

Volunteers and clubs are a valuable asset to SDSU Extension and by association are considered an arm of Extension. Any organization associated with SDSU Extension must conduct business with the same standards and attitudes as that of SDSU Extension.

Club members, officers, leaders, and volunteers must understand the value of diversity and the expectations for equal opportunity requirements. Equal opportunity requirements apply to any setting where clubs meet collectively within a county, region, state or nationally. The membership of all clubs operating in interracial and non-interracial communities must be open to all individuals regardless of race and gender.

It is the policy of SDSU Extension to comply with federal law Title IX, which prohibits discrimination against individuals on the basis of gender. Title IX prohibits sex discrimination, including sexual harassment. Sexual harassment can be in various forms. A serious form of sexual harassment is sexual violence. Sexual violence includes sexual assault, rape, battery, sexual coercion and all forms of domestic violence. Another form of sexual harassment is quid pro quo, and occurs whenever anyone in authority misuses his or her power to coerce sexual favors. Other behaviors that could be considered harassment include sharing sexually explicit or offensive jokes, making suggestive or offensive comments, or touching someone on any part of their body. Harassment on any grounds is strictly prohibited.

SDSU Extension offers access to its programs and activities without discrimination based on sex, race, color, creed, national origin, ancestry, citizenship, gender, gender identification, transgender, sexual orientation, religion, age, disability, genetic information, veteran status, or any other status that may become protected under law against discrimination. Harassment is a form of discrimination and is not permitted. Individuals with concerns should contact the SDSU Title IX/Equal Opportunity Coordinator in the University Office of Human Resources at 605-688-4128.

Clubs and volunteers have the same civil rights requirement as SDSU Extension staff in that they must encourage minority and underserved or underrepresented populations to participate in its programs and activities. Clubs and volunteers are responsible for inviting all potential members to participate without regard to race, ethnicity or gender. Clubs and volunteers must also be able to prove through documentation that they have made efforts to reach out to minority and underserved or underrepresented populations.

Minorities include all racial or ethnic minorities, females, and it could include males when participation has been traditionally limited to females. Underserved or underrepresented populations are groups of people that have typically been ignored, discriminated against, or denied access, such as low-income people, the elderly, the LGBT community, different religious groups, or those with disabilities.

To help reach minority and underserved or underrepresented populations, you need to know your potential audience. Your potential audience is any individual or group that could be interested in or benefit from your program. This is based on the area you are serving and the goals of your program. To determine your potential audience, you need to understand the demographics of your area by using as many resources as possible. This includes Census and local data, community trends, personal contacts, as well as learning about the cultures and ethnicities in your area.

Assurance Statements document the commitment of organizations and volunteers to comply with civil rights policies and regulations. All clubs, volunteers, educational partners, cooperating organizations, and entities must sign Assurance Statements. The Assurance Statements must be renewed annually.

## **Examples of Outreach Efforts**

### **Minority and Underserved or Underrepresented Populations**

The following delivery methods are examples that could be used to create program awareness to minority and underserved or underrepresented populations and are examples of contacts that should be documented in the Public Notification Log:

Mass media – TV, radio, newspaper, and internet that ...

*... reach minority and underserved or underrepresented populations*

Mailings and press releases that ...

*... reach minority and underserved or underrepresented populations*

Newsletters, circulars, and flyers that ...

*... reach minority and underserved or underrepresented populations*

Posters and brochures that ...

*... reach minority and underserved or underrepresented populations*

Promotional materials that ...

*... reach minority and underserved or underrepresented populations*

Minutes or notes from meetings that ...

*... discuss minority and underserved or underrepresented populations*

Personal contacts that ...

*... reach minority and underserved or underrepresented populations*

Notes from phone conversations that ...

*... reach minority and underserved or underrepresented populations*

Personal letters or invitation letters that ...

*... reach minorities and the underserved or underrepresented population*

## Public Notification Log

Person Reporting & Date of Event	
Delivery Method	
Program, Activity or Purpose	
Targeted Protected Audience	
Person Reporting & Date of Event	
Delivery Method	
Program, Activity or Purpose	
Targeted Protected Audience	
Person Reporting & Date of Event	
Delivery Method	
Program, Activity or Purpose	
Targeted Protected Audience	
Person Reporting & Date of Event	
Delivery Method	
Program, Activity or Purpose	
Targeted Protected Audience	
Person Reporting & Date of Event	
Delivery Method	
Program, Activity or Purpose	
Targeted Protected Audience	

**Make sure you are specific when identifying the targeted protected audience.**

**Copies of printed materials such as posters or brochures that correspond to the entries in this log should be placed in the Public Notification Folder in the Civil Rights File.**

## Public Notification Log

Person Reporting & Date of Event	<i>Martin Davis 3/16/15</i>
Delivery Method	<i>In person</i>
Program, Activity or Purpose	<i>Personally invited Hispanic senior couple to a Master Gardener Open House</i>
Targeted Protected Audience	<i>Hispanic couple</i>
Person Reporting & Date of Event	<i>Kris Sorski 12-18-15</i>
Delivery Method	<i>telephone</i>
Program, Activity or Purpose	<i>New Roots for New Americans - community gardening</i>
Targeted Protected Audience	<i>Somali refugees</i>
Person Reporting & Date of Event	<i>Mary Gellby - May 2015</i>
Delivery Method	<i>KLND 89.5 Native American radio station</i>
Program, Activity or Purpose	<i>promo for Achievement Days</i>
Targeted Protected Audience	<i>Native Americans</i>
Person Reporting & Date of Event	<i>Janet Massder 11-18-15</i>
Delivery Method	<i>monthly staff meeting</i>
Program, Activity or Purpose	<i>Discussed during staff meeting methods to reach out to the Karen population</i>
Targeted Protected Audience	<i>Karen population in the Huron area</i>
Person Reporting & Date of Event	<i>Robyn Hearty 1/11/2015</i>
Delivery Method	<i>Newspaper - Clark County Courier</i>
Program, Activity or Purpose	<i>Annie's Project</i>
Targeted Protected Audience	<i>women in agriculture</i>
Person Reporting & Date of Event	<i>James Ofstad 7-10-15</i>
Delivery Method	<i>Hung poster at local convenience store that is frequented by Native Americans</i>
Program, Activity or Purpose	<i>Robotics Challenge</i>
Targeted Protected Audience	<i>Native Americans</i>

## Race and Ethnicity Definitions

Although the definition of race typically includes physical characteristics like skin color or bone structure, the government prefers to define it based on a person's origin:

### **White**

A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

### **Black or African American**

A person having origins in any of the Black racial groups of Africa.

### **American Indian or Alaska Native**

A person having origins in any of the original peoples of North and South America (including Central America) and who maintains tribal affiliation or community attachment.

### **Asian**

A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.

### **Native Hawaiian or Other Pacific Islander**

A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.

Ethnicity refers to cultural factors, including nationality, regional culture, ancestry, and language. Hispanic or Latino indicates a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race. Two designations are used because Hispanic is commonly used in the eastern portion of the U.S. and Latino is commonly used in the western portion.

SDSU Extension is an equal opportunity provider and employer in accordance with the nondiscrimination policies of South Dakota State University, the South Dakota Board of Regents and the United States Department of Agriculture.

[Learn more at iGrow.org.](#)