

# PROACTIVE STRATEGIES FOR MANAGING DIVERSITY AND INCLUSION RELATED INCIDENTS

November 13 - 15, 2019 | Chicago, IL



## *Learn how to anticipate and appropriately handle diversity and inclusion related campus incidents.*

### OVERVIEW

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Contentious campus incidents (such as student protests, sit-ins, hate speech, and bias incidents) often necessitate a strategic, comprehensive, and proactive response from campus leaders. An ill-prepared response can cause confusion and anxiety, or even further perpetuate a lack of commitment in addressing the underlying needs of students – particularly those who are minoritized or lack campus advocacy and support. However, utilizing a proactive and appropriate tone when incidents — whether harmful or benign — occur can build a collaborative and open campus culture.

Join us for this comprehensive training, designed to provide leaders with a hands-on protocol development process to realistically anticipate and strategically plan for a variety of large-scale incidents that may disrupt everyday campus operations. Through a highly interactive agenda, you will take part in activities and simulations to help you adequately prepare for and practice real-life campus scenarios. Our diverse speaker panel of senior professionals will help you get a comprehensive perspective on how to:

- Understand and assess your campus landscape
- Manage student protests and sit-ins
- Appropriately handle free speech and hate speech incidents
- Mitigate and resolve bias incidents
- Assemble and audit your core response team

You will leave this conference more confident to strategically forecast, prepare for, and successfully handle a wide variety of difficult, DEI-related campus scenarios, while demonstrating a thoughtful commitment to the issues at hand.

### SIMULATION AND DISCUSSION: STUDENT PROTEST, CAMPUS SIT-IN, AND CONTROVERSIAL SPEAKER RESPONSE PROTOCOL

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During this interactive session, you will be assigned one of three possible scenarios: student protest, campus sit-in, or controversial campus speaker. In small teams, you will begin working on your response strategy and will be presented with additional facts for each scenario that may require some adjustment to your strategy. Participants will receive a protocol guide that they can use to plan for when these types of situations surface on campus. We will also use this time to debrief the simulation and discuss some of the challenges, new strategies, or lessons they learned. Our expert speakers will provide their own observations and reactions to each group's approach to their assigned scenario.

## WHO SHOULD ATTEND

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This conference is designed for those who work closely with diversity, equity, and inclusion matters and are looking for a comprehensive, real-time response strategy to manage and lead through controversial student issues related to diversity and inclusion affairs.

**Diversity professionals, vice presidents of student affairs, academic leaders, faculty, deans of students, and public relations or marketing professionals** are among those who will benefit from the content of this program.

## BRING YOUR TEAM AND SAVE!

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**Save over 15% when you register three or more colleagues.**

## AGENDA

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### Day 1

#### Conference Registration

1:00 – 1:30 p.m.

#### Welcome and Introductions

1:30 – 2:00 p.m.

#### Higher Education as a Catalyst for Change (or Not)

2:00 – 3:00 p.m.

Our expert speakers will provide the foundational and historical context that outlines how higher ed institutions have moved from perpetuating resistance that oppresses minority groups to fostering inclusive and positive change. You will be able to critically reflect on this historic-to-present-day timeline while identifying at least one or more incidents on your own campus that may require a strategic university response.

#### Afternoon Break

3:00 – 3:15 p.m.

#### Understanding Your Campus Landscape

3:15 – 4:30 p.m.

Subtle signs from student groups, social media chatter, or increased participation in student organization efforts could all be examples of “red flags,” alerting campus leaders that an event may turn into a potentially large-scale incident that draws campus-wide attention. In this session, you will be presented with a list of guiding questions to consider when determining what issues might be surfacing on your campus that may cause future concern. Participants will be able to assess their current campus landscape and begin to identify early intervention strategies.

#### Networking Reception (included in registration fee)

4:30 – 5:30 p.m.

This informal reception is your chance to decompress, have a drink on us, and expand your network of connections. Our programs are intentionally designed for smaller groups, which means you will have the opportunity to meet your peers and our speakers face-to-face.

## AGENDA

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### Day 2

#### **Continental Breakfast (included in registration fee)**

8:30 – 9:00 a.m.

#### **Managing Student Protests and Campus Sit-Ins**

9:00 – 10:30 a.m.

Our expert speakers will present in-depth case studies on their own experiences about managing student protests and/or sit-ins in partnership with campus leadership. Details including the root of the issue, how it evolved, how it was responded to and managed, the campus' reaction to the response, and what the aftermath looked like will be reviewed and discussed. You will have the opportunity to learn from these scenarios and create a short list of best practices and lessons that you've learned that you can apply to your own campus.

#### **Morning Break**

10:30 – 10:45 a.m.

