



Compositional Diversity Protocol
Created and maintained by the Office of Marketing and Communications
Last revised June 2020

Presented to/informed and affirmed by:
Office of Undergraduate Admissions, December 2019
Office of Disability Services, October 2019
Messiah College Gender Concerns Committee, April 2019
Messiah College Campus Climate Team, March 2019
(biannual review cycle est. 2019)
Messiah College Multicultural Council, April 2019/February 2019
(biannual review cycle est. 2019)
Messiah College President's Cabinet, November 2012
Messiah College Diversity Committee, September 2011 (annual year)

Guiding principles:

The Office of Marketing and Communications (OMC) understands and acknowledges

x the audience inclusion imperative

- x the challenges of Messiah's aspirations related to diversity versus Messiah's current reality, and the ongoing tension of striving to bring these into balance when determining how best to practice inclusive excellence in marketing;
- x the importance of being sensitive, and not to disrespectfully single out

age, gender, ethnicity, race, culture, or any other factors related to compositional diversity.

The Bridge magazine

- x Feature story ideas for The Bridge Messiah's magazine are proposed, developed, and affirmed by the president and the vice president for advancement based upon magazine objectives and are also evaluated on the quantitative and qualitative representation of underrepresented populations and perspectives not only issue-by-issue but also over several previous issues.

o

x

Print marketing communications

- x Print publications and ads for which OMG is the client, and also admissions ads and publications are evaluated to ensure a broad range of diversity images including age, gender, ethnicity, race, culture, Christian faith traditions, special abilities, curricular/extra-curricular and academic disciplines
- o However, it should be noted that we have many clients who typically provide images for their publications.