



DIVERSITY WEBSITE

Change Agent States

“Tool For Change”



Description	Location where one can find resources, newsletters, links to other universities relative to diversity.
Strategy behind tool	<ul style="list-style-type: none"> • To assemble resource information so it is accessible to all • To have something that is fluid and evolving as the field evolves • To develop diversity skills and language
Goals or outcomes	<ul style="list-style-type: none"> • Diversity work is recognized as having value. • Resources are shared • Materials are made available immediately • People can download materials as needed • Information is easily accessible • Information is “up to date”
Possible target groups	<ul style="list-style-type: none"> • Extension staff and university faculty • Other partners • Other professional groups • Students • Volunteers
Suggestions for initiating this project/strategy	
Who’s “buy-in” is needed from	<ul style="list-style-type: none"> • Leadership of system, professional organization, etc. • Campus-wide diversity committee
Who participates in development of award	<ul style="list-style-type: none"> • WEB Masters and web technicians • Team of faculty and agents to create a plan (helpful to give them structure of what you want on it). Technical expertise and subject matter expertise integrated. Often an existing Diversity Committee or Task Force develops it and taps others in the system • Change agents in the system who recognize the value of diversity.
Time frames and steps for development/ implementation	<ol style="list-style-type: none"> 1) Identify what you want the website to accomplish 2) Design categories (be sure to include a miscellaneous category). 3) Design a description sheet/form that can be used by people who are contributing information 4) Announce that you (or committee) are developing a website and ask for people to send information that can be included 5) Set up a peer review process (committee) 6) Assign person who has responsibility and keeps the website updated. Helpful to have an assist with the technical skills (learned website software) who can format and insert information. This person works with webmaster to put information on site.
Barriers or issues to consider	<ul style="list-style-type: none"> • Who are you designing it for? Should it be available to everyone - general public? • Consider that some things that go out periodically have other means of distribution • Has to be updated - and that takes time. • How does this website compliment or fit in with other system websites?

Costs associated with project	<ul style="list-style-type: none"> • Cost to the system - personnel salaries, purchased student time.... • Depend on the university's web resources available i.e. fee attached to service
Editing tools	<ul style="list-style-type: none"> • There are great web software programs out there that are easy to use....and you don't need to learn html. Check out Dreamweaver by Macromedia.
Media/communication/promotion	<ul style="list-style-type: none"> • Promotion: have a band of computers available at a state event where participants can work with them together and ask questions about the site. • Exhibit at conferences - possibly lap top included with website available • Many hotels will have access so that you can access websites • Flyers, brochures to get people to be familiar • Get website linked with other websites (USDA site, virtual center, other university sites...) • Send to various list serves
Evaluation method	<ul style="list-style-type: none"> • Have counter on website that includes how long people are on it, tracked by state if possible • Send out a survey to people asking them to rate items • Number and quality of applicants received. • Recognition by entire leadership of the award and recipients. • General awareness of and value for the award by people throughout the system.
Other	Keep and promote a list of past recipients and their contributions.
Samples and Contact People	
Patreese Ingram, Penn State, pdi1@psu.edu, 814-863-7875 Resources, newsletters	http://AgExtEd.cas.psu.edu/FCS/pi/pimenu.html
National Subcommittee on Extension Diversity, Maurice Dorsey	Mdorsey@reeusda.gov (202) 720-6014
University of Arizona, Cooperative Extension	http://www.ag.arizona.edu/agdiv/
Cornell Cooperative Extension	http://www.cce.cornell.edu/diversity
Author	Revised by the Communications Committee, 2006