



Dimensions in Cultural Competency

Is your website culturally competent?

Authentically E-Inclusive & Culturally Competent

When you look at the composition of most cities in the world, the ethnic, cultural and social diversity is impossible to ignore. In the 21st century it is not enough to be mindful of and respectful of the diversity in our communities and workplaces; we must make a conscious effort to become culturally competent.

Define Your Commitment

Defining your institution's "mission, vision and values," including a commitment to inclusion and cultural competence, is more than a good thing to do. A clear statement can boost employee engagement, encourage participation in institutional initiatives and send a clear message to the community about your direction. While it's important such statements are in writing and readily available, it also is important to make sure that commitment is expressed in your institution's electronic presence as well.

"Cultural competence is defined as a set of congruent behaviors, attitudes and policies that come together in a system, agency, or among professionals and enables that system, agency, or those professionals to work effectively in cross-cultural situations."

Cross T., Bazron, B., Dennis, K., & Isaacs, M. (1989)

What Does Your Website Say about Your Institution's Commitment to Cultural Competence & Inclusion?

In reviewing your organization's Web page, you might want to assess how well it reflects a commitment to diversity and cultural competence. To that end, start your review by asking the following questions about your institutional Web presence. A rating scale follows these questions.

1. Does your "home page" have a direct link to information/policies/procedures related to affirmative action, equity, diversity, cultural competence, multicultural initiatives? Is "diversity" one of the choices on the main menu?
2. Does your welcome statement by the CEO (or equivalent) clearly articulate the organization's position on "diversity" and the CEO's commitment to promote and support diversity?
3. Can a visitor to your Web page access information/policies/procedures related to affirmative action, equity, diversity, cultural competence, multicultural initiatives within one click of the organization's main page?
4. If your website has a "search" feature, will a search of diversity-related key words (e.g., affirmative action, equal opportunity, diversity, cultural competence, multicultural) produce relevant information?
5. Is the diversity-related information frequently reviewed and updated to ensure that it represents your organization's most current policies, procedures and initiatives?
6. To what extent is diversity reflected in the images used on the Web page? Are the pictures, graphics, and "motifs" representative of racial/ethnic/cultural diversity, as well as in terms of gender, age, disability, and other elements of the diversity equation?



This newsletter is provided by:

Access/Equity/Diversity Office, Southeast Community College
301 S. 68th St. Place, Lincoln, NE 68510

- 7. If job opportunities or opportunities for vendors are posted on the Web page, are the organization's statements on affirmative action, equal opportunity and nondiscrimination prominently displayed and accessible from that section of the website?
- 8. To what extent does the organization's website display information regarding its diversity-related initiatives and how these impact the community?
- 9. Are external links to diversity-related resources and information about diverse communities provided on the organization's website?

Is your website readily accessible to individuals with disabilities?

- 10. If your Web page contains a "news" page or a recurring features page (e.g. company newsletter), do articles/features often focus on "diversity," or is there an ongoing column dedicated to "diversity" in each issue?
- 11. Is your website, or relevant pages on your website, readily accessible to individuals with limited proficiency in English?

Scoring

- 0-3 Reflects a **low commitment** to and priority for diversity and cultural competence. You need to take immediate steps by reviewing and revising content so that your website ensures and reflects a growing commitment to diversity and cultural competence.
- 4-6 Reflects an **emerging commitment** and base-level attention to diversity and cultural competence. Continue to seek opportunities to enhance and expand diversity representation on your Web page.
- 7-9 Reflects an above **average commitment** to diversity/cultural competence. Continue to strive for excellence.
- 10-12 You are to be commended for your **high level of commitment** to displaying and integrating.

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