

## STRATEGIC PRIORITIES → GOALS → INITIATIVES

**PRIORITY:** Establish a commitment to anti-racism work within the MACAC organization

While prior MACAC strategic plans have touched on the need for a focus on diversity, equity, and inclusion, anti-racism work needs to function as a predecessor to those efforts. We have both the resources and the responsibility to focus on dismantling the systemic issues responsible for the inequities we see playing out at our home institutions and in our own organization.

### **Goal 1: Prioritize anti-racism as a necessary tenant of MACAC's mission.**

In order to be truly impactful and authentic, anti-racism cannot be pigeon-holed into events or committees focused specifically on DEI, but rather needs to be a focus of *all* aspects of MACAC.

- a. Incentivize anti-racist policies among member institutions.
  - Consider membership or program discounts for institutions doing significant anti-racism-related training or policy work
  - Offer public praise through MACAC website, emails, and social media channels for institutions doing noteworthy anti-racism work
  - Sponsor an annual strategic planning meeting focused on anti-racism efforts for office leaders from member institutions
- b. Keep anti-racism work at the forefront of all leadership committees and events
  - Highlight anti-racism as a foundational component of the Leadership Development Program and Admission Counselor Institute annually
  - Provide at least one anti-racism training session at all MACAC professional development events and situate that session at an optimal time (i.e. a time that does not conflict with other high-interest sessions)
  - Require mandatory anti-racism reporting from all committees at all board meetings
- c. Commit to a process of continual research and auditing of equitable practices in Higher Education

- Conduct an annual audit of MACAC practices, membership, and leadership to evaluate progress toward broader access and representation
- Adjust committee selection process to ensure more diverse representation within leadership

**Timeline:** Ongoing

**Committees involved:** All MACAC committees

**Goal 2: Ensure all language within MACAC-affiliated writing and at MACAC events embodies the highest level of inclusion and is easily understood by all members.**

Inclusive and concise language will ensure that goals related to anti-racism work are clear and easily understood by all members. This will strengthen MACAC's accountability to anti-racism and will set open expectations for the work to be done.

- Promote and utilize inclusive language in all MACAC-affiliated writing and at MACAC events
  - Conduct real-time audit of documents written within committees and for committee use to ensure they avoid implicit bias
    - For example, use non-gendered language (they) instead of gendered language (he/she)
    - Consider other aspects of the text including metaphor, idiom, jargon, etc. for bias or exclusivity
  - Normalize the use of gender pronouns at all MACAC events
  - Build a mechanism for feedback on current language biases within MACAC-affiliated texts or practices
- Ensure that all initiatives within the MACAC Strategic Plan and any MACAC-affiliated writing are easily understood by members of all experience levels
- Ensure that all initiatives within the MACAC Strategic Plan and any MACAC-affiliated writing follow the SMART model

**Timeline:** Ongoing

**Committees involved:** All MACAC committees

### **Goal 3: Elevate our communities of color to create more sustainable empowerment.**

To ensure that MACAC is supporting our communities of color, in addition to actively recruiting professionals of color, we must continue to build a safe community of support for shared power in the organization.

- a. Commit fiscal resources to supporting professional development opportunities for BIPOC members
  - Set aside a portion of the budget to expand MACAC membership access to a larger group of people
  - Offer free/discounted participation in MACAC-sponsored events (LDP, ACI, Fall Forum)
  - Cover NACAC conference registration fees for up to two BIPOC members who would not otherwise be able to attend
  - Outline specific benefits of MACAC membership for BIPOC professionals in recruitment efforts and marketing materials, including an overview of specific inclusivity efforts and events.
  
- b. Provide opportunities for healing and growth among BIPOC members
  - Provide healing circles (in different topics) to recognize the unique experiences of BIPOC professionals at predominantly and historically white institutions
  - Provide space for reflection on and validation of BIPOC experiences
  - Create a decolonized space to develop shared power between MACAC members.
  - Gather tangible restorative resources for BIPOC professionals (including but not limited to mental health and affinity-based support options outside of MACAC)
  
- c. Build a network for mentorship and guidance between seasoned and new professionals of color.
  - Utilize community resources and connections to find suitable mentors for new BIPOC members if none are available directly through MACAC.

**Timeline:** Year 1 (If adding to new plan, or immediately if adding to 2020-2023 plan)

**Committees involved :** All MACAC committees