
Including Boards in Inclusion Work: Communicating for Effective Governance

A Presentation to the Yes We Must Coalition
November 30, 2022

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Overview

1. Communicate to Educate
2. Address Myths
3. Signal With Actions
4. Remember the Fundamentals
5. Resources

Communicate to Educate

Level-Set for All

Define terms

- What do we mean?

Place institution in context

- What is our reality today? Realistically, who are our peers?

Illustrate via data *and* story

- By the numbers, by the lived experience
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Address Myths

Common Myths and Biases

Myth: Race automatically correlates with SES

Myth: Students on aid who protest the administration are “ungrateful”

Myth: We can't afford to invest in equity

Signal With Actions

Walk the Talk

Mirror trainings required of campus

Add younger alums (or students) to board

Engage with non-traditional campus groups

- First-gen, low-income; middle-income, too
 - Older students; students with families
 - Front line staff: financial aid, career services, student life
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**Remember
the
Fundamentals**

Communications Discipline

Leave the boardroom unified around decisions

Only the board chair speaks for the board

Remain vigilant re media, including student media

Every conversation travels

Resources

Resources

Governance as Leadership: Reframing the Work of Nonprofit Boards (Chait, Ryan, Taylor)

Practical Wisdom: Thinking Differently About College and University Governance (Eckel, Trower)

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Thank you

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