU 4th Annual Equity and Inclusion Conference Planning Committee is looking for volunteers to serve in the following roles:

- **Physical Room Hosts** (9 positions) - Physical Room Hosts are on-ground in a physical location with an in-person audience viewing a virtual presentation on a screen. You are encouraged to volunteer as Physical Room Host for more than one conference session.
- **In-Person Moderators** (4-8 positions) - In-person Moderators are on-ground in a physical location with an in-person audience viewing a live presentation with an in-person speaker.
- **Virtual Zoom Host** (4-8 Positions) - Virtual Zoom Hosts are monitoring the virtual viewing environment for an in-person session which is being streamed to a virtual audience.
- **Virtual Moderator** (9 Positions) - Virtual Zoom Hosts are monitoring the virtual viewing environment for an in-person session which is being streamed to a virtual audience.
- **Zoom License Holder—Wrangler** (2 or more positions) - This role works independently to ensure conference sessions have their online Zoom components launched, recorded, and supported on the conference days. Work can be performed remotely but requires stable and fast internet connection such as campus network or BrightRidge fiber internet.
- **Whova Community Builder** (2 positions) - This role monitors the Discussion Boards and attendee questions posed via Whova throughout the conference days and ensures participant questions are answered. These questions tend to be about whether recordings will be made available (yes, after the conference ends) or other logistics.

Full descriptions can be found on the [conference website](#).

Potential volunteers should contact Rachel Walden via [waldenrr@etsu.edu](mailto:waldenrr@etsu.edu) and indicate which type of volunteer role they are interested in and the dates/times they are available to volunteer.



## ETSU 4th Annual Equity and Inclusion Conference



**Creating a Culture of Belonging:**  
Building Capacity, Partnerships, and  
Opportunities for Progress

Please visit the [conference webpage](#) for more information.

The 4th Annual Equity and Inclusion Conference is September 26th-28th with a student track on September 29th. The event will be a hybrid event.

**Registration for the 4th Annual Equity and Inclusion Conference is open and will remain open until Wednesday, September 21st.**

Registration is free for ETSU students, \$60 for ETSU faculty/ staff, \$65 for community members, and \$25 for non-ETSU students.

*ETSU faculty/staff wanting to use their education benefits should contact Kim Maturo at [maturo@etsu.edu](mailto:maturo@etsu.edu).*

[Click here](#) to register/buy tickets.

Conference Registration  
Includes an evening with

**Dr. Michael Eric Dyson**



September 26

7:00-9:00pm

*Race, Racism, and Race  
Relations in America*

Dr. Dyson will be signing copies of his book *Entertaining Race: Performing Blackness in America* following his presentation. Books will be available for purchase.

Click here for [conference schedule\\*](#).  
Click here for [student track schedule\\*](#).

**\*Please note that the schedule is subject to change and updates.**

**Yona FrenchHawk**

September 27

7:00-9:00pm

*Storytelling & Telling  
Your Story*



**Crystal Dawn Good**

September 28

3:00-4:30pm

*Data Dignity: Everyone  
Counts*

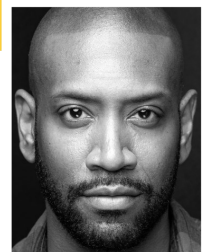


**Bryan Terrell Clark**

September 28

7:00-8:00pm

*Finding Your Purpose:  
From Baltimore to  
Broadway's Hamilton*



## Upcoming Events

### August 2022

Tuesday	August 9th	Lunch and Learn Series <b><i>Racial Battle Fatigue in Black Male Students</i></b> Discussion Lead: Sean Hembrick, M.Ed., MFA, Ph.D. Student, Higher Education, Penn State	12:00-1:00pm	<a href="#">Via Zoom</a>
Tuesday	August 30th	Lunch and Learn Series <b><i>Windows and Mirrors: How Do You See Me?</i></b> Discussion Lead: Michelle Treece, Adjunct Faculty & Dr. Stacy Cummings Onks, Dir. Of Advisement Ctr	12:00-1:00pm	<a href="#">Via Zoom</a>

### September 2022

Tuesday	September 6th	Lunch and Learn Series <b><i>Mental Health, Counseling, Trauma and Well-being</i></b> Discussion Lead: Kate Emmerich, LCSW, Mental Health Counselor, Quillen College of Medicine	12:00-1:00pm	<a href="#">Via Zoom</a>
Friday	September 9th	Office of Equity and Inclusion Open House	11:30am-1:30pm	109 Burgin Dossett Hall
Tuesday	September 13th	Lunch and Learn Series <b><i>Neurodiversity</i></b> Discussion Lead: Audry Beach, Clinical Instructor, Dept. of Counseling and Human Services	12:00-1:00pm	<a href="#">Via Zoom</a>
Tuesday	September 20th	Nikki Giovanni <i>Affrilachian Poetry Reading and Q&amp;A</i>	6:00pm	Powel Ricital Hall, Martin Center
Tuesday- Wednes.	September 27th-28th	4th Annual Equity and Inclusion Conference <i>Creating a Culture of Belonging: Building Capacity, Partnerships, and Opportunities</i>	8:00am-4:30pm	Hybrid Event
Thursday	September 29th	4th Annual Equity and Inclusion Conference <i>Student Track Day</i>	9:30am-5:15pm	Hybrid Event

