

# **Cultural Awareness & Sensitivity**



# Today's Ground Rules

- **RESPECT**
- **ACKNOWLEDGE EXPERIENCES OF OTHERS**
  - The reality of others is not invalid because it's not your reality
- **TAKE CARE OF YOURSELF**
- **BRAVE LEARNING SPACE**
  - Challenge yourself before you challenge others
  - Challenge ideas, don't criticize people

# Iowa State University Statements of Aspiration

*OUX*  
statements  
of aspiration



*to be*

the most student-centric  
leading research university

SUCCESS FACTORS



*to be*

the university that cultivates a  
diverse, equitable, and inclusive  
environment where students,  
faculty, and staff flourish

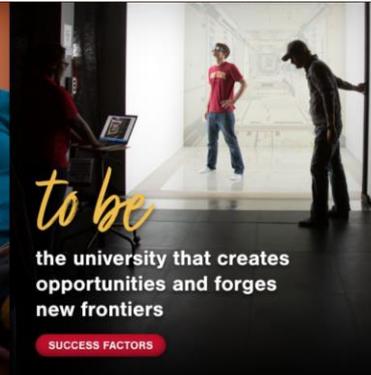
SUCCESS FACTORS



*to be*

the university that fosters  
lifelong learning

SUCCESS FACTORS



*to be*

the university that creates  
opportunities and forges  
new frontiers

SUCCESS FACTORS



*to be*

the trusted partner for proactive  
and innovative solutions

SUCCESS FACTORS

# Iowa State University Extension and Outreach Mission & Vision

- **MISSION**

ISU Extension and Outreach builds a strong Iowa by **engaging all Iowans** in research, education, and extension experiences to address current and emerging real-life challenges.

- **VISION**

ISU Extension and Outreach will advance land-grant values by **engaging all Iowans** in solving today's problems and preparing for a thriving future.

# Our Diversity Statement

Iowa State University Extension and Outreach celebrates all identities, cultures, and backgrounds and actively works to foster a climate that is grounded in respect, value, and belonging.

- In our **communities**, diversity, equity, and inclusion enrich the experiences of ISU Extension and Outreach participants and partners.
- In our **organization**, diversity, equity, and inclusion support constructive workplace and educational environments, and promote excellence throughout the organization.

# Our Diversity Statement

## ISU Extension and Outreach

- aims to provide research- and evidence-based educational opportunities to cultivate the growth of Iowa's agriculture, families, youth, and communities;
- is dedicated to serving **all Iowans**; and will continue to take intentional and thoughtful steps to achieve this goal.

# What is Cultural Proficiency?

- Cultural Proficiency is an *approach* for creating an organizational *climate* that is diverse, inclusive, healthy and productive.
- Cultural Proficiency addresses the *policies and practices* of an organization and the *values and behaviors* of individuals
- Cultural Proficiency is an approach that gives the leaders of an organization *tools and language* for addressing all aspects of diversity
- Cultural Proficiency is a lens for exploring how an organization examines and honors the cultural *strengths and needs* of all individuals

