



# DIVERSITY REPORT

FALL 2022



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# INTRODUCTION

Each member of Jacht is a student at the University of Nebraska-Lincoln, with many students coming from the College of Journalism and Mass Communications and the College of Business, among others. With an influx of students joining the agency each semester, Jacht is home to a never-ending roster of talent with a variety of skills. Some of the services these students offer include research, strategic branding, videography, photography, social media strategy, design and public relations. At Jacht, we are dedicated to exploring creative ingenuity and producing high-quality work for our clients, while also gaining valuable experience to aid future success in the industry.

# DIVERSITY, EQUITY AND INCLUSION SPECIALISTS



Odelia Amenyah



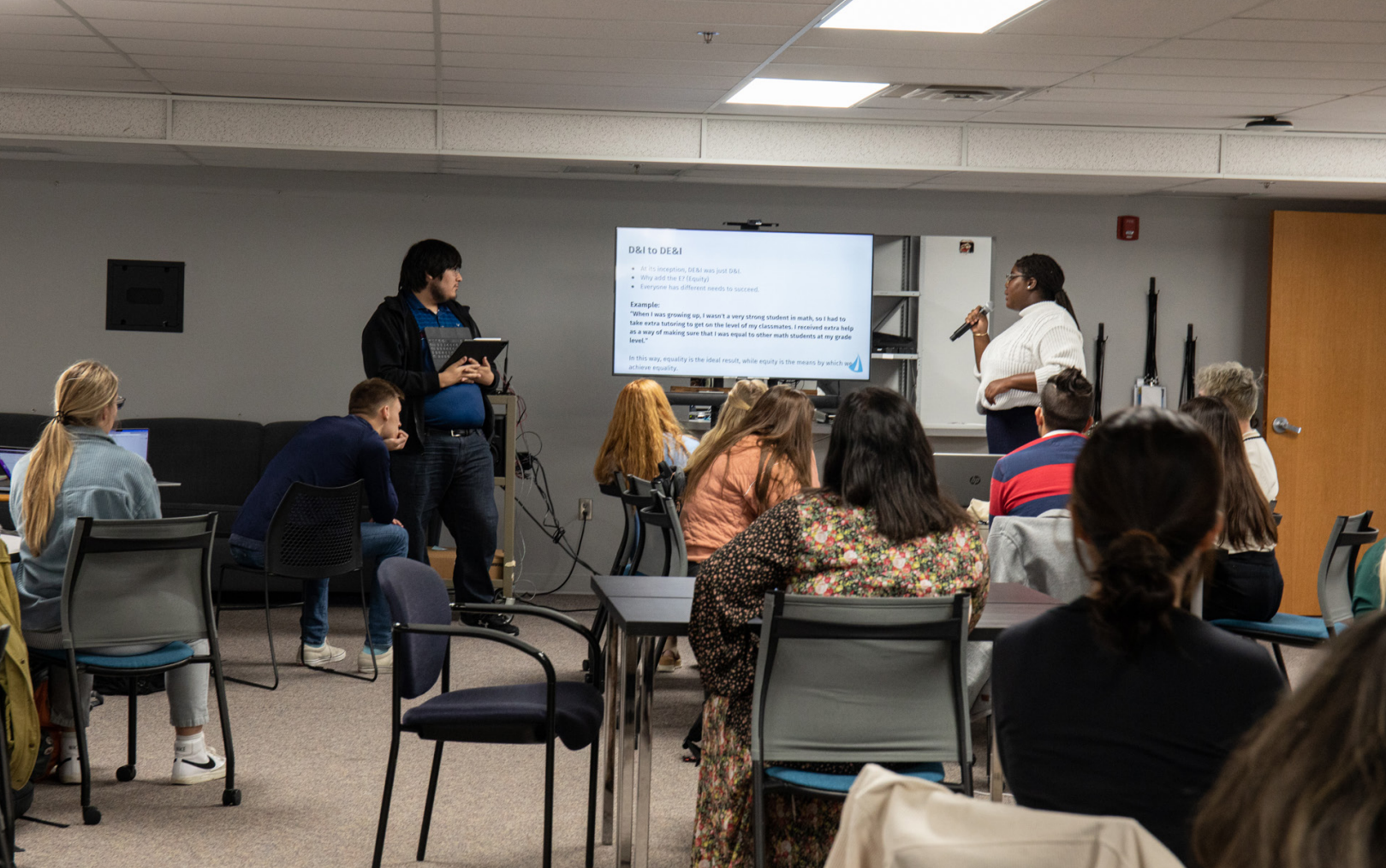
Jacob Mainez

This year, Odelia Amenyah and Jacob Mainez were the Diversity, Equity and Inclusion Specialists for Jacht Agency. The Diversity, Equity and Inclusion (DE&I) Specialists work to create a culture of inclusivity for all employees within the agency. The work that is done throughout the semester is used to educate and create meaningful discussions that cultivate an environment of transparency and educate on the merits of effective communication. This semester, DE&I specialists worked closely with the Director of Communications to create and facilitate agency-wide trainings to refine the expectations of the DE&I Specialist role, and to further help our coworkers work more efficiently with one another. Our goal this semester was to make sure the initial agency-wide training was at the highest quality possible, and with the highest possible attendance. With that, thorough research was needed to ensure the training addressed the wants and needs of this evolving organization. We conducted several surveys to identify the traits of those within the agency. After all this work was completed, we set down the framework of our Equity in the Workplace presentation and the findings of this diversity report.

# MISSION STATEMENT

At Jacht, we strive to help one another grow in a safe, welcoming environment. By giving students the chance to work with real clients before graduation, we help them learn the key skills they need in order to adapt and succeed in the workforce today. This means the values of clear communication and understanding the differences of one another must be taught with the utmost respect, in order for all who walk through these doors to feel as if their voices have been heard. No matter where you are from, all are welcome to learn with us in the office, one day at a time.





# EQUITY IN THE WORKPLACE TRAINING

To determine the focus of the Diversity, Equity & Inclusion Training (DE&I), we obtained feedback from past agency members on what they look for in an effective training session. It was imperative we gained feedback from all employees of the agency. Several surveys were distributed to help narrow down the vast topics that address diversity, equity and inclusion. With those results,