### October 2022

Tuesday	October 4th	Lunch and Learn Series <b><i>Multiraciality</i></b> Discussion Lead: Dr. Nicholas Wright, Director of Student Accessibility Services, St. Cloud State Uni.	12:00-1:00pm	<a href="#">Via Zoom</a>
Tuesday	October 18th	Lunch and Learn Series TBA	12:00-1:00pm	

### November 2022

Wednes- day	November 9th	Lunch and Learn Series <b><i>Health Equity in the Curriculum</i></b> Discussion Lead: Dr. Patricia Amadio, Course Director., QCOM, Dr. Brian Cross Assistant Vice-Provost IPERC, and Dr. Kiana Johnson, Associate, Professor of Pediatrics	12:00-1:00pm	<a href="#">Via Zoom</a>
Tuesday	November 15th	Lunch and Learn Series <b><i>Making Sense of American Fragmentation: Race, Class, and Politics in the early 2022</i></b> Discussion Lead: Dr. Daryl Carter, Assoc. Dean Equity & Inclusion, College of Arts & Sciences, Dir. of Black Studies Program, and Professor of History	12:00-1:00pm	<a href="#">Via Zoom</a>



If we knew what it was we were doing,  
it would not be called research, would it?  
~ Albert Einstein ~





# NIKKI GIOVANNI

Affrilachian Poetry Reading and Q & A

September 20, Tuesday, 6 p.m., Powell Recital Hall, Martin Center

In conjunction with Y'all Don't Hear Me: Black Appalachian Creatives exhibition

Opening Reception: September 2, First Friday, 6-8 p.m., Tipton Gallery  
 Film Showing of RaMell Ross' Hale County, This Morning, This Evening: September 14,  
 Wednesday, 7 p.m., Ball Hall Auditorium, reception at 6 p.m., Slocumb Galleries  
 Closing Reception with Hair Demo: October 7, First Friday, 6-8 p.m., Tipton Gallery



*Presented by ETSU Department of Art & Design and Slocumb Galleries, with Black American Studies, Student Activities Allocations Committee, Bert C. Bach Writers Initiative, College of Arts & Sciences' Office of the Dean, Mary V. Jordan Multicultural Center, Department of Appalachian Studies, Language & Culture Resource Center, Black Faculty & Staff, Langston Centre, Black Writers Series, UMOJA, Film & Media Studies, Radio, TV & Film, Office of Equity & Inclusion, East Tennessee Foundation's Arts Fund and Tennessee Arts Commission's Arts Project Support (APS) Grant*





## Equity and Inclusion Diversity Champion Spotlight

Meet Shara Lange, Professor, Program Head, Radio/Television/Film, and Associate Chair for Diversity in the College of Arts and Sciences, Department of Media and Communication.

Share shares "*The Office of Equity and Inclusion provides leadership and insight that is working to make East Tennessee State University as fair and productive for as many people as possible. This is both a regional and global imperative.*"

*We are all creatures of innumerable influences and nuances. The complexity of the human experience is endlessly fascinating--it's something to celebrate. I really try to read, watch, and listen to better understand the experiences of others. I try to better understand the ways we are all influenced by structural factors and the ways my specific experiences and identity have shaped what I know and don't know.*

*Film is a great way to get exposed to new ideas or difficult conversations. If someone makes a narrative film or a documentary film, it's offering insight on a perspective. Of course, it's good to know who made the film and why, because this is the point of view that informs the film. A film offers an opportunity to listen to perspectives and ideas that one might not encounter in their day-to-day. I lean on experts when I need to--there are amazing people at ETSU doing great*

*work. The Diversity Educators Program does a Privilege Walk and the Office of Equity and Inclusion has workshops. The Women and Gender Resource Center, Language and Culture Resource Center, and the Dr. Patricia Robertson Pride Center are also great resources.*



*I will continue to collaborate with colleagues across campus and offer complex experiences and projects that provide opportunities for students (and others) to better understand themselves and others. For example, we were so grateful to partner with Johnson City's Langston Centre a few years ago to interview Langston High School alumni - [www.livinglangston.org](http://www.livinglangston.org). I have learned a lot from our students by watching their films, and they are able to learn about other people through their film production work."*

~Shara Lange

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**Facebook:** <https://www.facebook.com/etsuequity/>

**Instagram and Twitter** - [etsu\\_equity](#)

**We would like to  
hear from you.**

If you have an announcement, event, accomplishment, etc. you would like to have published in the newsletter send them to Kim Maturo at [maturo@etsu.edu](mailto:maturo@etsu.edu).

To add a name to our mailing list, please email Kim Maturo at [maturo@etsu.edu](mailto:maturo@etsu.edu).