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The Race Card Project

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The Race Card Project

Diversity Dimensions Committee

Franklin University ★ Columbus, Ohio

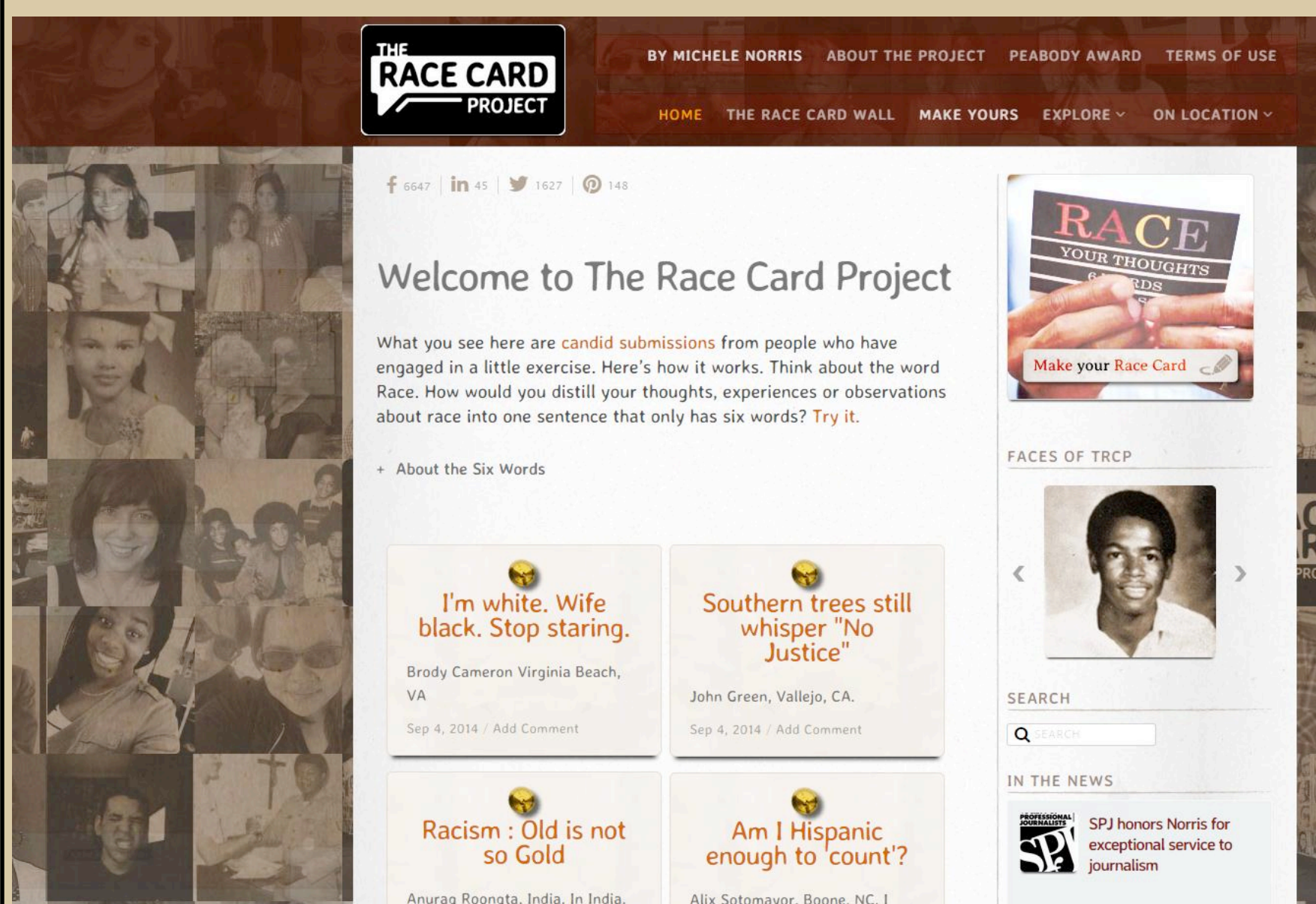


Introduction and Background

The Race Card Project was originally created by National Public Radio's Michele Norris. It is meant to spark conversations on the issues and personal meaning of race.

