HOW IT STARTED: PROCESS

➤ Initiate active reporting
➤ Transparency: to inform stakeholders
➤ Humble affirmation, validation

➤ Board training, reflection
➤ Commitment to diversity (November 2021)
➤ Larry Graham, The Diversity Pledge Institute
➤ Continuous growth, accountability
HOW IT’S GOING: PROGRESS

➤ Heightened awareness among all committees, projects, programs

➤ Increased representation in visuals (including NSMC materials)

➤ Application questions
  ➤ Built into job description, interviews

➤ Increased participation in Scholastic Journalism Week featured schools
MEMBERSHIP DATA

- Roll Call
  - Initial data collection
  - Encourage self-reporting
- School, program, staff, self
- National Diversity Audit (July 2022)
INCREASED COVERAGE

➤ C:JET article — Andrew Chambers, MJE
➤ NCTE session — Evelyn Lauer, MJE; Val Kibler, MJE; Sarah Nichols, MJE
➤ More than 3,000 attendees (virtual)
➤ Collection of 37 stories
SOCIAL MEDIA

➤ 10 posts @jeapresident
➤ Resources
➤ For members
➤ For journalism students
DEI POSTS @ JEA.ORG

➤ Specific online content
➤ Kristin Taylor, MJE & Sergio Yanes, CJE
➤ Promotion from HQ
➤ Lindsay Porter
IMPROVEMENT AREAS

➤ Better Together initiative — administrator representation
➤ Semiannual report
➤ Awards
  ➤ Individual honorees
  ➤ Diversity Award
➤ Photo coverage
➤ Retention: Outreach Academy
➤ Affinity group
➤ 2023 Election
➤ We need to engage all leaders to take active roles on an ongoing basis
THANKS!

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