

## **CIRCA 2020-2021 Current ACTION ITEMS**

Goal: Action items for 2020-2021 conference activities; best practices compiled

### **CMUNNY**

- Philanthropic engagement
- Diverse and representative sample of speakers

### **CESIMS**

- Taking the W out of WBA
- Diversity and Inclusion Trainings worked into the programming for conferences and teachers
- Booking speakers with inclusion in mind
- Supporting Black-owned businesses for catering
- Reinforcing diversity and inclusion guidelines during the conference
- Geographic diversity with committees (should be easy since we allow mainstream committees)
- Give more attention to planning our BIPOC in MUN panels and make sure we have a lot of representation

### **CMUNCE**

- Land recognition
- Multicultural shows worked into the programming
- Elevating POC artists with our merchandise
- Identifying POC vendors in the community

# **CIRCA Conference Operations Anti-Racism BEST PRACTICES (2020)**

## **I. General Practices**

### **A. Taking the W out of WBA**

1. There is no need to dress in Western Business Attire for our conferences. Delegates should have the opportunity to wear dressed up/business attire that is representative of their background and comfort.

### **B. Land Recognition**

1. At the beginning of every conference and committee session, the Secretary-General and the Crisis Director/Chair, respectively, should recognize the land that has been stolen in order for the conference to occur. If the event is held at Columbia University, the land was stolen from the Lenape People.

## **II. Programming**

### **A. Opening Speakers/Speakers for Panels**

1. While looking for opening speakers, diverse voices should be kept in mind. Looking for diverse voices includes looking for individuals across races, gender, ethnicities, and backgrounds.
2. One way to ensure diverse voices for speakers is to center the conversation around topics that everyone from any background can contribute to or learn from.

### **B. Special Events**

1. Instead of the Delegate Social, CMUNCE is holding a Multicultural showcase highlighting diverse voices. While not a requirement, events such as these should be included in conferences in some ways to ensure that MUN does a better job of representing diverse voices. When thinking of how to improve a conference and make it more anti-racist think of creative ways to include diverse voices.

## **III. Marketing**

### **A. Elevating BIPOC artists with our merchandise**

1. Recruit BIPOC artists from Columbia to create merchandise designs
2. Make use of social media platforms to share the designs
3. Give credit everywhere
4. Shout them out on our conference websites

### **B. Identifying POC vendors in the community**

1. Crowdsource POC businesses in the Columbia community via social media outreach, such as an Instagram question sticker

### **C. Supporting black owned businesses for catering**

1. Take advantage of lists of Black-owned restaurants in the area
2. Shout them out on social media accounts
3. Give them good ratings on Yelp/Google
4. Shout them out on our conference websites

**D. Zero tolerance for discrimination statement on website (racism, sexism, homophobia, transphobia, etc)**

**E. Resources**

1. Since this is in the area of marketing, we want to make sure social media and our websites are our main resources
2. [Minority/Women Business Directory](#) for NYC
3. [Black Business List](#) and [Directory of Black Owned Businesses and Organizations \(DOBOBO\)](#)

**IV. Sponsorships**

**A. Intentionality in branching out for sponsorships:** For conference sponsorships, try to be intentional in reaching out to diverse businesses and organisations to offer advertising and sponsorship opportunities.

1. Identify black/minority-owned businesses and startups to diversify those who sponsor your conference! Check out these resources and directories:
  - a) [Minority/Women Business Directory for NYC](#): A directory for NYC based minority- and women-owned businesses and startups.
  - b) [Black Business List](#): This directory lists businesses and startups owned and operated by Black business owners. The directory has the option to sort businesses by state as well as lists those with nationwide services.
  - c) [Directory of Black Owned Businesses and Organizations \(DOBOBO\)](#): DOBOBO helps you find Black Owned businesses and organisations in your area. You can sort the businesses according to sector.
  - d) [Black Pages](#): A directory recommended by Gregg Bishop, Commissioner of the NYC Department of Small Business Services (SBS). Use the search bar to find companies in relevant sectors.

**B. Speak to your secretariat once conference planning begins to keep an eye out for the year's fast rising minority-owned startups and entrepreneurs to reach out to for sponsorships.** Great websites to find recent well-performing businesses include:

1. Forbes (navigate to the Leadership tab and click *Diversity & Inclusion* to find minority specific listicles; sort by 'most recent')
2. Entrepreneur (search 'diversity' or 'minority-owned businesses' in the search tab, or click [here](#))
3. Search through the #BuyBlack and #Blackbusiness hashtags on Twitter for up-to-date information on Black entrepreneurs.

**C. Always follow up!**

1. According to CNN Business, spreading the word is just as important as doing business with minority-owned businesses. After working with them, whether for Marketing or Sponsorships, follow up with a positive review on their website or profile on business pages to boost their visibility.

**D. Consider offering reduced advertisement rates to a select few Social Justice-oriented businesses and organisations.**

**V. Accessibility**

**A. Disability Access**

1. Disability Access Signage
  - a) Make sure to clearly mark accessibility ramps and elevators in and around committee buildings.
  - b) If using an app like CMUNCE's App, offer information in addition to the map about accessibility in each building to remind attendees about signage.
  - c) Keep an eye on signage throughout the duration of the conference. If signs are damaged or obscured, replace/move them so they are clearly visible.
2. Offer delegations the opportunity to declare a need for disability accommodations.
  - a) Google forms can be used for collecting this information. Keep this information in mind when assigning committees to buildings so that the room can be as accessible as possible for the delegates.
3. Keep accessibility in mind when looking for Delegate Social venues!
  - a) For example, a venue with steep stairs and no elevator for wheelchair users is not accessible. One with steep stairs AND an elevator for wheelchair users IS accessible.
4. Resources:
  - a) Overview of [Zoom's accessibility features](#) (for meetings/virtual activities, if applicable)
  - b) A great article about making events more accessible (2018)—[20 Tips for a More Accessible Event](#)
  - c) Read through and educate yourself on the [Information and Technical Assistance on the Americans with Disabilities Act](#)

**B. Financial Accessibility**

1. Use care when inviting delegates out for committee lunch. Provide chairs and CD's some awareness about the financial barriers some delegates may be facing.

2. Keep merchandise on the affordable side. Everyone deserves to take at least a little something home to commemorate the conference experience.
3. Ensure CDs and Chairs know that expecting delegates to buy drinks during delegate social is unacceptable behaviour. Not only is this unfair when considering awards, but it also places an unnecessary financial burden on delegates.

## **Public Relations**

- Philanthropic initiatives