Participants are asked to express their thoughts, feelings, experiences, or observations on race using only six words, written on a note card.

The Race Card Project website



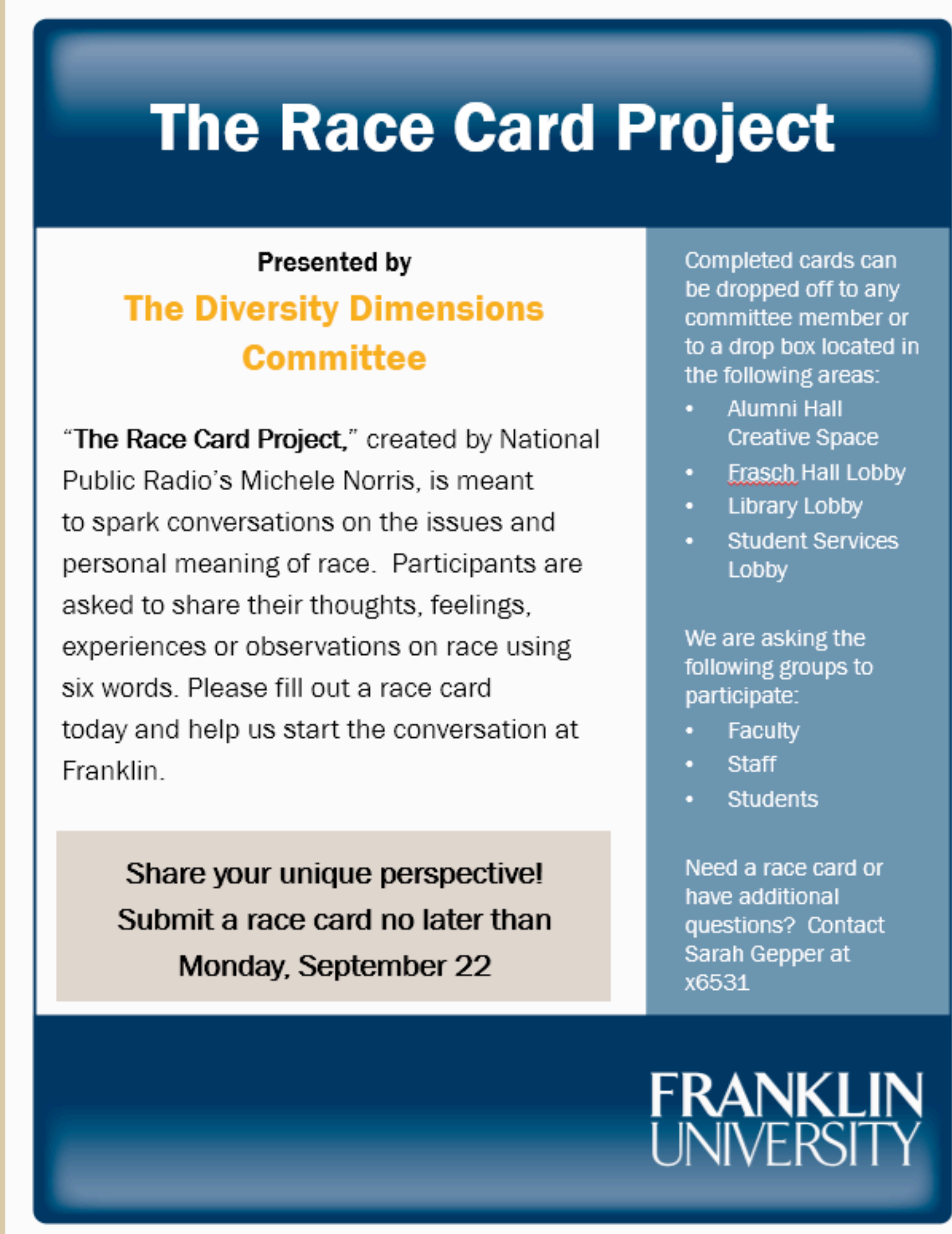
<http://theracecardproject.com/>

Purpose

The purpose of the Race Card Project is to encourage open dialogue and communication about this sometimes-sensitive topic.

