

Marketing & Communications 2010-11 Diversity Action Plan

Goal 1: To create a welcoming, supportive, respectful and inclusive campus climate

Objective	Barrier/Challenge	Action Strategy	Responsibility	Benchmarks/Performance Indicator	Timeline	Fiscal needs& Implications
1: Increase visual representation of OCAD's diverse campus on the university's website	The institutional website www.ocad.ca does not currently accommodate very large photos; as a result, photos of people are often very small and their diverse identities not easily accessible to the viewer.	<p>Audit site to determine existing gaps in diversity representation; engage a photographer to create images to address.</p> <p>As part of rebranding and the name change, OCAD's website will require a redesign. Seek improvements in the visual quality of our site (eg. accommodate more/larger images).</p> <p>Improve photographic art direction to ensure diversity is represented ongoing; and being used on the site.</p> <p>Train Content Management System (CMS) providers (from all areas of campus) on increasing image content of their sections of the site.</p>	<p>M&C Web Team</p> <p>M&C to inform photography requests (for external photography contracts and internal documentation services)</p> <p>M&C to inform web content providers</p> <p>Visual Resources Documentation Specialist</p>	<p>Number of images that represent OCAD's diverse community on www.ocad.ca</p> <p>Number of images stored in OCAD's image archive that represent OCAD's diverse community</p> <p>Number of CMS providers using images to illustrate their content</p>	2011-2012 and ongoing (website redesign is dependent on rebranding process/roll out)	<p>Conduct audit of website to establish baseline metrics</p> <p>Include into website redesign</p> <p>New photography budget</p> <p>Staff time</p> <p><u>Approximate Cost:</u></p> <p>Audit, training guide etc: 125 Hrs \$5 - 6000</p> <p>New Website Design & CMS \$25,000+</p> <p>New Photography: TBD (<i>Visual Resources</i>)</p>
2: Increase editorial/content representation of OCAD's diverse campus on university's website	www.ocad.ca features a limited amount of editorial and resources to create it; content providers could do more to represent diversity on their own pages	<p>Audit existing stories to determine gaps in diversity representation; create an editorial plan to address with new stories</p> <p>Develop plan for increasing editorial content specifically to address diversity, inclusiveness, etc. (eg. developing volunteer student writers, increased solicitation from staff/faculty);</p> <p>Develop plan for and provide coaching to CMS providers in infusing diversity/ inclusiveness in all content on the site</p>	<p>M&C Web Content Supervisors / Managing Editor</p> <p>M&C Web Content Providers & Supervisors</p> <p>Students, staff & faculty writers</p>	<p>Number of editorial stories on website that represent OCAD's diverse communities</p> <p>Number of writers/contributors for editorial stories on site (as well as range in diverse backgrounds of authors)</p> <p>Overall quality of written content on site in representing diverse community</p>	2011-2012 and ongoing	<p>Staff time, budget for writers</p> <p><u>Approximate Cost:</u></p> <p>Audit and Staff time (as per above)</p>

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Goal 2: To increase access/opportunity and retention for underrepresented students

Objective	Barrier/Challenge	Action Strategy	Responsibility	Benchmarks/Performance Indicator	Timeline	Fiscal needs& Implications
<p>1: (Relates to Objective #2 of Goal #1)</p> <p>Increase opportunities for writing and publishing for underrepresented students</p>	<p>Opportunities to add diverse voices to the OCAD community dialogue through writing would increase opportunity and experience for underrepresented students</p>	<ol style="list-style-type: none"> 1. Identify underrepresented student groups to which to promote opportunities to write for the OCAD site 2. Develop volunteer student writers (from underrepresented groups) to create content for the OCAD site, adding other voices and perspectives 3. Identify faculty or Writing & Learning Centre staff willing to mentor/ contribute to support structure for budding writers (to share the effort) 4. Provide editorial coaching and support in story development to volunteer writers 5. Provide publishing opportunities that will both add to the diversity represented on the site as well as provide valuable publishing and growth opportunities for underrepresented students; this will result in increased engagement with the OCAD community 	<p>M&C Content Supervisors / Managing Editor</p> <p>Students writers</p> <p>Faculty/staff mentors</p>	<p>Number of editorial stories on website from a diverse range of writers – specifically underrepresented students.</p> <p>Number of writers/contributors for editorial with diverse backgrounds</p> <p>Overall quality of student experience for underrepresented students</p> <p>Number of opportunities available to underrepresented students</p>	<p>2010-2012 and ongoing</p>	<p>Staff and faculty time</p> <p>Student Monitor budget</p> <p>Staff mentoring & editing</p> <p><u>Approximate Cost:</u></p> <p>100 -150 Hrs</p> <p>\$6 – 8000*</p> <p>Depending on total number of monitors</p> <p>Writing & Learning Centre</p>
<p>2: Increase opportunities for underrepresented students</p>	<p>Opportunities to contribute design skills to OCAD departments would increase opportunity for underrepresented students</p>	<ol style="list-style-type: none"> 1. Identify underrepresented student groups to which to promote opportunities to do design work for departments at OCAD 2. Develop volunteer student designers from underrepresented groups to support design needs (graphic, illustration, etc.) of various departments at OCAD 3. Provide brand/visual identity 	<p>M&C Graphic Designer (Advisory Role)</p> <p>Student designers</p> <p>Various other Departments in 'Client' role</p>	<p>Number of student designer/departmental collaborations</p> <p>Overall quality of student experience for underrepresented students</p> <p>Number of opportunities available to underrepresented students</p>	<p>2010-2012and ongoing</p>	<p>Staff time, potentially budgets for printing of collateral depending on the department (client) needs for specific projects</p> <p>Student Monitor budget</p> <p><u>Approximate Cost:</u></p>

