



Tokenism in the Advertisement & Recruitment of University

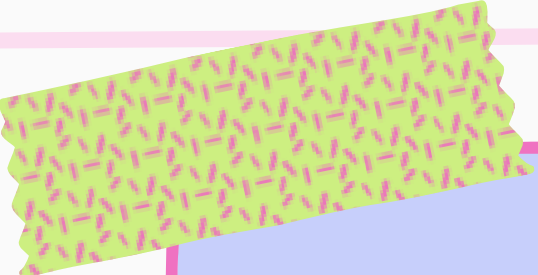




Main Points

- Disparity between minorities in advertisements & minorities enrolled
- Recent Diversity & Inclusion efforts
- Action plan for campuses to combat the issue

Tokenism



**specifically recruiting people
from underrepresented groups
to give the appearance of
racial equality**

**"diversity without
structural change is
tokenism"**



Rollins College Case Study, 2019



The Disparity

Black students made up 5.4% of campus. The advertising of the campus lead reporters to believe the campus was diverse, but they did not believe it was.



Black Student Unions

Although they felt supported by the BSU, a student felt that the over-publicizing of the BSU gave them a 'normal' aspect.




'Hand-picked'

A teammate expressed that the athletic department strategically placed students of color in the front row of team photos.



Diverse marketing can be good...

but colleges need to have measures in place to then support a diverse campus. Incoming students of color should not be shocked to see the lack of diversity on campus after seeing the false advertising.



Offices of Diversity & Inclusion

- Colleges are looking into their diverse faculty, students, organizations, meals, departments, curriculum, etc.
- ODI creates more innovation and higher revenue for colleges.
- When done correctly, the line between diversity and tokenism is not blurred and structural change is possible.



Action Items

Setting the Context

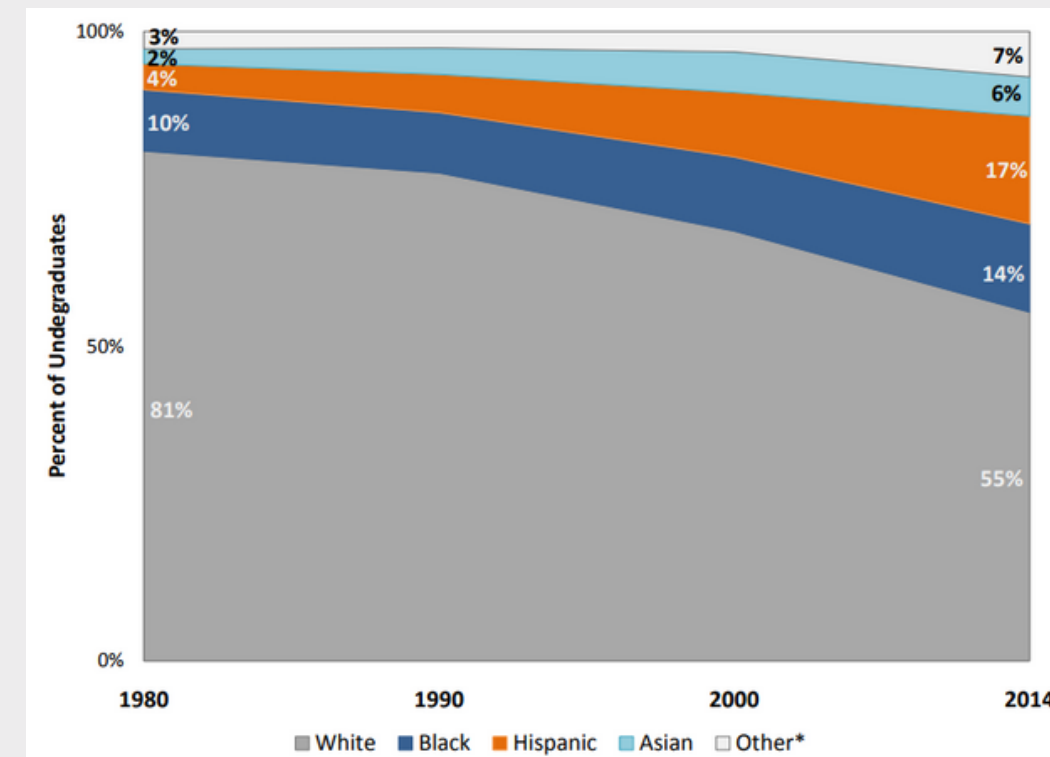
Identify gaps in
opportunities, access,
social mobility,

Promoting Access

Strategic plan to serve
minority students

Education Pipeline

Two vs. four-year enrollment
Part vs. full-time students
Differences in finances
First-generation students



Advancing diversity and inclusion in Higher Education. (2016, November).

Retrieved April 11, 2022, from

<https://www2.ed.gov/rschstat/research/pubs/advancing-diversity-inclusion.pdf>

Lomax, T. (2021, November 21). Dei Dreaming: Confusing inclusion and

tokenism. The Feminist Wire. Retrieved April 7, 2022, from

<https://thefeministwire.com/2021/11/dei-dreaming-confusing-inclusion-and-tokenism/>

Srajat. (2019, November 14). National Trend finds racial makeup of college

marketing misleading. The Sandspur. Retrieved April 7, 2022, from

<https://www.thesandspur.org/national-trend-finds-racial-makeup-of-college-marketing-misleading/>

