Invisible Inequities
Strategies

Implement the following strategies from *Invisible Inequities*, NAPE Module 1, so that every student has what they need to succeed in *FIRST®*.

Recruitment Strategies

— *Meet people where they already are.* This may include recruiting in nontechnical classes rather than just math and science classes, or going out to local community centers that involve community members who do not match the demographics of your student community. Recruiting in diverse environments will send a message to diverse populations that you value their participation on your team.

— *Communicate with families.* Communicate with parents and families about the value of *FIRST*, particularly when recruiting younger students. Reach out to families who may not think their children fit in with a *FIRST* team or those who are part of *communities* that are not currently on your team. Be open to their perspectives, and listen to what they say. Actively reach out to families; don't assume people will come to you. If you are a teacher or work in a school, consider doing this during events such as Parent-Teacher night, purposefully seeking out and speaking to parents of underrepresented students. Purposefully reaching out to families in meaningful ways can help change conceptions about *FIRST* and who is valued on a *FIRST* team.

— *Reach out in a familiar language.* Translate information about the team into languages from ethnicities that make up your community. Consider sending these fliers home to parents or posting in communal spaces where that language is spoken. Making an effort to communicate to participants in their native language sends a message that they are valued on your team.

Retention and Participation Strategies

— *Provide transportation solutions.* Help students by providing alternate transportation arrangements. This will make meetings more accessible for those who have trouble accessing transportation to and from *FIRST* team meetings. Ensuring everyone can travel to and from meetings easily sends a message that you value every student's participation.

— *Make your meeting space accessible.* Hold team meetings at the school before or after class time. This will make meetings more accessible for those who have trouble accessing transportation or who may feel uncomfortable in other environments due to inequities.

— *Ensure participation is affordable or free.* Work to reduce or eliminate costs for the program, for everything from transportation to food. This will help make the team more accessible and limit stigmatization for students who cannot afford aspects of participation.

— *Try every role.* Have all team members, including Mentors and Volunteers, try every role. This sends a message that you believe everyone can participate on the team in a variety of ways successfully.

— *Be aware of your stereotypes and biases.* Your cultural stereotypes may limit your ability to recruit and retain underrepresented students onto your team. Take the Implicit Association Test (see section below) and consider how your biases may affect recruitment and retention on your team. NAPE Module 2, *Hidden Messages*, will further discuss the subtle ways biases may affect recruitment, retention and participation.

Invisible Inequities
Community Demographic Resources

In *Invisible Inequities*, NAPE Module 1, you are asked to think about the demographics of your local community and team. Follow the step-by-step instructions in this resource to identify the key demographics for U.S. communities, and explore the recommended resources for identifying key demographic data in countries outside of the U.S.
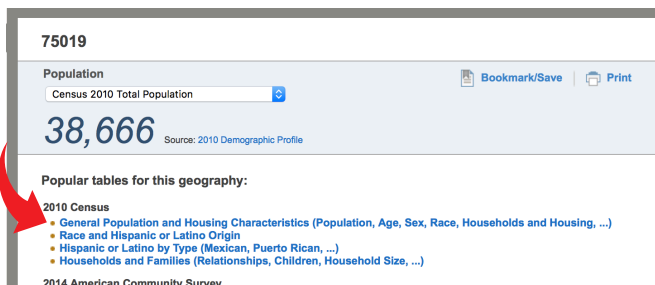
U.S. Demographic Data

The steps below can help you identify statistics and demographics from your local community in the U.S.

1. Go to: *factfinder.census.gov*
2. Type the name of your community's county, city, town or zip code in the box under the "Community Facts" section.

3. To look at gender and race statistics, click on "General Population and Housing Characteristics" link.

4. If you would like to investigate other aspects of your community demographics, for example, poverty level, click on relevant boxes to the left. Overall percentages will show up at the top of the screen or you can click on links to look at more specific data.

Additional U.S. Resources

Although the previous steps should lead you to relevant demographics, you may want to explore other tools:

National Equity Atlas | *nationalequityatlas.org*
This engaging website educates viewers on changing demographics related to equity, including race, ethnicity and socioeconomic background through interactive maps, graphs and other infographics. This is a helpful tool to gain insights into trends for states or major cities, but may not have data on your local community.

Diversity Data Kids | *diversitydatakids.org*
This informative website focuses on equity for children (age 18 and under). Information is provided for counties, metro areas, large cities and/or large school districts, depending on your state. Data comes from census data, school data and other resources. Although areas focus on race, ethnicity and poverty level, you can customize how you view data. This is a helpful tool in that it provides a different method for searching for data and includes school data.
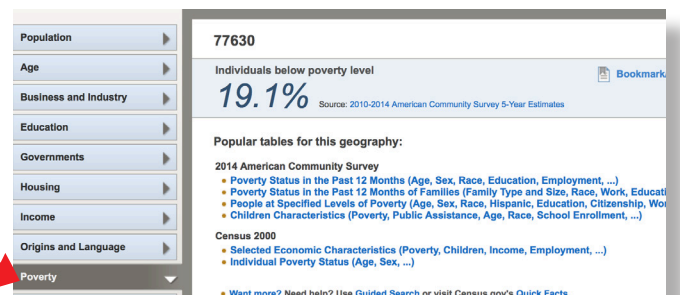
International Demographic Data: Examples and Suggestions

With some searching, you can hopefully find resources to identify community demographics including gender, ethnicities, and income levels. Consider searching using key terms, such as "demographics" "statistics" in a web browser and work through census websites to find local data. Below are examples of websites that have useful demographic data from various countries.

Worldwide Demographic Information | *infoplease. com/ipa/A0855617.html*

This website gives a very general description of the predominant ethnicities and races in every country in the world. Although this may be too general to assist in community demographics, it can help illustrate racial and ethnic differences between countries.

Statistics Canada Census Program | *www12. statcan.gc.ca/census-recensement/index-eng.cfm*

This is a helpful tool for Canadians to investigate and compare demographics within their country or local community. An area on the referenced webpage allows you to search a place name to bring up 2011 Census data from the area or a 2011 NHS profile. The census data includes family and household information which is helpful, but does not explicitly denote ethnicities and economic status. The NHS profile is robust, and includes details including ethnicity and economic status, among other useful statistics.

U.K. Office for National Statistics | *neighbourhood. statistics.gov.uk/dissemination*

The U.K.'s National Statistics website allows participants to enter their neighborhood postcode and find key demographic data including economic status, gender, religion and other useful areas. Data is often compared with the larger area and country. Ethnic and racial data are found in the "more" tab, under "People and Society: Population and Migration."

Australian Bureau of Statistics | *stat.abs.gov.au/itt/r. jsp?databyregion#/*

This website offers different ways to evaluate demographic data for Australia. To narrow data down to local demographics, you can choose your town or government area in the drop-down menu under "Local Government Area" or choose to "Greater Capital City Statistical Areas" for larger cities. You also can use the map feature or search based on current location. Data includes gender, economic data, and some ethnic data, among many other factors.

Invisible Inequities
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