# Guiding Principles

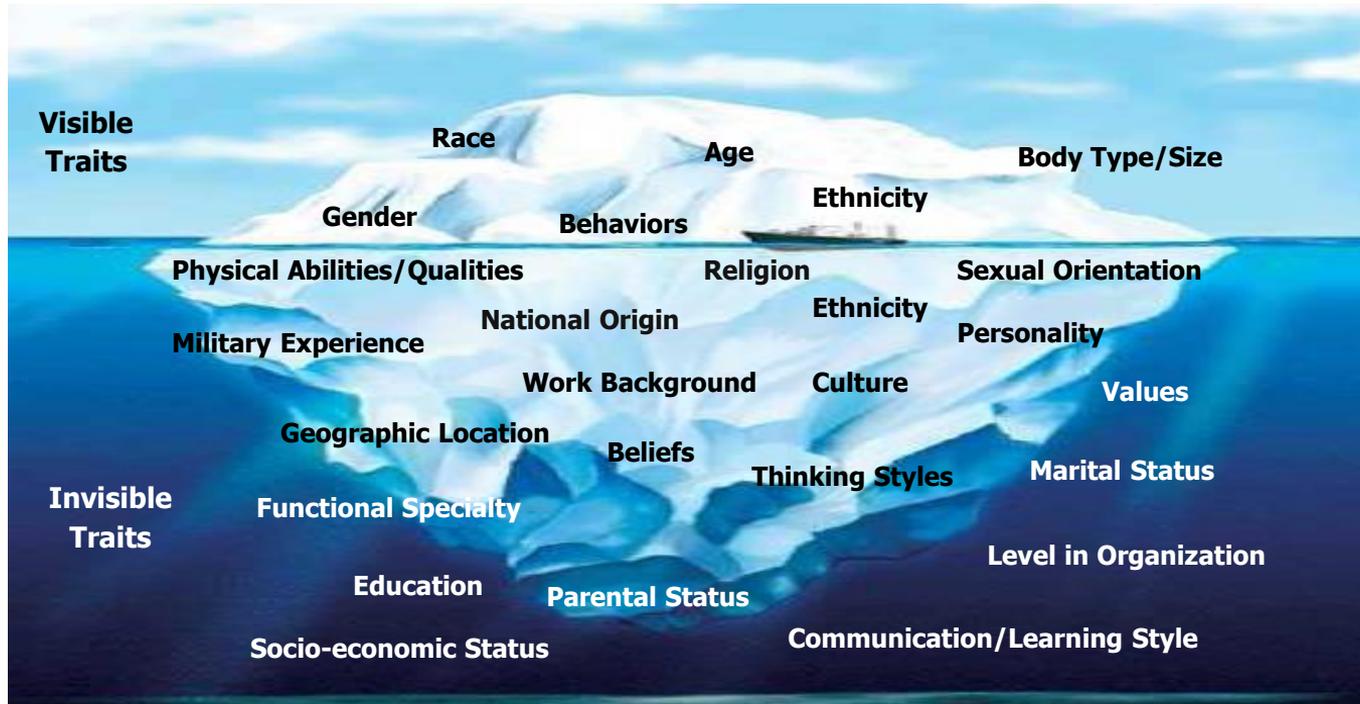
- Culture is everywhere (predominant force)
- People have personal identities & group identities where diversity exists within & between cultures
- There are unique culturally-defined factors that influence how problems are defined & solved
- There are dominant and marginalized cultures/populations within societal systems and marginalized populations often navigate various sets of rules for cultures (bicultural)
- Dignity is innate and the affect of inequities on marginalized cultures impact all cultures

# Cultural Proficiency Continuum

<b>DENIAL</b>	<b>POLARIZATION</b>	<b>MINIMIZATION</b>	<b>ACCEPTANCE</b>	<b>ADAPTATION</b>	<b>SYNTHESIS</b>
<i>Eliminate differences</i>	<i>Demean differences</i>	<i>Dismiss differences</i>	<i>Respond inadequately to the dynamics of difference</i>	<i>Engage with differences using the essential elements as standards</i>	<i>Esteem &amp; learn from differences as a lifelong practice</i>
The elimination of other people's cultures	Belief in the superiority of one's culture & behavior that disempowers another's culture	Acting as if the cultural differences you see do not matter or not recognizing that there are differences among and between cultures	Awareness of the limitations of one's skills or an organization's practices when interacting with other cultural groups	Use the five essential elements of cultural proficiency as the standard for individual behavior & organizational practices	Knowing how to learn about & from individual & organizational culture; interacting effectively in a variety of cultural environments
OPPOSITION TO DIVERSITY (MONOCULTURAL)			TRANSFORMATION TOWARD EQUITY (INTERCULTURAL)		
<b>MACROAGGRESSIONS</b>		<b>MICROAGGRESSIONS</b>		<b>CULTURAL RESPONSIVENESS</b>	
<ul style="list-style-type: none"> <li>• Focuses on "them" being problems</li> <li>• Tolerates, excludes, separates</li> <li>• Diversity is a problem to be solved</li> <li>• Prevent, mitigate, avoid cultural dissonance &amp; conflict</li> <li>• Stakeholders expect or help others assimilate</li> <li>• Information added to existing policies &amp; procedures</li> </ul>		<ul style="list-style-type: none"> <li>• Focuses on "us" and "our practices"</li> <li>• Esteems, respects, includes</li> <li>• Diversity &amp; inclusion are goals to be attained</li> <li>• Manage, leverage, facilitate conflict</li> <li>• Stakeholders adapt to meet needs of others</li> <li>• Existing policies, procedures, practices examined &amp; adapted to changing environment</li> </ul>			

