SUGGESTIONS FOR MAKING EQUITY AND DIVERSITY MORE PROMINENT ON PURDUE’S WEB SITES

Dear [Insert appropriate name here]

The Equity and Diversity Standing Committee of the University Senate has been reaching out to units across campus in order to offer some suggestions for improving their equity and diversity web presence. As you know, the university units’ websites are often the very first contact that prospective students, faculty and staff might have with Purdue University. Therefore, we hope that the suggestions provided below will assist in enhancing the image Purdue University projects in relation to its commitment to issues of equity and diversity. The responses we have received from various units have been quite positive—and we are already seeing many tangible improvements.

In order to keep the process moving ahead and in response to questions that have come up along the way, we have put together a more specific list of suggestions that we believe will have a significant and positive impact.

Suggestions for Improving Purdue’s Equity and Diversity Web Presence across Campus

1) “Diversity” should be a key word tab at the top of all Purdue homepages. Both of the following units- Health and Human Sciences and the Graduate School—have clear and prominent links to topics related to diversity.

   http://www.purdue.edu/hhs/ (Diversity in the top gold bar)
   https://www.purdue.edu/gradschool/ (Diversity in top gold bar)

2) When “diversity” is clicked on, the user should be taken to a page specific to that unit. We suggest including a brief statement about why diversity is important to that unit.

3) Welcoming images should be prominent (e.g., students and faculty from diverse backgrounds engaged in some activity related to the function of the unit).

4) Stereotypes should be avoided. For example see current photo from Purdue’s main webpage: Anglo, older male, wearing a lab coat inside a lab, and apparently instructing a female student who is using lab equipment.

5) Dark and incongruent images that send confusing messages should be avoided (e.g. one of the photos from the Purdue’s main webpage shows a student of color sitting in a tiny room without windows, smiling while apparently looking at his laptop. In the same frame, another student of color (on the left) is barely noticed since most of her face is cropped out of the photo).

6) Consider including a rolling slide of engaging photos that showcase current events, achievements, and/or other key information about that unit or similar interactive and dynamic component (see for example, the College of Education’s
7) The “diversity” tab, mentioned in #1 above, should also have links to several university resources and a brief description of each, including:

A link to the Unit’s Equity and Diversity Committee
Black Cultural Center: http://www.purdue.edu/bcc/
Latino Cultural Center: http://www.purdue.edu/lcc/
Native American Educational and Cultural Center: http://www.purdue.edu/naecc/
Asian/Asian American Cultural Center (recently established)
LGBTQ Center: http://www.purdue.edu/lgbtq/
Purdue’s Nondiscrimination Policy
Statement: http://www.purdue.edu/purdue/ea_eou_statement.html
Division of Diversity and Inclusion: http://www.purdue.edu/diversity-inclusion/
Office of Institutional Equity: http://www.purdue.edu/ethics/oie/
A link to the unit’s strategic plan assuming that strategic plan highlights the need for diversity and inclusion.
A link to the Multicultural Programming Office in the relevant college.

We thank you for your attention to these suggestions.

The University Senate’s Equity and Diversity Committee