



New York City!  
Hilton New York  
February 5-8, 2017



**EXCEL • PROVE • MOBILIZE**

# NCCEP/GEAR UP CAPACITY-BUILDING WORKSHOP

Culturally-Responsive  
Communications in GEAR UP:  
Understanding and Overcoming Barriers  
to Communication



# One Size Fits None

A Roundtable on Culturally Responsive  
Communication in College Access

Jeff McKinney, The Angkor Group

Kim Drummond, GEAR UP Kentucky

Nicole Saenz, Region One GEAR UP (TX)

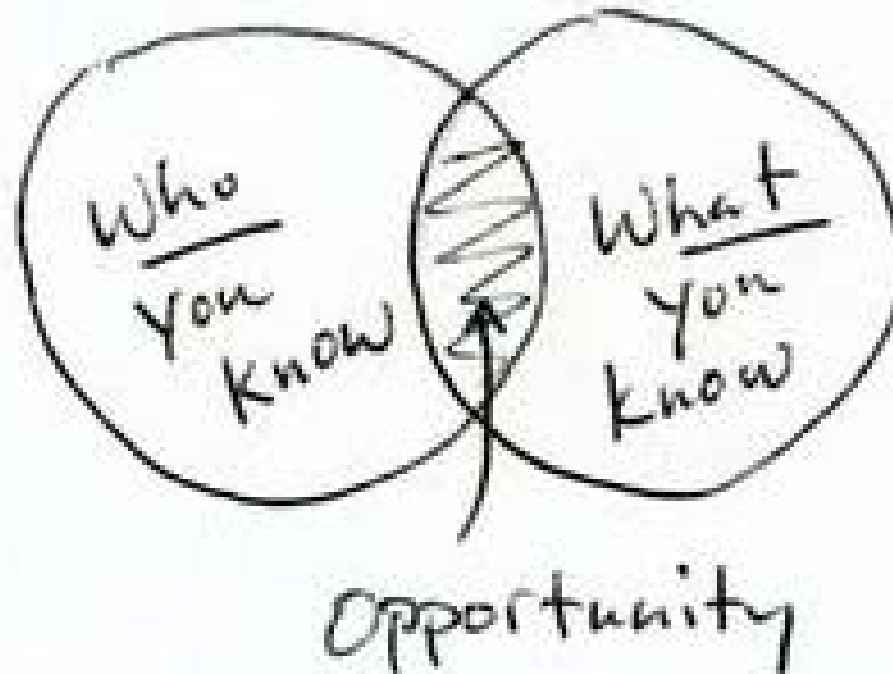
# Agenda

1. Introductions & Who's in the Room?
2. Setting the Stage
3. What is Culturally Responsive & Cultural Intelligence
4. My Cultural Identity
5. Best Practices for Messaging
6. Communicating Our Way
7. **BREAK (30 min)**
8. Communication Development Teams
9. Discussion/Q&A

# Setting the Stage

Social capital = who you know

Cultural capital = what you know




# Cultural Intelligence

- Why is this important?
- Elements of CQ Model
  - Drive
  - Knowledge
  - Strategy
  - Action

ACHIEVEMENT

GAP VS. DEBT



WHO ARE  
YOU?

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.

# ACTIVITY

Communicating Our Way

**TIME** 😊  
FOR A  
**BREAK**

# ACTIVITY

## Communication Development Teams

**PLEASE CHOOSE A TABLE  
based on the target audience  
you would most like to  
further discuss**



# Communication Development Teams

- **Activity:**
  - In your groups, you will create a lesson that is culturally responsive to the needs of your audience.
- **Review the Sample Lesson Plan**
- **Each group will share their lesson via Google Drive**

# Communication Development Teams

## Notes:

- Please identify your audience, including whether the lesson is for students or parents.
- Please include resources that are accessible to everyone.

# Communication Development Teams

Please upload your lessons to a  
shared Google Drive

**[goo.gl/oLlIRk](https://goo.gl/oLlIRk)**

# Reflection

- How can this Communication Development Teams activity be replicated in your grant?
- How are we continue to support one in another in developing lessons on a state or national level?

- **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](https://edpartnerships.org/sites/default/files/events/2016/02/Crafting%20a%20Communications%20Plan.pdf)

## Resources



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**Contact Info**

# Thank you for attending this workshop!

To download materials used  
during this session, please visit

<http://www.edpartnerships.org/materials>