Adapted from: Nuri-Robins, Lindsey, Lindsey, and Terrell. Culturally Proficient Instruction (3rd ed) Corwin 2012; and M.R Hammer Intercultural Development Inventory, 2012; Updated for use December, 2015

# Iceberg Model



# What is non-conscious bias?

- Our fundamental way of looking at and encountering the world is driven by a “hard-wired” pattern of making unconscious decisions about others based on what feels safe, likeable, valuable, and competent. (Ross, 2008)
- Everyone, regardless of their own identities, has some biases, which can be either positive or negative and which we may be unaware of i.e. they are unconscious.

# Non-conscious Bias

Learning about and being aware of our own unconscious bias can help promote a diverse and inclusive work and educational environment.



# Addressing Non-conscious Bias in the Workplace

1. Recognize that you have biases and this is normal
2. Identify your biases
3. Explore the significance and unconscious effect of early messages you received as you grew up about different people
4. Decide which biases you will address first
5. Identify, support and collaborate with effective programs that increase diversity in the pipeline
6. Lead by example

# What are aggressions?

## 1. Microaggression:

- the everyday verbal, nonverbal, and environmental slights, snubs, or insults – intentional or unintentional – which communicate negative, derogatory, or dismissive viewpoints about a particular identity

## 2. Macroaggression:

- An act of racism towards all members of a marginalized identity

Both communicate a worldview of superiority and exclusion

# Kinds of Microaggressions:

## Microinsult

- (Often unconscious)
- Demears a person's identity
- Reveals underlying biases

A Black student is asked what sport they play, with the underlying assumption that they didn't gain admission based on academic credentials but on athletic ability

- "You don't look Jewish!"
- "You're so articulate!"

## Microinvalidation

- (Often unconscious)
- Negates a person's lived experience
- Reveals underlying biases

An Asian American professor is asked where they are from. When they reply, "Indiana," their student says, "No, seriously, what country are you from?" suggesting that the professor wasn't born in the U.S.

- "There's only one race – the human race!"
- "I don't see color"

## Microassault

- (Often conscious)
- Explicit derogation
- Obvious

A Muslim student sits in a class in which the professor makes Islamophobic comments during lecture; a cisgender person "checks" a transgender person's crotch to see if they belong in the restroom.

# Impact of Microaggressions

## Internal Dilemma

- Did I interpret that correctly?
- Did she just say what I think she just said?
- What did he mean by that?
- Should I say something?
- They'll think I'm overreacting
- Speaking up is going to hurt more than it helps
- *If I respond, I'll be ...*

## Psychological Consequences

- Intrusive cognitions
- Questioning ability/belonging
- Anxiety
- Frustration
- Decreased self-esteem
- Loss of confidence
- Loss of motivation/drive
- Depression

# Intent vs. Impact

## INTENT of the sender

- Purpose, goal, aim, objective
- Vehicle of communication matters

## IMPACT on the receiver

- The feelings and experiences of the recipient
  - Was there a negative outcome?
  - Were they harmed?
  - *Subjective*

Intent and Impact can be intentional or nonintentional, but regardless the **harm can be very long lasting.**

# What you meant is not as important as what you did. . .

Regardless of what you “meant” impact matters – and “I didn’t mean it” is no excuse.

