

# WTJU 91.1 FM – Diversity Plan

July 2014 – June 2015

As part of the University of Virginia, as a recipient of an annual Community Service Grant from the Corporation for Public Broadcasting, and as a media organization committed to excellence and public service, WTJU has developed this diversity plan. It is a working document, and will be revised and amended, as needed.



## The University of Virginia's Commitment to Diversity

Diversity stands with ethics, integrity, and academic excellence, as a cornerstone of University culture. The University promotes an inclusive and welcoming environment that embraces the full spectrum of human attributes, perspectives, and disciplines. When people of different backgrounds come together, they exchange ideas, question assumptions (including their own), and broaden the horizons for us all. A University of Virginia community rich in diversity affords every member equal respect – and provides a forum for understanding our differences as well as our commonalities.

## WTJU's Commitment to Diversity

Among the objectives of WTJU are to present original, rich, and diverse music and public affairs programming, reflecting the broadest educational goals of the University. WTJU serves as a communications link between the University and surrounding communities, fostering closer contact among different groups. WTJU has long been committed to broadcasting diverse forms of musical expression. WTJU is equally committed to promoting an inclusive and welcoming environment that embraces the full spectrum of human attributes. Diversity at WTJU enables the station to carry out its objectives in programming and public service.

### Phase 1: Prepare for Start-Up and establish a framework

#### *Key participants:*

- General Manager as spokesperson for achieving diversity
- General Manager will appoint a diversity committee in each sector of WTJU i.e. Jazz, Folk, Rock, and Classical department members, as well as administrative staff.
- Representative(s) from Advancement HR

#### *Action Steps:*

1. Identify consultants
2. Write out all expectations of each individual
3. Establish an environment of safety and honesty where all participants can express their opinions without risk of retaliation.
4. Find where there is need for diversity and ways in which the staff and volunteers can improve this.
5. Provide educational materials about diversity and organizational change.
6. Consider organization philosophy, policies and practices, volunteer recruitment strategies, interpersonal dynamics, and work environment.
7. Write out how diversity will benefit WTJU

8. How will success be measured? Develop goals.

*Timing:*

The General Manager should plan a timeline. The GM will schedule a meeting to provide educational materials about diversity and organizational change, to organize and unite WTJU's effort for diversity, and to develop momentum and interest.

**Phase 2: Implementation**

*Key Participants:*

The diversity committee will plan and oversee the needs assessments and take responsibility for developing a diversity plan based on the findings. Managers should be prepared to communicate plans to their respective departments and to help build commitment.

*Action Steps:*

1. Consult with HR/EOP and engage in their experience.
2. Hold a "needs assessment" among staff and volunteers. What is needed and how and when will these needs be achieved?
3. Implement other forms of outreach including memos, newsletters, and circulated agendas
4. Create a feedback sheet for participants—track the sentiments and assessments of the program so far and assess how this can be improved.

*Timing:*

Do not rush this process of planning and implementation.

**Phase 3: Evaluation & Redefinition**

Evaluations should take place throughout the process but methodical formal evaluations should be in place to measure the impact of the program and be prepared for progress, no progress, and unexpected change.

*Key Participants:*

The diversity committee and GM, and perhaps an Advancement HR representative, especially for the evaluation portion

*Action Steps:*

1. Evaluation on goals and objectives—were they met? What still should happen?
2. Gather new data
3. Celebrate any success!
4. Use the results of the evaluation to reexamine and redefine its direction, clarify and focus goals and objectives, develop new strategies, and plan for the future.
- 5.

*Timing:*

Evaluation of the program should be practiced throughout informally and formally and assessed in its entirety at the end. Create time for others in WTJU to get involved.