we decided upon Equity in the Workplace. As a student-run advertising agency, we understand that many of our employees are upper-level college students searching for jobs and internships. Learning the importance of what equity looks like and why it is important in the workplace was a topic applicable to everyone within the Jacht Agency.

## Ideation Phase

In the ideation phase, we took a look at presentations from past DE&I Specialists and determined their strengths and weaknesses. After identifying those, we took the time to understand what aspects we could use and emulate for ourselves. We decided to take a different approach than the previous year and focus on the general

principles of DE&I itself rather than directly address issues, such as race and gender. By doing this, our presentation was able to hit many different issues at once and allow audience participation and self-reflection.

## Research Phase

In the research phase, careful consideration was put into understanding what kind of information we wanted to share. While a multitude of voices exist in the growing field of DE&I, we realized that not all the advice and information out there was applicable to an organization of our size and current standing. Due to this, we thoroughly researched and picked information that was more realistic to apply to a smaller and younger organization such as Jacht. We gathered these sources and compiled the most viable information together. By taking time to gather the strongest visuals and most sound advice from a video, we were able to have input from industry experts during our presentation.

## Building Phase

In the building phase, we spent most of our time trying to refine questions that could garner the most information possible in the easiest to digest format. To do this, we utilized several surveys to determine what exactly the students at Jacht were the most confused about in regard to the workplace. From there, we

created a section focused on the most pertinent issue presented— dealing with conflict in the workplace. With this in mind, we wanted to guide others to navigate this issue by emphasizing the importance of clear communication and self-care.

## Execution Phase

In the execution phase, we facilitated two training sessions on Equity in the Workplace. We had five main objectives to address: Diversity, Equity and Inclusion; Conflict, Equity in the Workplace; and Sense of Identity and Belonging. We chose these five objectives after [distributing an entrance survey to all 56 employees](#), and [45 employees responded](#). We used a scale of 1-5 with 1 being not familiar and 5 being very familiar with the topic raised by the question. Most respondents chose between 3 and 4 on being familiar with DE&I. Out of the 12 questions, the most controversial question was [“How prepared do you feel to deal with conflict?”](#) On a scale of 1-5, with 1 being not at all prepared and 5 being prepared for anything, [most respondents were between 3 and 4](#). After explaining our survey results, we asked the question, [“What do you think DE&I means?”](#) to the audience. Employees shared their perspectives and we later defined it using our own

research and a video. We then spoke about diversity myths that are harmful to the industry, as DE&I is a multifaceted system in the workplace.