#### **Free Speech vs. Hate Speech Incidents**

10:45 a.m. – 12:00 p.m.

Controversial campus speakers, attempts to oppress free speech, or hate speech are just some examples of contentious issues that campus leaders may face when individuals or groups of students activate and demand opposition or resistance. You will discuss tensions that may cause strains in communication channels and explore new ways to facilitate meaningful cross-cultural dialogue amidst these difficult moments.

#### **Lunch (included in registration fee)**

12:00 – 1:00 p.m.

#### **Simulation and Discussion: Student Protest, Campus Sit-In, and Controversial Speaker Response Protocol**

1:00 – 2:30 p.m.

In small groups, you will be assigned one of three possible scenarios: student protest, campus sit-in, or controversial campus speaker. You will work on your response strategy and will be presented with additional facts for each scenario that may require some adjustment to your strategy. The simulation will compel participants to think about the following: who the core response team members will be, what audiences need to be addressed and through what communication channels, what talking points need to be covered, identifying support networks and policy enforcement considerations. You will receive a protocol guide that you can use to plan and strategize when these types of situations surface on campus. We will also use this time to debrief the simulation and discuss some of the challenges, new strategies, or lessons they learned. Our expert speakers will provide their own observations and reactions to each group's approach to their assigned scenario.

## AGENDA

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### Day 2 (CONTINUED)

#### Afternoon Break

2:30 – 2:45 p.m.

#### Bias Incidents

2:45 – 4:00 p.m.

Bias or hate incidents intend to target or marginalize people based on their social, political, racial, gender, or religious identities. When these events occur, feelings of confusion, hurt, and frustration often perpetuate throughout campus. We will discuss strategies on how to a) recognize a bias incident, b) coordinate efforts for the core response team, c) review considerations when developing a response, d) execute the plan, and e) restore and repair harm inflicted on the campus community.

#### Activity: Understanding How to Better Respond to Bias Incidents

4:00 – 5:00 p.m.

Small groups will be designated and each group will be presented with a bias incident case study. Each group will serve as external consultants and assist their institution (in the case study) with a design and plan to help their campus recover from the bias incident. You will discuss the following key considerations when proposing their plan: who makes up the core response team, what are the top priorities that need to be addressed, what will the communication strategy be, and what kind of efforts will restore harm inflicted on the campus community.

#### Q&A and Wrap-Up Day Two

5:00 – 5:30 p.m.

### Day 3

#### Continental Breakfast (included in registration fee)

8:30 – 9:00 a.m.

#### Considerations for Assembling the Right Team

9:00 – 10:30 a.m.

Knowing who to adequately prepare and train as a member of your core response team is one of the most critical parts of implementing and executing the appropriate protocol. Using the previously discussed campus scenarios, you will examine key considerations when determining who should serve on the core response team. You will be able to identify at least 3-5 key members of the core response team who will take the lead in responding to these types of incidents on campus.

## AGENDA

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### **Day 3 (CONTINUED)**

#### **Morning Break**

*10:30 – 10:45 a.m.*

#### **Activity: Auditing Your Current Response Team**

*10:45 – 11:30 a.m.*

You will review one of your own campus scenarios and facilitate an audit of members involved in devising and executing the campus response. You will then examine: who was involved, why were they selected, and what training, resources, or tools were at their disposal? Were they effective – why or why not? Was anyone missing? This information will help you make decisions when assembling the ideal core response team.

#### **Final Q&A and Evaluations**

*11:30 a.m. – 12:00 p.m.*

## INSTRUCTORS

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### **Dr. Gail Baker**

#### **Vice President and Provost, University of San Diego**

In her current role, Dr. Gail F. Baker is USD's chief academic officer and works closely with President James T. Harris III and the university's academic deans. Prior to joining USD in 2017, Dr. Baker was dean of the College of Communication, Fine Arts and Media at the University of Nebraska Omaha. She also served as executive associate to the chancellor of UNO as well as other university leadership positions. At the University of Florida, she served as chair of the Department of Public Relations in the College of Journalism and Communications. She later served as vice president of public relations and special assistant to the president. At the University of Missouri-Columbia, she was chair of advertising and directed the Minority Recruiting Program of the School of Journalism.

Dr. Baker holds a Bachelor of Science degree in journalism from the Medill School of Journalism at Northwestern University, a Master of Science degree in marketing communications from Roosevelt University, and a doctorate in journalism from the University of Missouri-Columbia. Her industry experience includes public relations positions with IBM and International Harvester (now Navistar). She was a reporter and editor for the Chicago Daily Defender Newspaper. She has earned recognition for her work as a teacher, scholar, communications practitioner, and writer. She has authored books and articles and is the winner of four Emmy Awards for Excellence in Documentary Writing and Producing.

