

TABLE 11.3 | Developing a Diversity Communication Plan

Vehicles		Content	
_____	In-house television broadcasts	_____	Why (business case)
_____	Newsletter	_____	What (obstacles and issues)
_____	Videos	_____	How (plan/strategy)
_____	Town Hall sessions	_____	When and where of events
_____	Brochures	_____	Information about stereotypes, culture, and dimensions of diversity
_____	Web site	_____	“Did you know?” tidbits
_____	Employee handbook	_____	Case studies/dilemmas with different perspectives
_____	Internal memos	_____	Personal stories/experiences
_____	New employee orientation	_____	Innovative practices
_____	Meetings	_____	Customer trends and feedback
_____	Training sessions		
_____	One-on-one contact		
_____	Local, regional newspapers		
_____	Posters		
_____	Calendars		
_____	E-mail, Internet		
Communicators		Audiences	
_____	CEO	_____	Board
_____	Executives	_____	Executives
_____	PR Department	_____	Managers/Supervisors
_____	HR Department	_____	All staff
_____	Informal leaders	_____	Community/Public
_____	Trainers	_____	Shareholders
_____	Managers	_____	Industry
_____	Supervisors	_____	Regulatory agencies
_____	Board members	_____	Professional associations
_____	Focus groups	_____	Investors
_____	Consultants	_____	Job seekers
_____	Diversity council	_____	Recruits
_____	Employee Associations/ Affinity Groups		

(Developed in conjunction with Patti Digh, diversity consultant and author.)