“So why practice DE&I?” was the next question we asked the agency. We incorporated a statistic from Glassdoor that said, [“More than 3 in 4 employees and job seekers \(76%\) report a diverse workforce is an important factor when evaluating companies and job offers.”](#) We determined that this quote was important because it shed light on the importance of a dynamic workforce. From there, we pulled a data set from McKinsey & Company that suggests diversity correlates with better financial performance. We emphasized that equity is tailored assistance you need to be able to perform at the same level as others, while also sharing that clear communication, precise language, and the ability to be adaptable and understanding are ways to address equity within the workplace.

In regards to conflict, we showed our colleagues how to identify issues and what tools are needed to solve these scenarios. Specifically, we spoke about the prominence of microaggressions as issues and what they can look like in the moment. However, we also showed the importance of occasionally embracing conflict, as healthy amounts of it can lead to better ideas in the

creative space. Communication and its importance was one of the key, repeated motifs of our presentation, as clear communication is the best deterrent to avoidable issues in the workplace.

In our fourth objective, Sense of Identity, we decided to facilitate an activity called the “The Name Game”. We explained to the audience that self-identity is important because in order to appreciate others, you must learn to appreciate yourself first. To come up with this activity, we realized an important, yet common way for people to speak of their identity. When people first introduce themselves, they say their name. To dive in further, we tasked the Agency with finding the literal definition of their name and identifying its meaning to their

family, friends, co-workers and themselves. This activity would allow students to think critically on who they are and if they truly identify with how they are perceived in the world around them.

Lastly, we ended our presentation by touching on belonging. We determined that the ultimate goal is for all employees within an organization to feel welcome.

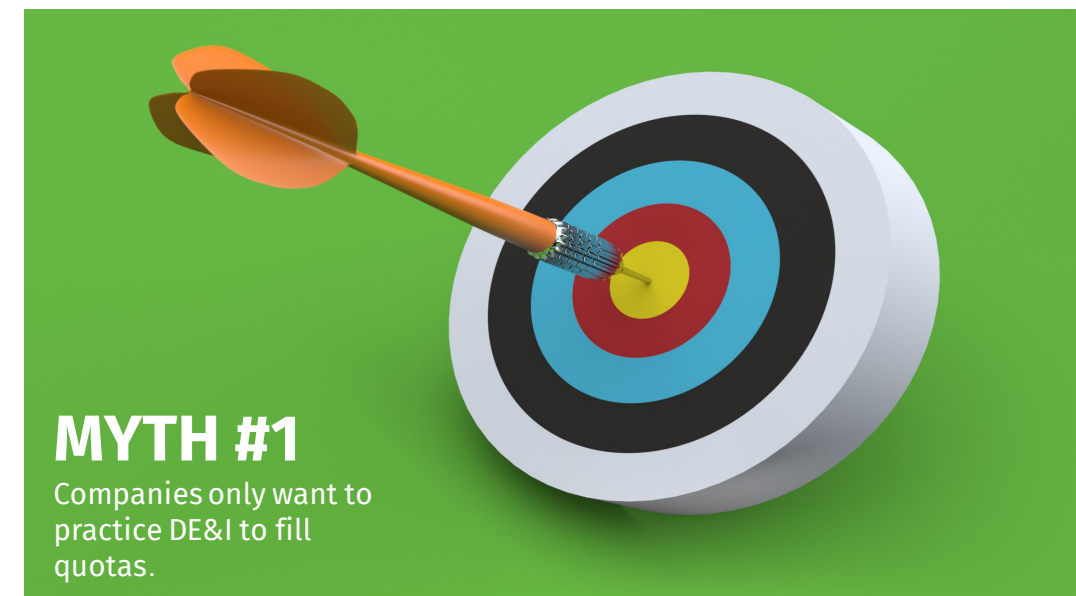
**LAFAWN DAVIS**

“Diversity is being invited to the party; inclusion is being asked to dance...belonging is knowing all the songs.”

