



One Size Fits None

A Roundtable on Culturally Responsive
Communication in College Access

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Agenda

- Introductions & Who's in the Room?
- Background/stage setting
- What is Culturally Responsive?
- Best Practices for Messaging
- Breakout groups
- Discussion/Q&A

Setting the Stage

Social capital = who you know

Cultural capital = what you know





WHO ARE
YOU?



ACHIEVEMENT

GAP vs. DEBT



In Your Program

1. WHO are your target audiences?
2. Which one is most challenging when it comes to culturally competent communication?

People tend not to hide their uniqueness



What do you want your audience to...

know?

think?

do?

While an occasional disinclination to exercise is exhibited by all age cohorts, the likelihood of PHO* makes even mildly strenuous physical activity all the more imperative.

*positive health outcomes

JUST DO IT.



The priority application deadline to be considered for all types of financial aid is March 1st in the year prior to the fall semester. For full consideration, please be sure to submit your initial application materials prior to this date!

Apply by March 1 each year. Late applications are accepted, but the sooner you apply, the better.

Table Talk

1. What strategies did you use to better understand the unique culture/needs of your target audience?
2. What strategies do you employ to reach your target audiences?
3. What messages do you employ?
4. What has worked/not worked?

- **My Multicultural Self**
[tolerance.org/lesson/my-multicultural-self](https://www.tolerance.org/lesson/my-multicultural-self)
- **Using Plain Terms**
[tolerance.org/supplement/using-plain-terms](https://www.tolerance.org/supplement/using-plain-terms)
- **Do's/Don'ts for Culturally Responsive Communication**
[tolerance.org/sites/default/files/documents/tt_abc_do_and_dont.pdf](https://www.tolerance.org/sites/default/files/documents/tt_abc_do_and_dont.pdf)
- **Culturally Responsive Family Engagement**
[tolerance.org/supplement/family-engagement](https://www.tolerance.org/supplement/family-engagement)
- **Crafting a Communications Plan**
edpartnerships.org/sites/default/files/events/2016/02/Crafting%20a%20Communications%20Plan.pdf

Resources



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