- The intent can be good but the effect bad  
(like intent can be bad but the effect is good)
- Distinction between identity and behavior:  
Good people make bad choices/mistakes  
(and a bad act does not make a person bad!)

# Crying over spilled milk?



Good or bad, intentional or not, we must deal with the impact of our words/actions.

The sooner we address it, the better

Failure to accept responsibility and address the impact can result in long lasting, if not permanent, consequences

# Prioritizing Impact

1. Enhance your socioemotional intelligence to recognize verbal/nonverbal cues.
2. Engage in self-reflection: When might you have had a negative impact in your personal or work life (departmental meetings, in the classroom, in hallway conversations & informal gatherings).
3. Avoid making assumptions about people.
4. Nurture intentional relationships across identities.
5. When you see a microaggression or harmful impact, don't be a silent witness – be an active bystander
6. Own up to your mistakes.

# What does it sound like?



“I love your outfit, it’s so exotic!”

- **Intent:** To compliment clothing of a co-worker
- **Impact:** Singles out the co-worker for a cultural/religious characteristic; “exotic” comes across passive aggressive for “weird”
- **Best Bet:** Avoid qualifiers and simplify the statement to an *appropriate* compliment.

# What does it sound like?

“Wow, your hair is so cool and different!  
Can I touch it?”

- **Intent:** To take notice of a change of hairstyle
- **Impact:** Singles out the co-worker for a natural characteristic, objectifies the co-worker and their hair, imposes on personal boundaries
- **Best Bet:** Simplify the statement to an *appropriate* compliment. DO NOT TOUCH.



# What does it sound like?



“Why can’t they just learn to do it the way we do it?”

- **Intent:** To express a desire for consistency, ease of process/function
- **Impact:** Implies that “our” way is the only way, minimizes experiences/culture that may influence actions, othering
- **Best Bet:** Endeavor to appreciate, learn about, and understand varied perspectives

# What does it sound like?

**“I Don’t See Difference. We’re All Part of the Same Race – the Human Race.”**

- **Intent:** Reinforces the idea that I treat all people the same and do not discriminate.
- **Impact:** Dismisses and denies the reality of race, privilege and discrimination. It is easy to avoid these conversations.
- **Best Bet:** Acknowledge that even though we are all part of the same race, *we do not treat everyone with respect* even though everyone is entitled to that respect.

# What does it sound like?

“(Silence)”

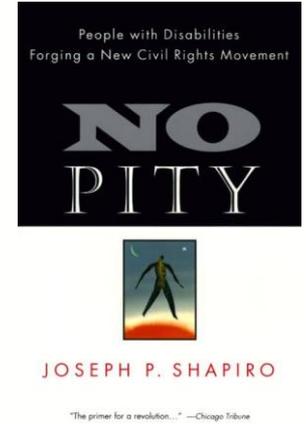
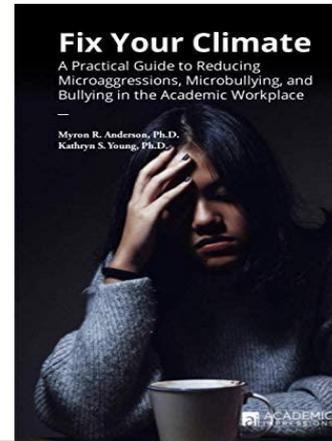
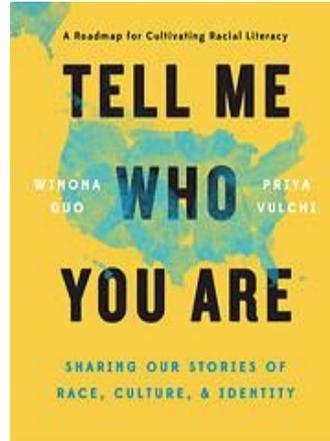
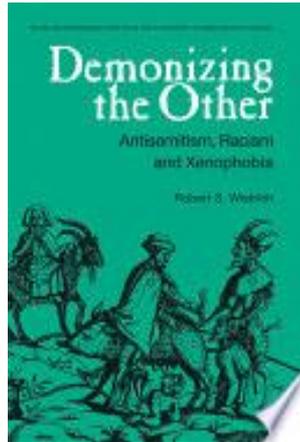
- **Intent:** To not appear to approve of, agree with, or join in with what the person is saying.
- **Impact:** The impacted group or individual feels that you do not care.
- **Best Bet:** *Take immediate action* to break the cycle of ignorance and bigotry.