Finally, we took the steps necessary to have a successful evaluation phase. With the use of surveys and asking questions to our peers, we

were able to determine that the sentiment with the training was overall positive. We received constructive criticism that is pertinent for better training in the future. We also learned from feedback that the activity within the training was positively received and should include activities more along this line in the future. We also took into account the attendance for the training in comparison to past training, with a 20% increase from last year. This is another indicator that our session was a success. If we were to conduct another training, we believe the best course of action would be to once again send surveys to identify the issues that should have their own dedicated sections in the presentation, as this could be a more modern issue in the future.

**Equity in the Workplace Training Presentation**





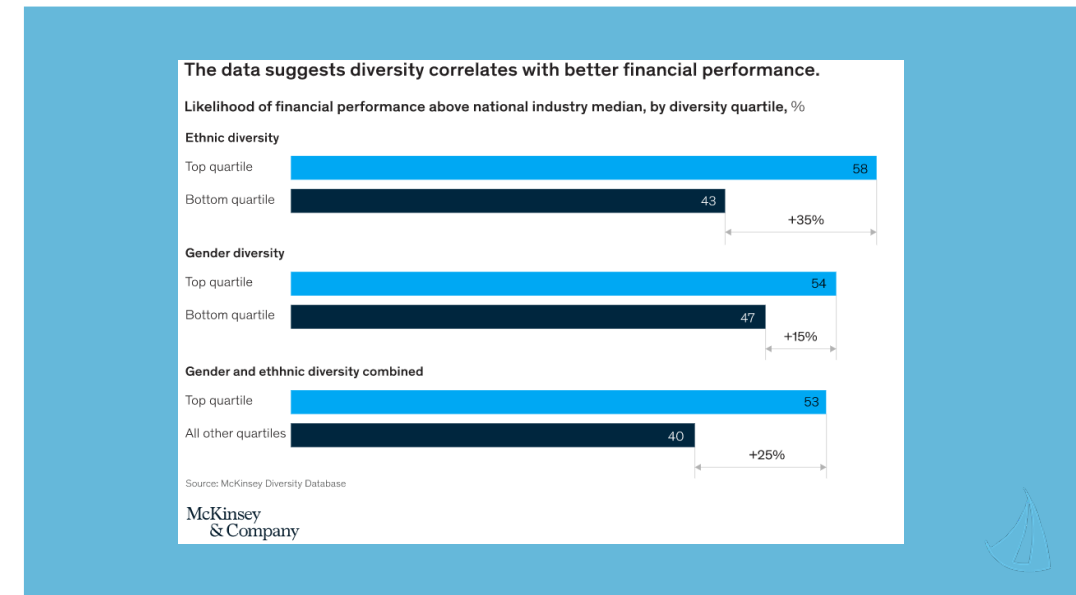
**MYTH #3**  
Diversity, Equity, & Inclusion are all the same thing.



**MYTH #4**  
A few trainings will solve everything related to DE&I.

“More than **3 in 4 employees** and job seekers (76%) report a diverse workforce is an important factor when evaluating companies and job offers.”

- Glassdoor



**D&I to DE&I**

- At its inception, DE&I was just D&I.
- Why add the E? (Equity)
- Everyone has different needs to succeed.

**Example:**  
“When I was growing up, I wasn't a very strong student in math, so I had to take extra tutoring to get on the level of my classmates. I received extra help as a way of making sure that I was equal to other math students at my grade level.”

In this way, equality is the ideal result, while equity is the means by which we achieve equality.

**The Value of Each Facet of DE&I**

- Each part helps the other.
- Equity without inclusion can leave others feeling out of the loop.
- Diversity without equity can neglect the rights of others.
- It goes on and on!
- Each facet can tailor the needs of a business in the best ways possible.

## Microaggressions

- A common statement that can, intentionally or not, harm another individual.
- Can contain stereotypes or lead to prejudice.
- Can even be positive rather than negative.
  - “All Asians are good at math.”
  - “You’re a guy, stop being so sensitive.”
  - “I’m so surprised you speak English so well!”



## Steps to Resolve Conflict

- Assume Good Intent
  - Most times people don’t realize the harm they can cause with statements
- Ask a Question
  - Clarification is key for all sides
- Interrupt and Redirect
  - Topic at hand can be avoided completely
- Broaden to Universal Behavior
  - Stereotypes can sometimes be things all of us do, not just one group
- Say Ouch!
  - Show that what the person said impacted you negatively, they may not know



## What About Conflict Regarding Work?

- If you don’t know, ask for clarification from fellow team members or leadership.
- Tell your AE or leadership if you have an issue with a coworker.
- If its too much at the moment, take a quick break.
- We’re all a team here at Jacht!



