Chapter Diversity

Does your Chapter struggle with diversity? Many Chapters find awesome Members and then keep finding more awesome Members just like them. Having a variety of different backgrounds, personalities and perspectives represented in your Chapter is good for everyone. Each of us represents a variety of diversities. None of us is just one thing, and it's important not to generalize too much. At the same time, in order to ensure inclusivity, you may need to take a hard look at who is represented in your organization and who isn't. Now is an awesome time to diversify your Chapter, and here are some ideas to get you started:

1 Plan Recruitment Events with an audience in mind
Want more creative types to join your Chapter? Get crafty at a Recruitment Event-- painting, pottery or calligraphy--and give the artists in the room an opportunity to show off.

2 Partner with diverse organizations to host events
Develop partnerships with campus organizations with diverse membership and members unlike those in your Chapter.

3 Connect with offices that support diverse groups
The Athletic Director would be a great person to get to know if attracting athletes is of interest. Find ways to communicate with those students in particular.

4 Increase visibility of all Members
Show that your Chapter is a safe place for everyone and that anyone will find someone with whom they have something in common by putting different Members in the forefront.

5 Host open events that appeal to a broad audience
Looking to recruit more service-minded individuals? Make your next event a volunteer opportunity serving the community to attract just the students you are looking for.

The diversity of your Chapter should at least reflect the diversity of your campus. If your Chapter lacks diversity, start by asking the following questions and come up with a plan for diversifying your Chapter:

- Who is not represented in our Chapter currently (e.g. domestic students of color, nursing majors, international students, leaders of athletic teams)?
- What factors may be causing our Chapter to be less diverse than it should be?
- What steps can we take to attract students who reflect the diversity of our campus?
- What can we do to create an environment within our Chapter that is welcoming to differences and comfortable for individuals from a variety of backgrounds and experiences?