

PreK-12 Engagement Working Group Recommendation

TITLE: Increase diversity of images for all PreK-12 Youth Programs on Social Media Platforms

PROBLEM:

There does not appear to be a coordinated effort to ensure that diverse visual graphics and images are included in flyers, pamphlets, emails, and other programming materials for PreK-12 students that would attract BIPOC and underrepresented students and families **across the university and colleges**. The Harrisonburg/Rockingham communities as well as some JMU employees are interested in inclusive programming efforts that consider the demographics of the whole community. Additionally, surrounding communities are often interested in enrichment, experiential, academic, and sport- focused programming.

What are the range of implications associated with this problem?

If JMU is genuinely interested and invested in creating more opportunities and spaces for BIPOC and underrepresented students in this community and other surrounding communities, then we could actively engage in being more inclusive with images when creating and promoting marketing materials for students. There needs to be an intentional emphasis on who is represented in the images: are there pictures of BIPOC and underrepresented students? We believe that this can enhance recruiting efforts in our own back door if we do these things.

What evidence exists to illustrate the problem?

Committee members, community and JMU faculty and staff have all commented on the lack of diversity in promotional materials and the lack of BIPOC representation in our student enrollment. When searching googled for “JMU Prek-12 Initiatives”, “JMU Summer Camps”, “JMU Youth Programs” the images at the end of this document are what came up. There is some diversity throughout the images but additional diversity and less words would be a great way to promote the prek-12 options at JMU. Additionally, when visiting <https://www.jmu.edu/pce/programs/all/youth-programs/index.shtml> on JMU’s website the last image below is what came up. Again, some diversity but not throughout.

RECOMMENDATION:

By May 30, 2021, JMU will increase the diversity the images promoting PreK-12 youth programs on all social media platforms (Instagram, Facebook, JMU.edu, and emails).

What are the needed interventions to effectively address the target problem?

There needs to be connections between the diverse groups when recruiting BIPOC students for PreK-12 programming offered at JMU and the admissions process. There needs to be a comprehensive listing of all semester programs and summer programs. Ideally, a website would be extremely helpful and should list the department, college, or office responsible for the program and detailed information such as cost,

deadlines, and if scholarships are offered to cover the cost. In addition, what are the requirements to participate and what is the selection process should be among the questions answered.

Which resources (time, money, personnel, space, partnerships, other assets) will be required for a successful implementation?

All the above would be required (time, commitment, space, personnel, partnership), JMU would be increasing its current display of BIPOC and underrepresented images. This can be challenging because there is a concern about having photographs of under-age children in publications but will be a valuable effort for JMU.

RATIONALE

What context can you provide that describes both the problem and/or the appropriate intervention?

JMU offers a plethora of programs, camps, and experiences, and many of these opportunities are not known in our own local communities unless they have a special connection to JMU. Anecdotally, we have heard that many people in the community do not necessarily feel that JMU is an open place to visit. They see the gates as a physical barrier and something that says, "You are not welcome"! It is unfortunate that some in community feel this way when it is not intended. More BIPOC and underrepresented students want and need to be included. More community members and BIPOC and underrepresented students need to physically come to campus to see all that JMU can offer.

Why is this recommendation, along with the steps/interventions associated, important and likely to assist in achieving a desirable outcome?

It is a first step, and many programs already exist; it is not as if JMU must recreate anything such as additional programming. So much is already created and in place, and it mostly comes down to marketing and a strategy to share the content.

What existing research supports your plan of action?

The committee's information is antidotal from committee members who are parents, BIPOC students, JMU faculty and staff and community members. The working group could only find one website that was a comprehensive list in the College of Education, and it was four years old.

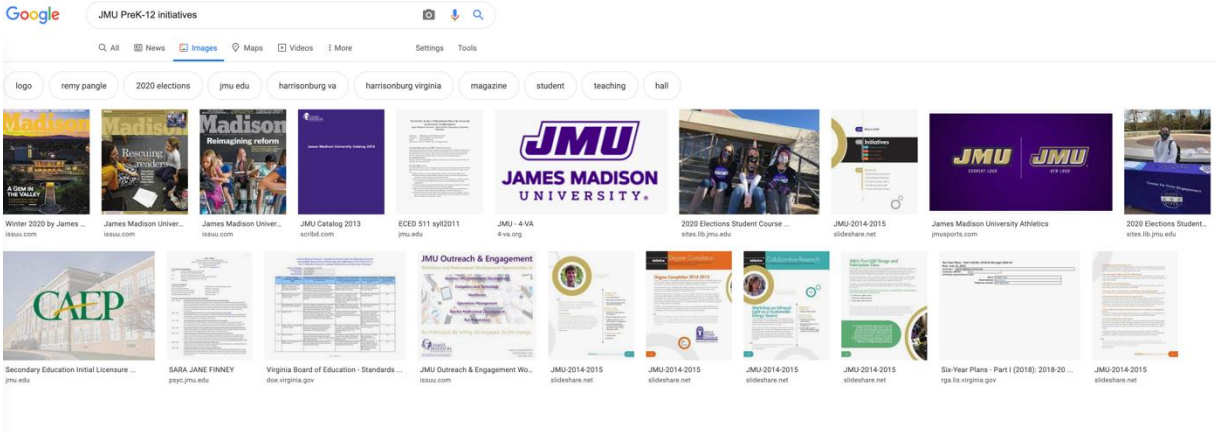
SUCCESS

How do you propose the success of your recommendation be measured?

The ability to easily find diverse images and post on the website, emails, and social medial platforms. Perhaps using the current number of diverse images as a baseline and attempting to increase the overall percentage of diverse images.

What are the specific outcomes that would illustrate that the problem has been eliminated or has been reduced in a meaningful way?

If there were an increase in BIPOC and underrepresented students from our local communities knowledgeable about JMU, there is a long-term potential that this could eventually lead to an increase in local BIPOC and underrepresented students enrolling at JMU! Depending on the age of the students attending these programs, it may take years to notice any changes or increases in enrollments, but it is a



Youth Programs

COVID-19 Guidelines and Procedures
Policies/Forms
FAQ

QUESTIONS? REQUEST MORE INFORMATION

A grid of promotional images for various youth programs. Each image includes a title and date:

- 3D Printing Camp - April 2021
- Arboretum Camp - June 2021
- Science Explorers Camp - July 2021
- College for Kids - July 2021
- Summer Honors Institute - July 2021
- Hart School Culinary Camp - July 2021
- Renewable Energy - August 2021
- Summer Robotics Camp - June & August 2021
- Summer 3D Printing - June & August 2021

jmyouthprograms Follow

47 posts 81 followers 11 following

JMU Youth Programs
Residential and non-residential camps for children K-12 grades.
www.jmu.edu/pce/youthprograms

Followed by mandybarecu

POSTS TAGGED

A grid of Instagram posts from the @jmyouthprograms account. The posts include:

- 3-D PRINTING CAMP EVERY WEDNESDAY APRIL 14 - MAY 5 1:00 - 3:30PM AGES 9-12
- JMU GIVING DAY unleased
- JMU GIVING DAY unleased
- EXPLORE THE GOOD NDOOM ACTS OF KINDNESS D WEDNESDAY FEBRUARY 17, 2021

The images above represent what the PreK-12 Engagement Working Group Co-chairs found when searching Google for PreK-12 Programming at JMU (top 3 images), what appears on the Explore Youth Programs page (from the Professional & Continuing Education website), and the images featured on the @jmyouthprograms Instagram account. All were accessed on 31 March 2021.