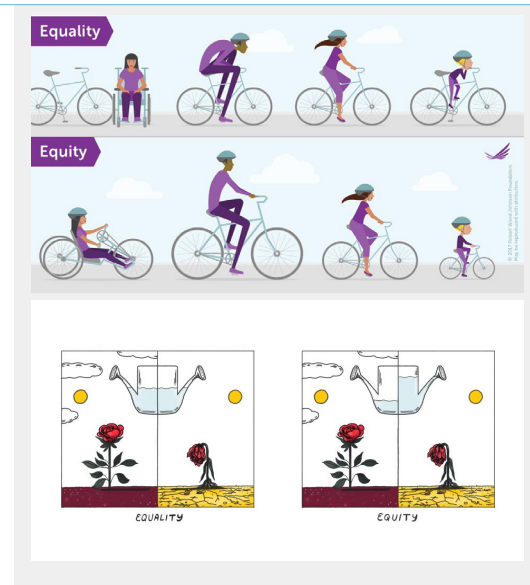
## More Examples

- You and your team can’t agree in which direction to go for your newest project.
- A colleague says something that berates another member of your team.
- You have too much work piled on you, and another person who could help isn’t doing their part.
- “You’re really good at what you do for a girl.”
- Someone on your team takes something you said out of context and spreads it around.
- “It must be that time of the month.”
  
- How would you resolve these?



## Equity

- Getting the tools, you need to succeed.
- Assistance that is tailored for the individual.
- Equality isn’t right for all situations.



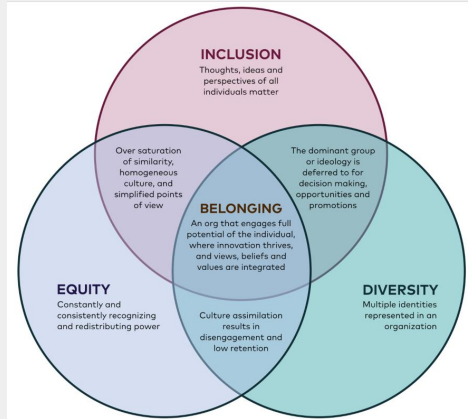
## Addressing Equity

- Clear lines of communication are key.
- Ensure language you use is precise, easy to understand.
- Be adaptable, flexible, and understanding.
  - Ex: Present information earlier than usual to those who need more time to prepare.
- Be fair to not only others, but yourself!
  - Recognizing the value of others starts with yourself.



## Belonging

- The final facet of DE&I.
- The ultimate goal that all feel welcome in an organization.
- To get there, we all must work together.
- Together we are strong, individually we are valuable.



“Diversity is being invited to the party; inclusion is being asked to dance... belonging is knowing all the songs.”

- LaFawn Davis

Thank You







# DEMOGRAPHICS

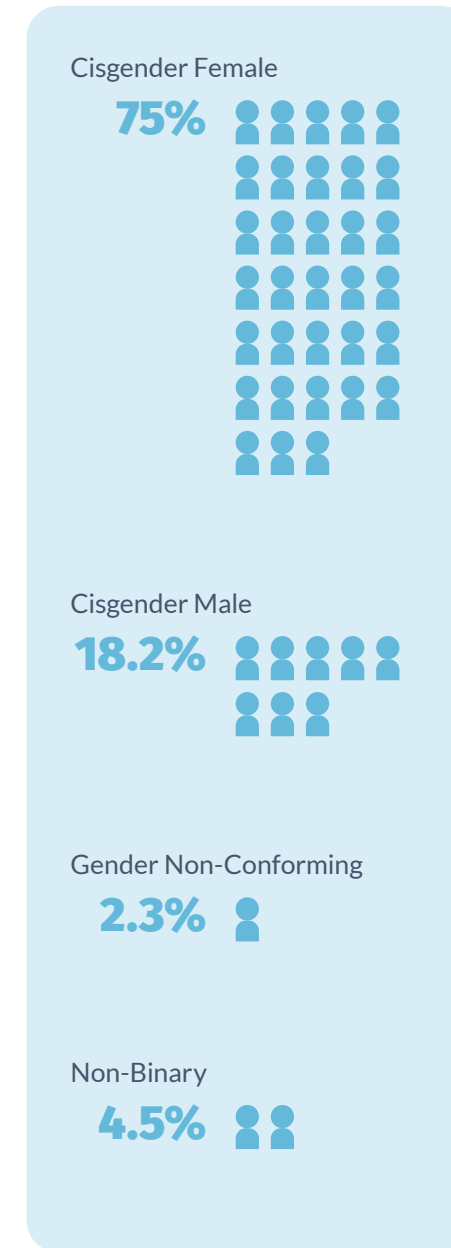
Total Surveyed:

