



All Reasonable Efforts (ARE)

Including Listservs & Social Media

Alda Norris
IANRE evaluation &
civil rights support



Today's slides cover the following aspects of All Reasonable Efforts (ARE):

1. Definition
2. ARE and REG data
3. ARE and mailing lists
4. ARE and social media use
5. ARE examples for Extension and Research

In the context of meeting civil rights obligations,

All Reasonable Efforts (ARE) means:

From Purdue Extension: *All reasonable effort activities are required efforts you need to use when programming with members of one race who function in a multi-racial community.*

The minimum All Reasonable Effort required... for any identified clubs or groups whose membership is all one race, includes the following items:

- 1. Use all available mass media, including radio, newspaper, and television to inform potential recipients, with the multi-racial communities, of the program and of the opportunity to participate.*
- 2. Personal letters and fliers/publications addressed to potential recipients inviting them to participate, including dates and places of meetings or other planned activities.*
- 3. Personal visits... to a representative number of defined potential recipients in the geographically defined areas to encourage participation.*

NIFA Expectations (2018)

AREA	STANDARDS
7. ■ Program Areas (State and Local)	<ul style="list-style-type: none">* Formulated Civil Rights/Equal Opportunity plans ensure that Extension education benefits are provided to the citizens of the State on a nondiscriminatory basis.* All reasonable efforts are carried out to ensure equal access and integration of clubs.* Where program delivery methods is by club:<ul style="list-style-type: none"><i>a.</i> In cooperation with Extension staff members, clubs are responsible for their own public notification efforts, i.e., existence of the club, dates, time, and location of organizational meetings.<i>b.</i> In cooperation with Extension staff members, clubs are responsible for inviting all potential members without regard to race, ethnicity, or gender.

NIFA Expectations (2018)

AREA	STANDARDS	REVIEWER WILL
10. Mailing Lists (Electronic and Non-Electronic)	<ul style="list-style-type: none">* Established written instructions guide staff members on the maintenance, protection and use of clientele mailing lists.* The various mailing lists are representative of the diversity of the population in the geographic areas being served.* Racial minority group members are on the mailing lists	<ul style="list-style-type: none">• Review instructions on the maintenance and use of mailing lists. Review the makeup of mailing lists and determine that racial/ethnic minorities and both sexes are appropriately included.

<https://www.uaf.edu/ianre/about/civil-rights/index.php>

How do we know when to implement ARE?

Look at your REG data.

Do the attendees at your classes and club meetings reflect the diversity of the surrounding community? (Parity)

Mailing lists or listservs

You also need to look at the REG data for your mailing lists to see if they are reaching the groups you intend

Take a survey annually of any mailing lists you manage to collect and analyze REG data of subscribers

If not, take steps to diversify who is seeing your announcements, advertisements and invitations

Listserv Survey Example

Community Survey

We are seeking your feedback about the topics that are important to you! Your input is VERY important to our planning. Please take a moment to tell us about yourself and your interests by DATE. This survey is voluntary and your name is not being collected.

*** Required**



1. First, tell us how useful you find this listserv.

Mark only one oval.

- ☐ Extremely useful
- ☐ Very useful
- ☐ Somewhat useful
- ☐ Not so useful
- ☐ Not at all useful

2. What topics are not covered that could make this listserv MORE useful to you?

3. Gender *

Mark only one oval.

- ☐ Female
- ☐ Male
- ☐ Decline to answer

4. Ethnicity *

Mark only one oval

- ☐ Hispanic or Latino
- ☐ Not Hispanic or Latino
- ☐ Decline to answer

5. Race *

Mark only one oval.

- ☐ White or Caucasian
- ☐ Black or African American
- ☐ Asian or Asian American
- ☐ American Indian or Alaska Native
- ☐ Native Hawaiian or other Pacific Islander
- ☐ Two or more races
- ☐ Decline to answer
- ☐ Other: _____

Don't forget an explanation of why we collect demographic data, and the UA nondiscrimination (indicia) statement at the end.

Who can you reach out to?

Community markets

Other list managers

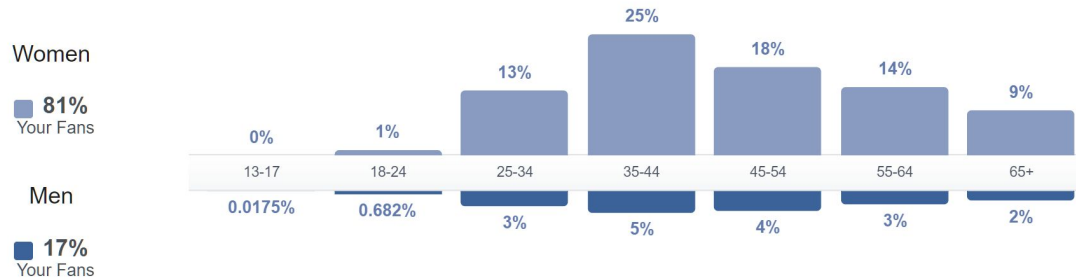
Follow pages and see if they follow you back

Your ideas?

ARE and Social Media

Your Fans	Your Followers	People Reached	People Engaged
-----------	----------------	----------------	----------------

The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	5,423	Anchorage, AK	1,228	English (US)	5,370



Examples of ARE for Research and Extension

- Letters to community leaders
- Putting flyers in areas frequented by diverse groups
- Hosting a table at a cultural event
- Inviting key minority speakers
- Widely publicizing research results
- Building diverse readership and social media networks

Let the community see our events are for people like them!



All Reasonable Efforts (ARE) Resources



- [eXtension Diversity, Equity & Inclusion \(DEI\) Fact Sheets](#)
- [Nielsen insights on radio and TV](#)
- [Pew Research Center on social media use by demographic](#)





Questions?



INSTITUTE OF AGRICULTURE,
NATURAL RESOURCES & EXTENSION



University of Alaska Fairbanks