The Diversity Dimensions Committee decided to bring this project to the Franklin community, and conduct two different outreaches, one for faculty and staff, and one for students.

The Race Card Project flyer



Our Plan of Action



For faculty and staff, a flyer was created (flyer shown above) and several communications went out to encourage participation in this project.

For students and adjuncts, Welcome Week provided an accessible way to promote the project to students. Diversity Dimensions committee members manned the tables to explain the project and encourage participation.

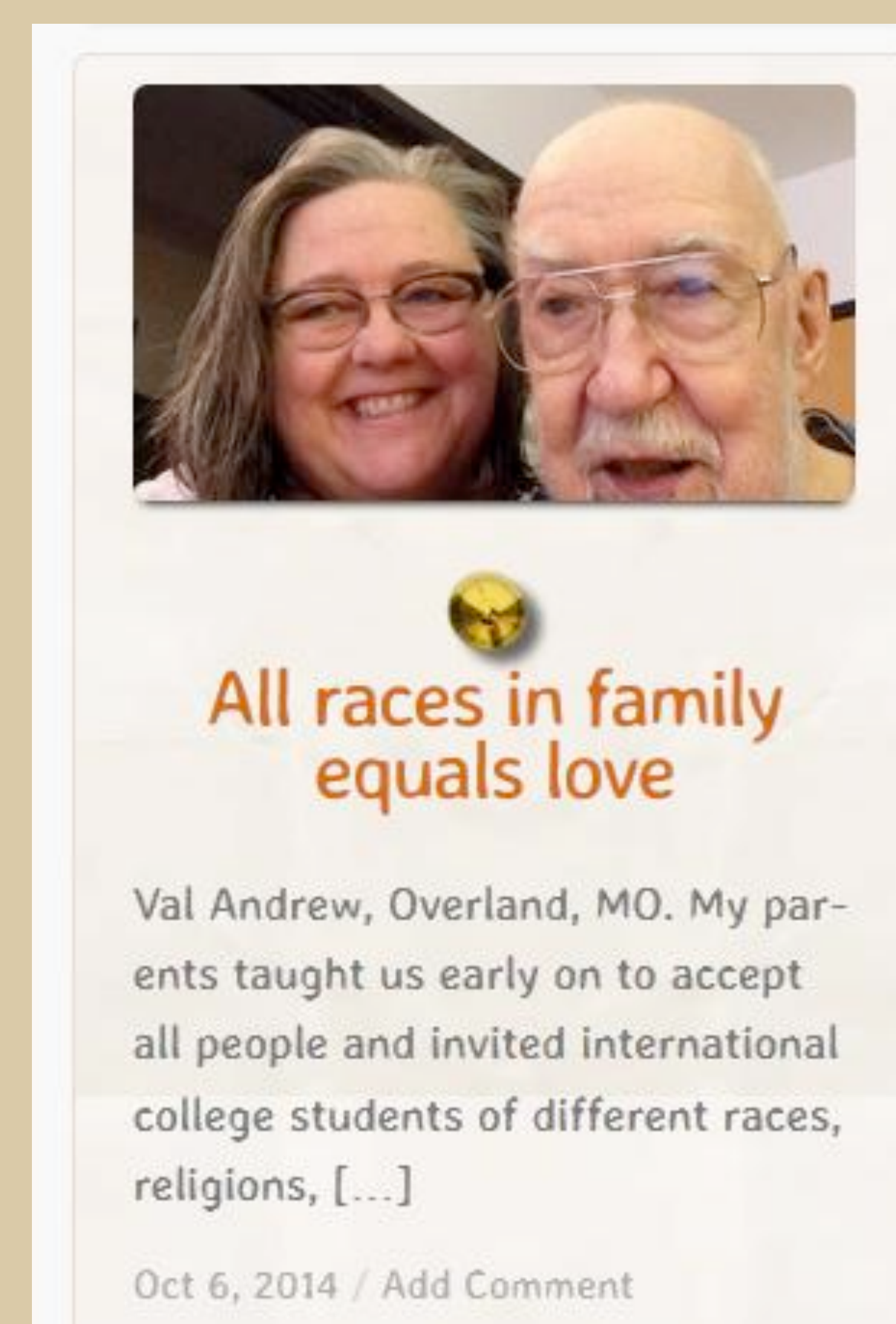
Committee members also visited Global Issues and Pop Culture classrooms and asked for participation.