**44**

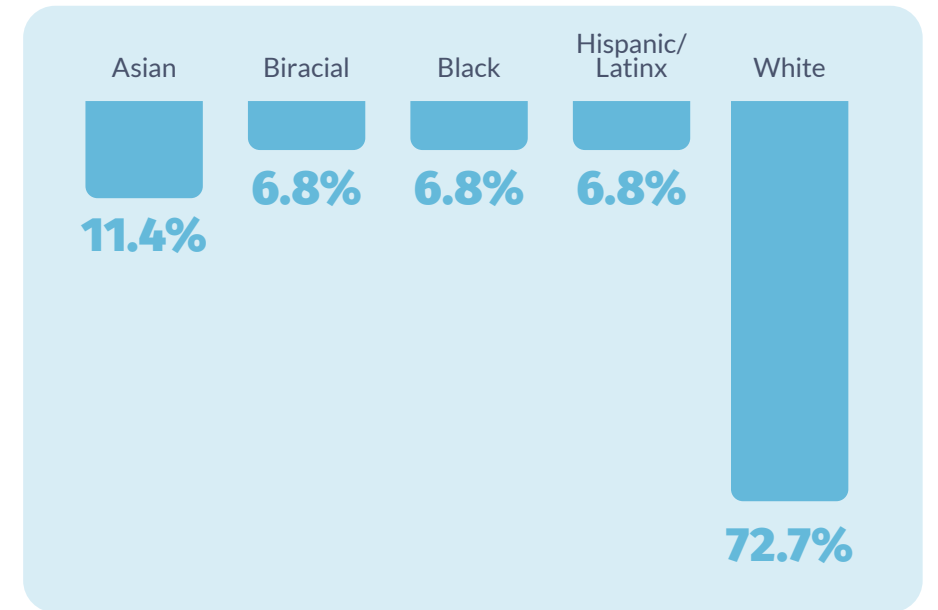
## Age Range



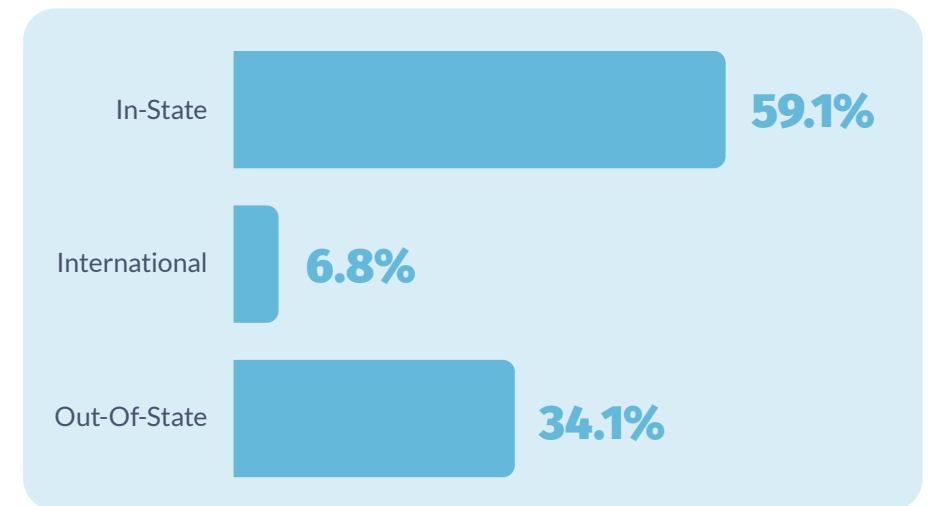
## Gender Identity



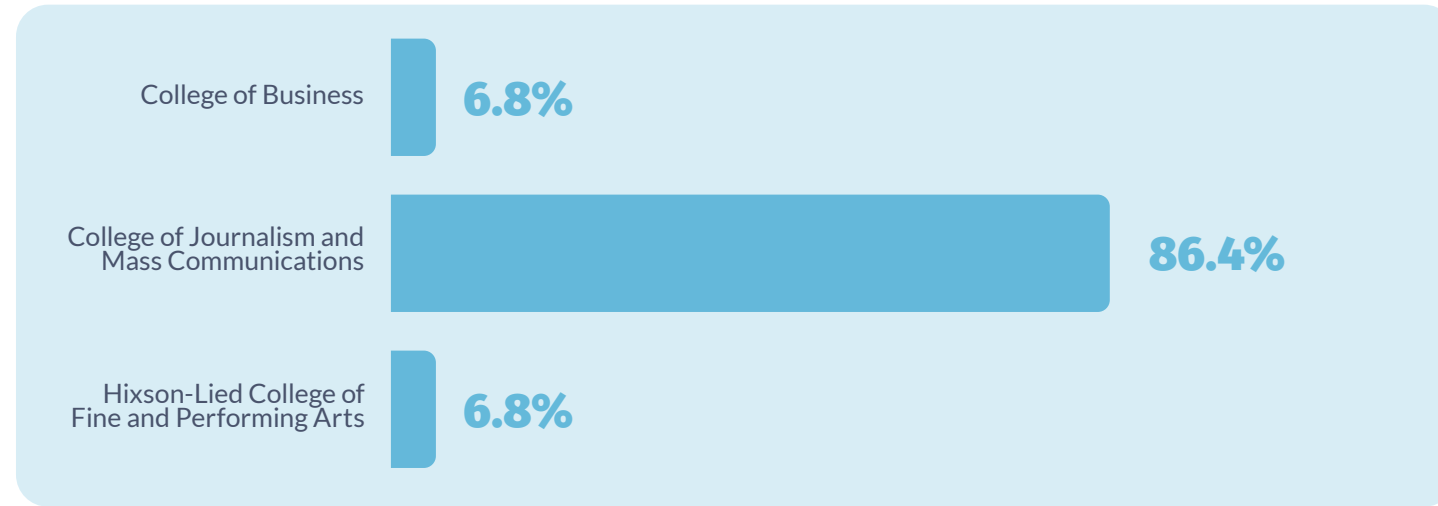
