Minitex Webinar
August 13, 2015

More than WORDS Campaign
your voice. your choice.

Presented by:
Demetrius Colvin, Assistant Director in the Department of Multicultural Life
Aaron Albertson, Instruction & Research Librarian
More than Words Video
History and Purpose

NEWS & POLITICS

Why Sexist Language Matters

Gendered words and phrases like "you guys" may seem small compared to issues like violence against women, but changing our language is an easy way to begin overcoming gender inequality.

By Sherryl Kleinman / AlterNet | March 11, 2007

Originally printed in the Center Line, a newsletter of the Orange County Rape Crisis Center.
Moving to Macalester
How the library got involved
"When asked to partner with Multicultural Life on the More than Words Campaign, last year, it was a partnership that I could more than embrace because what is the library without words? We all know the power of words, and words in a book can be even more powerful. In terms of books, to paraphrase Malcolm X, “a single book can change a person’s life.”

- Terri Fishel, Macalester College Library Director
Libraries and *More Than Words*
The Committee:

What was/is the experience of working on this campaign like?
Living out the campaign
Updating and Reviewing the Campaign

The most utilized method of exposure was Posters/postcards at 71% respectively.

Word of mouth was also frequently utilized as a method of exposure with 20% of responses.

The least utilized form of exposure was Other, respectively at 2%, followed by Workshops at 3%.
Updating and Reviewing the Campaign

More Than Words campaign impact on peoples abilities

<table>
<thead>
<tr>
<th>Responses</th>
<th>Count of 5. Impact on your ability to: [Communicate an understanding of multicultural perspectives and experiences when engaging across differences]</th>
<th>Count of 5. Impact on your ability to: [Reflect on how your worldview/cultural background affects your interactions and relationships with others]</th>
<th>Count of 5. Impact on your ability to: [Act in a supportive manner that recognizes the feelings of other cultural groups]</th>
<th>Count of 5. Impact on your ability to: [Understand your own cultural biases, and critique your own assumptions as well as others']</th>
<th>Count of 5. Impact on your ability to: [Learn more about campus and community resources]</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>63 17%</td>
<td>63 17%</td>
<td>63 17%</td>
<td>63 23%</td>
<td>63 23%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>61 36%</td>
<td>61 36%</td>
<td>61 36%</td>
<td>61 21%</td>
<td>61 21%</td>
</tr>
<tr>
<td>Yes</td>
<td>247 67%</td>
<td>247 67%</td>
<td>247 67%</td>
<td>248 66%</td>
<td>248 66%</td>
</tr>
</tbody>
</table>
Updating and Reviewing the Campaign

Relationship between Methods Of Exposure and Impact on Abilities: Acting in a supportive manner to that recognizes the feelings of other cultural groups

<table>
<thead>
<tr>
<th>Response</th>
<th>No Impact</th>
<th>Some Impact</th>
<th>Not Applicable</th>
<th>Significant Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count of Posters/post cards</td>
<td>179 37%</td>
<td>217 44%</td>
<td>10 2%</td>
<td>84 17%</td>
</tr>
<tr>
<td>Count of Daily Piper</td>
<td>52 27%</td>
<td>92 47%</td>
<td>5 3%</td>
<td>47 23%</td>
</tr>
<tr>
<td>Count of Other</td>
<td>13 35%</td>
<td>14 38%</td>
<td>1 3%</td>
<td>9 24%</td>
</tr>
<tr>
<td>Count of Viewed website</td>
<td>19 29%</td>
<td>27 42%</td>
<td>2 3%</td>
<td>17 26%</td>
</tr>
<tr>
<td>Count of Videos</td>
<td>24 35%</td>
<td>51 34%</td>
<td>1 2%</td>
<td>15 32%</td>
</tr>
<tr>
<td>Count of Screen saver</td>
<td>244 34%</td>
<td>98 45%</td>
<td>4 2%</td>
<td>41 19%</td>
</tr>
<tr>
<td>Count of Mac Weekly</td>
<td>55 34%</td>
<td>69 43%</td>
<td>2 1%</td>
<td>34 22%</td>
</tr>
<tr>
<td>Count of Workshop</td>
<td>6 14%</td>
<td>21 49%</td>
<td>8 3%</td>
<td>16 37%</td>
</tr>
<tr>
<td>Count of Word of mouth</td>
<td>107 35%</td>
<td>133 43%</td>
<td>8 3%</td>
<td>59 19%</td>
</tr>
</tbody>
</table>

- All responses indicated that there was "Some Impact" on their abilities when acting in a supportive manner that recognizes other cultural groups.
- Workshops had the highest percentage of impact with 49% in "Some Impact" and 37% in "Significant Impact".
- Posters and postcards had the highest percentage of "No Impact" with 37%.
Updating and Reviewing the Campaign

Relationship between Total Methods Of Exposure and Understanding of More Than Words Campaign

- Those that were exposed to 8 methods of exposure had the highest level of understanding the “More than words” campaign at 100%.
- Those that were only exposed to 4 methods or less had a lower level of understanding.
Updating and Reviewing the Campaign

Understanding More than Words Campaign - Gender

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
<th>Genderqueer</th>
<th>Male</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No</strong></td>
<td>20</td>
<td>1</td>
<td>25</td>
<td>17</td>
</tr>
<tr>
<td><strong>Somewhat</strong></td>
<td>36</td>
<td>14%</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td><strong>Yes</strong></td>
<td>174</td>
<td>86%</td>
<td>55</td>
<td>13</td>
</tr>
</tbody>
</table>

- Genderqueer people had the highest level of understanding of the “More than Words” campaign with 86%.
- Females had the second highest level of understanding the "More than Words" campaign with 76%.
- Those that didn’t identify had the lowest of Yes’s with 37%.
- Males had the highest level of NOT understanding with 25%.
I don’t want to admit what I don’t know so I don’t look stupid or bigoted
Nobody uses this word anymore
How can words that almost everyone uses on a daily basis hurt other people?
There are bigger concerns and issues to take up than this
I don’t want to be judged for using language that others deem to be “bad”
This issue isn’t black and white, words have different contexts
This isn’t a real problem
If someone takes offense to these words, that is their problem not mine
Nobody can tell me what I can and can’t say
People already know not to use this word, why bring it up again?
Should I censor myself from saying every word than can possibly offend someone?
Just talking about this is racist
Nobody at Macalester uses words like these
That’s not what I mean, you’re taking my words out of context
Who gets to determine whether the hurt and offense I feel is valid?
People at Macalester would never use words like this, we’re smarter and better than that
These words are so pervasive; I feel like I have to ignore how I feel in order to fit in with everyone else
It’s awkward trying to confront a friend or family member about offensive language that I grew up with
Language like this is unacceptable and I will never condone or understand it
People use these words all the time without thinking about what they may mean to people from a different background than them
I still struggle with trying not to use some of these words, especially around my friends
I hate always having to be “that” person who talks about oppression
The language that people use let’s me know who I can trust and who I should be more guarded around
I can’t believe there are people who are still saying things like this
Future Directions

What are Stereotypes?  What are Microaggressions?

Inclusive Language ≠ Political Correctness ≠ Censorship

Gender Inclusivity

Language Policing
Questions

More Than Words Campaign: Macalester College: http://www.macalester.edu/morethanwords/