

# **FROM *UNUM* TO *PLURIBUS*:**

Hire, Retain, Promote for Excellence

An interactive workshop with  
Lalitha Shastri, Equity and Justice Consultant

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- What do you think?
  - Who are you?
  - What do you do?
- How do you define and achieve “success”?

↓ Stop using “if they’re qualified” when speaking of hiring people of color  
→ ***Start assuming that everyone hired is qualified, regardless of their gender, race, sexual orientation, status, or other social identifiers***

↓ Stop using demographics or “no applicants” to justify homogeneity  
→ ***Start assuming that creativity, freshness, innovation, and a willingness to take risks will attract the diversity we seek and value***

↓ Stop restricting people of color to buildings/grounds & food service  
→ ***Start assuming that people of color can teach and be administrators***

↓ Stop expecting too much or too little  
→ ***Start setting high, equitable standards for all hires***

Who are you?

**SCHOOL CULTURE IS THE MOST  
POWERFUL DOORWAY OR THE MOST  
POWERFUL OBSTACLE TO DIVERSITY IN  
HIRING, RETENTION AND PROMOTION.**

*Culture is what we*

- applaud/denounce
- venerate/denigrate
- emphasize/downplay
- publicize/hide
- notice/ignore
- embrace/shun
- trust/suspect
- protect/neglect
- feed/starve

Which components of school culture are we not talking about?

- “civilized” resistance to diversity, equity, and justice
- the tightrope that diverse team members walk
- perception that diversity = lowered standards (the “because-you’re-black/female/gay” assumption)
- belief that diversity isn’t necessary for the school to fulfill its mission

# **OUTREACH**

What do we need to do to attract diverse applicants?

## When posting jobs...

- include media that target diverse populations
- openly state desire for diverse candidates
- access support from local, diverse organizations
- decide the outreach parameters

## When recruiting...

- go where diverse candidates are likely to be
- consider “endorsements” from diverse team members
- tell the truth about the school
- be careful about offering extra financial incentives
- focus on the job responsibilities

## Examples of Diversity-Targeted Media

*Teachers of Color* magazine

*Black Parent* magazine

*Diversity, Inc.*

*blacknews.com*

*The Advocate*

*generationrice.com*

Is there any connection between a diverse faculty/staff/admin.  
and the success of students, especially those of diverse  
backgrounds and identities?

Contact:

Lalitha Shastri

[lalitha@lalithashastry.com](mailto:lalitha@lalithashastry.com)

415-566-3985 (home office)

[www.lalithashastry.com](http://www.lalithashastry.com)