

## **The Williams Office of Communications: Our Commitment to Diversity, Equity, Inclusion and Accessibility**

A robust commitment to diversity, inclusion, equity and accessibility is central to [Williams' values and strategic vision](#), and thus to our work in Communications. We want our people and culture, our work products and our partnerships to include a broad range of identities and abilities, experiences, stories and points of view.

Our team will work towards these goals through a combination of short- and long-term strategies, including the following:

1. *Through our publications and program:* Ensure that our communications work is accessible, appealing and inclusive to the full Williams community and informs our audiences about the nature, importance and influence of DEIA work at Williams.

Goals include:

- Engage outside experts to conduct a **full DEI or DEIA audit** of current college publications and communications from our office. Using the audit results, develop and carry out a prioritized program of relevant enhancements.
- Set annual **institutional messaging and communications strategies that incorporate DEIA principles** into the framework of stories we tell about Williams through institutional channels.
- With input from the Williams Staff Committee and other campus partners, continue building an **internal/campus communication program** attentive to the interests and needs of diverse campus constituencies.

2. *Through our processes:* Develop systems and processes that provide a suitable infrastructure for our work on diversity and inclusion.

Goals include:

- Develop a **style guide on inclusive language** for application in college communications and publications, in partnership with the [Communications Advisory Group](#), the [Office of Institutional Diversity, Equity and Inclusion](#), and others.
- Create a set of **web accessibility standards** for the college, then identify and seek the resources needed to implement these standards and ensure ongoing compliance.
- Continue and, if possible, expand our program of **translation of college communications**, making them more accessible to non-English speaking audiences.

3. *Through our people:* Diversify our team, make our own workplace more inclusive, equitable and accessible, and fully participate in comparable efforts college-wide.

Goals include:

- Build relationships with MinCO, the ABC groups and others, with the goal of **recruiting applicants for student employment from communities currently underrepresented in our team and the profession as a whole.**
  - As part of the student employment experience, offer **mentoring and professional networking with a diverse community of professionals**, via partnership with the '68 Center for Career Exploration and our own industry contacts.
  - Commit to a five-year cycle of **external reviews that explicitly incorporate DEIA perspectives**, among others.
  - Work toward **long-term creation of a [Communications fellows program](#)** offering early-career experience to Williams graduates interested in our field, with special attention to attracting candidates from historically underrepresented groups.
  - **Build relationships with career offices at minority-serving institutions and other schools with diverse student populations**, to enhance the diversity of our candidate pipeline for staff positions.
4. *Through our partnerships:* Enhance our efforts through strategic partnerships, and offer expert counsel that helps campus units incorporate DEIA principles into their own communications.

Goals include:

- Continue to **collaborate with the Stockbridge-Munsee Tribal Historical Preservation Office** and campus partners on communications that raise awareness about historical and present-day relations between the college and tribe.
- Offer and sponsor **campus trainings on inclusive communications and marketing strategies** and other, relevant topics.
- Encourage our staff to **contribute to DEIA efforts within their respective professional associations** and eventually incorporate this into people's annual goals.