## Racial Identity



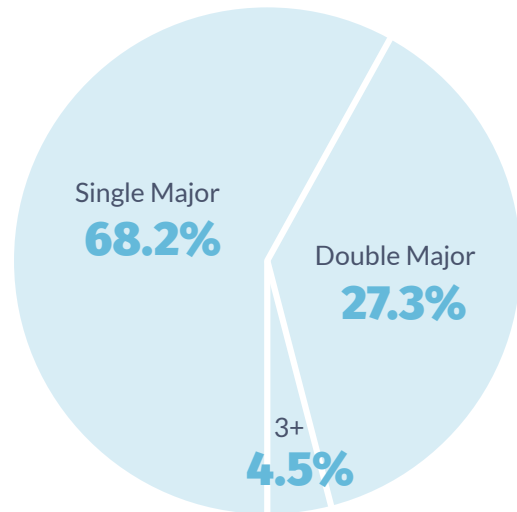
## Residence



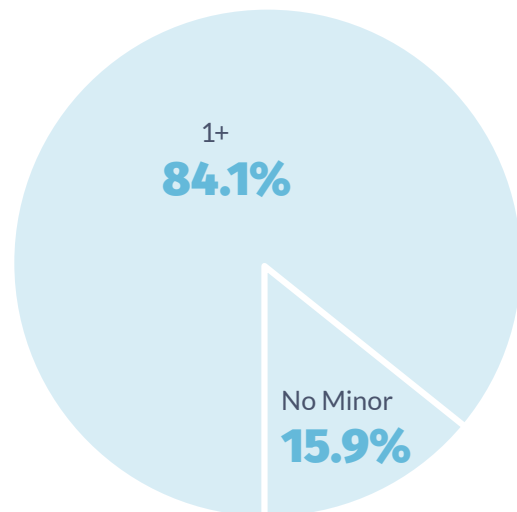
## Colleges



## Majors



## Minors



## Graduation Year