# Checkpoints

- Are you holding each other accountable?
- Are you on target?
- Are there safe spaces to go if there are issues?
- Have you set up group norms for boundaries on communication? Do you reinforce those norms?
- Are you willing to be challenged? If so, how?



# Resources



# Extension Resources

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Extension and Outreach

Professional Development

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## Diversity and Inclusion



Iowa State University Extension and Outreach celebrates all identities, cultures, and backgrounds and actively works to foster a climate that is grounded in respect, value, and belonging. In our organization, diversity, equity, and inclusion support constructive workplace and educational environments and promote excellence throughout the organization. Within the Professional Development unit, we offer a variety of educational DEI opportunities that will motivate, challenge, strengthen and enlighten county and campus-paid staff, faculty and elected council officials. Whether it is a face-to-face workshop, a virtual learning event, or an ongoing book club, if you are interested in participating in research- and evidence-based educational experiences, contact [Gayle Coon](#) for more information.

[Extension 21-Day Equity Challenge](#)

[Coming Together for Racial Understanding](#)

[Navigating Difference](#)

Sponsored Programs:

[Race the Power of an Illusion](#)

[OUCH! That Stereotype Hurts: Communicating Respectfully in a Diverse World](#)

[Understanding Implicit Racial Bias](#)

## Upcoming Events

**31**  
OCT  
1:00 PM  
[Extension 21 Day Equity Challenge](#)  
Online

**08**  
NOV  
9:00 AM  
[Coming Together for Racial Understanding](#)  
Online

**10**  
JAN  
8:30 AM  
[Navigating Difference](#)  
Online

**13**  
JAN  
9:30 AM  
[OUCH! That Stereotype Hurts: Communicating Respectfully in a Diverse World](#)  
Online

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## Extension 21 Day Equity Challenge

Monday, 10/03/2022 1:00 PM - Monday, 10/31/22 2:00 PM  
Next Session: Monday, 10/31/22 01:00 PM

Online

The Extension 21 Day Equity Challenge will be hosted by the Iowa State University Extension and Outreach Professional Development unit. United Way of Central of Iowa rolled out this virtual event in 2020. Thousands of central Iowans signed up to participate online that year. We are using the free content from United Way of Central Iowa and formatting it in a way that we hope, will be user friendly and manageable for Iowa State University Extension and Outreach staff and faculty.

The [21-Day Equity Challenge](#) is a powerful opportunity to develop a deeper understanding of how inequity and racism affect our lives and our community. The experience deepens understanding, suggests ways to take action, and helps launch what we hope will be a lifelong commitment to improving equity and inclusion in our community. The self-guided learning journey examines the history and impact of racism, and how it has shaped people's lives. The experience deepens understanding and helps launch what we hope will be a lifelong commitment to improving equity and inclusion.

# Discussion/Questions



HERE FOR  
**YOU**

NOW. **ALWAYS.**

IOWA STATE UNIVERSITY  
Extension and Outreach



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