More than Words Campaign

Objective: Use a week long campaign culminating with an event to focus on the power of words. Particularly, on how words can hurt, especially with regard to race and cultural relations on campus.

Steps taken:
1. Interview students and faculty on campus
   a. Reach out to leaders of various multicultural groups on campus
      i. Spend time listening and gathering information on student experiences
      ii. Ask leaders for other students or faculty members who would be interested in talking about their experiences
      iii. Examine information gathered for trends and shared experiences across varying groups
   b. If leaders, students, and faculty are comfortable with sharing their stories, document these stories in a multimedia format
      i. Allow for the interviewees to choose if they want their story to be told through a video, photo, or a written post
      ii. Create a facebook or social media page for the campaign
      iii. Share stories throughout the week of the campaign while also creating and distributing posters regarding the event component of the campaign
   c. Conclude the weeklong campaign with an event
      i. Have a panel of speakers who are willing to share their experiences and expertise regarding cultural interactions and the power of words
      ii. Open up the event to all students and specifically invite staff
      iii. Facilitate small group discussion throughout the event

Challenges:
1. Including and attracting members of non-marginalized communities/people who haven’t been previously interested or engaged in the issue at hand
   a. Solutions:
      i. Make the ask as easy as possible. Schedule the event for a relatively convenient time and in a central location.
      ii. Gain credibility for the project by contacting a department (e.g. the global studies department) that would be interested in engaging with the campaign
iii. Encourage people to come through conversation and advertising

2. Quantifying the event
   a. Solutions:
      i. Use surveys to gauge the influence/scope of the campaign
      ii. Track the number of people viewing videos and who participate in the event

3. The negative connotation of the word “microaggression”
   a. Solution:
      i. Rebranding the campaign through focusing on the power of words in general

4. Lack of followup
   a. Solutions:
      i. Continue with the social media pages by assigning the page to interns or committee members, continue to share stories about the power of words
      ii. Check back in with people who shared their stories. Assess how the project impacted them
      iii. Incorporate the information learned from the campaign into diversity training for faculty