### **Katrina Rodriguez**

#### **Vice President of Student Affairs, University of Northern Colorado**

Dr. Katrina Rodriguez leads the Division of Student Affairs at the University of Northern Colorado which includes overseeing efforts related to climate, inclusion, equity, and community building initiatives. In her role as vice president, Katrina partners with students, staff, and faculty to identify and implement strategic initiatives to build and support a healthy and inclusive university community. In the Division of Student Affairs, she has the privilege of providing leadership to the Office of Equity and Inclusion, Office of Institutional Equity and Compliance, Housing and Residential Education, Dining Services, and the Campus Recreation Center.

As the first college graduate in her family, Katrina received her bachelor's and master's degrees from Northern Arizona University and her doctorate from the University of Northern Colorado. At institutions in Arizona, California, and Colorado, her professional roles include, associate professor for the program in Higher Education and Student Affairs Leadership, assistant vice president for student engagement and dean of students, Title IX coordinator, director of the Women's Resource Center and Stryker Institute, and a range of roles in Residence Life. Her research activity includes 35 juried publications and presentations. As someone who enjoys doctoral graduate research, Katrina has also served on 43 dissertation committees. When discussing change, she likes to quote F.B. Wilcox: "Progress always involves risks. You can't steal second base and keep your foot on first base."



## INSTRUCTORS

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### **Dr. Frank Shushok**

#### **Senior Associate Vice President, Virginia Tech University**

Assuming his role at Virginia Tech in 2009, Frank leads Virginia Tech's largest auxiliary enterprise with an operating budget well over \$100 million. He provides leadership for the following departments: Cranwell International Center, the Dean of Students Office, Dining Services, Fraternity and Sorority Life, Housing and Residence Life, Learning Partnerships, and Student Conduct. He also plays a role in Virginia Tech's Title IX efforts and cares deeply about eradicating sexual violence from college campuses. In addition to his administrative responsibilities, Frank is an associate professor in the higher education graduate program and, from 2013-2018, served as executive editor of *About Campus*, a national magazine that promotes strengthening the student learning experience in higher education.

Frank's commitment to higher education has been nationally recognized. He was named a fellow of the American Council on Higher Education, a Diamond Honoree by the ACPA—College Student Educators International and honored by the Association of College and University Housing Officers with its Research and Publication Award. As an avid supporter of strengths-based learning, he received the Chip Anderson Inspiration Award for significant contributions in advancing the strengths movement in higher education.

## ACADEMIC IMPRESSIONS STAFF

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### **Rabia Khan Harvey**

#### **Senior Program Manager, Academic Impressions**

Rabia Khan Harvey is a Senior Program Manager for our Compliance, Diversity/Equity/Inclusion, and Student Mental Health domains. She obtained her Bachelor's degree in Psychology from Elmhurst College and is a double-alum of Loyola University Chicago with a Master's in both Higher Education and Human Resources. She has over 18 years of professional experience in Student Affairs, primarily in student housing and Title IX. She has worked for four institutions over the span of these years including Elmhurst College, University of California, Riverside, Loyola University Chicago and Columbia College Chicago. Prior to joining Academic Impressions full-time in May 2018, Rabia served as the Director of Equity Issues & Title IX Coordinator for the Office of Equity Issues at Columbia College Chicago and Assistant Dean of Students/Deputy Title IX Coordinator at Loyola University Chicago. Within these roles, Rabia provided direct oversight of student-on-student sexual misconduct investigations and ensured that sexual harassment matters were addressed efficiently and effectively. Rabia has also served as a subject-matter-expert and educator for Academic Impressions since 2013 specifically for Title IX related topics such as: understanding rape culture and gender-based violence, conducting trauma-informed investigations, and how to resolve sexual misconduct cases using the preponderance of the evidence standard. Rabia was recently recognized by Loyola University Chicago's School of Education as "The 2016 Higher Education Distinguished Alumna Award" for her

leadership and dedication to preventing, educating and ending campus sexual violence and mentoring graduate students pursuing careers in Student Affairs.

## LOCATION

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***November 13 - 15, 2019 | Chicago, IL***

**Hotel:**

InterContinental Chicago Magnificent Mile

505 N. Michigan Ave.

Chicago, IL 60611

(312) 944-4100

**Room rate:**

\$179 + tax

**Room block dates:**

The nights of November 12, 13, and 14, 2019.

**Room block cutoff date:**

October 22, 2019.

Reserve Your Room: Please call (312) 944-4100 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

## The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:  
9 out of 10 participants recommend our trainings to colleagues