Image: <http://theracecardproject.com>

Results

We received 115 note cards from faculty, staff, and students. We used those note cards to create a walk-through display and encouraged the Franklin community to take their time and read what their colleagues had to say about race. The walk-through display was held in conjunction with the October 2014 University assembly so it was well attended.

Sample Race Card at website



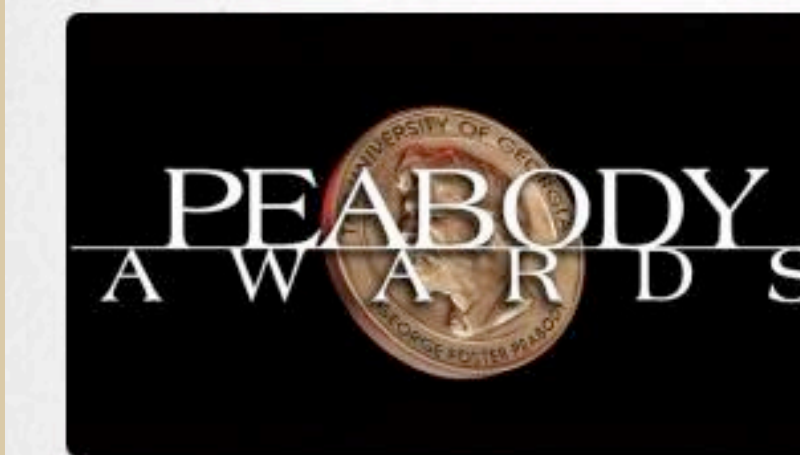
<http://theracecardproject.com/the-race-card-project-wall/>

Impact

One of our committee members presented the Race Card Project at the 78th Annual Ohio Communication Association Conference hosted by Franklin in October. IMPACT: Two of the attending institutions (Columbus State and Ohio University) will present the project to their organizations.

George Foster Peabody Award

A Peabody Award for The Race Card Project



Respected Journalist and Author Michele Norris Grateful for Recognition and the Opportunity for Dialogue that the Award Provides

(Washington D.C./April 4, 2014)
- The Race Card Project

received a prestigious **George Foster Peabody Award** for excellence in electronic communications for turning a pejorative phrase into a productive and far-reaching dialogue on a difficult topic. It began as a small experiment encouraging people to talk about race by sharing Six Word essays on their personal experiences or observations. The Six Word Stories that poured into the mailbox and the online inbox became the basis for a series of reports on NPR's morning edition, exploring identity, prejudice, pride and equality.

<http://theracecardproject.com/a-peabody-award-for-the-race-card-project/>

Summary

We are very pleased with the participation by our faculty, staff and students. Diversity Dimensions Committee members felt this topic is not often broached, so we are grateful that we had the opportunity to coordinate this project for the University community. We feel that communication is the key to greater understanding!

Diversity Dimensions committee members

- | | |
|-------------------|-------------------------|
| Omar Alomari | Molly Miller |
| Erika Burr | Harlan Schottenstein |
| Barbara Carder | Dr. Souren Soumbatiants |
| Carisa Ciotti | Joel Tobin |
| Phyllis Duryee | Christopher Tyner |
| Sarah Gepper | Dr. Yi Yang |
| Elena Mihailovska | Lori Zatroch |
| Darko Milic | |

Poster created and submitted by Barbara Carder, M.S. and Sarah Gepper, Committee Chairperson