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		guidance, critical feedback and support for volunteer student designers 4. Provide design credits/acknowledgement to student designers where appropriate (eg. promote the partnership/collaboration between a dept. and a student designer via a news story on the website)				Output dependent
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Goal 3: To increase diversity in employee recruitment and retention

Objective	Barrier/Challenge	Action Strategy	Responsibility	Benchmarks/Performance Indicator	Timeline	Fiscal needs& Implications
1: Increase diversity in student monitors hired in department	Potential candidates from diverse backgrounds may not be aware of Work Study or other opportunities	1. Promote M&C Monitor positions to specific student groups such as Aboriginal, various diverse student groups (International students are hired already through one of the positions in the department) 2. Engage OCAD Student Union in helping promote employment opportunities for monitors to help ensure wide reach	M&C Student Monitor Supervisors	Measure and develop targets for hiring diverse student monitors	2010-2012 and ongoing	Staff time Student Monitor budget <u>Approximate Cost:</u> 75 Hrs \$3500 – 5000* Depending on total number of monitors
2: Increase outreach to diverse communities when hiring employees	Potential candidates from diverse backgrounds may not be aware of employment opportunities in M&C	1. Work with HR to ensure positions posted within M&C are promoted to a diverse community, with specific outreach to Aboriginal communities and underrepresented groups	M&C Director	Within a context of a University wide measurement, measure diversity in M&C employees and develop targets for 2013	2010-2012 and ongoing	Director's time; impact on budget for advertising to specific communities <u>Approximate Cost:</u> TBD

Goal 4: To infuse accessibility and diversity into curriculum and research

Objective	Barrier/Challenge	Action Strategy	Responsibility	Benchmarks/Performance Indicator	Timeline	Fiscal needs& Implications
1: Increase community awareness of		1. Website/intranet 2. Relationship with IDRC Inclusive	M&C team with input from across campus, with	Periodic reviews with IDRC and other stakeholders	2010-2012 and ongoing	<u>Approximate Cost:</u> TBD

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what we teach to support diversity implementation		Design Research Centre	special emphasis on IDRC			
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Goal 5: To develop and strengthen partnerships with diverse communities in Toronto and globally

Objective	Barrier/Challenge	Action Strategy	Responsibility	Benchmarks/Performance Indicator	Timeline	Fiscal needs & Implications
1: Increase awareness about OCAD's existing partnerships with diverse communities	OCAD has many partnerships with diverse organizations in Toronto and beyond, but we could do more to promote awareness of these partnerships	<ol style="list-style-type: none"> 1. Identify and take stock of the organizations with which OCAD has partnered, or is currently partnered with; especially with diversity consideration 2. Brainstorm ways to promote this information more widely (website? editorial?) 3. Identify gaps or underserved groups and raise awareness of these gaps with VPs and deans for consideration 	M&C team with input from across campus	Increased visibility of OCAD's past and current partnerships	2010-2011	Staff time <i>Approximate Cost:</i> TBD

Goal 6: To enhance accessibility for people with disabilities

Objective	Barrier/Challenge	Action Strategy	Responsibility	Benchmarks/Performance Indicator	Timeline	Fiscal needs & Implications
1: Increase awareness of OCAD's core commitment to reducing barriers		<ol style="list-style-type: none"> 1. Seek input from multiple stakeholders 2. Promote milestones through marketing plan, PR conversations 3. Wayfinding matrix that identifies implemented and forecasted accessibility with facilities 	M&C team with input from across campus Liaising with Facilities	Actualization of facilities upgrades	2010-2012 and on going	Requires a full action plan to realize <i>Approximate Cost:</i> TBD

Goal 7: To enhance accountability & commitment to diversity & equity

Objective	Barrier/Challenge	Action Strategy	Responsibility	Benchmarks/Performance Indicator	Timeline	Fiscal needs & Implications
Increase community engagement &		1. Demonstrate successes through print and web based vehicles	M&C team with input from across campus	Publish the matrix and use for benchmarking future years	2010-2012 and ongoing	Directors time <i>Approximate Cost:</i>

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compliance		2.Creating a Reporting matrix				TBD
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