



Cultural Synchronization Questions

What questions might you ask a focal student in an informal one-to-one?

1. What approaches and outreach will help ensure that those who need to be engaged are able to fully participate? How can you create opportunities for people least likely to be heard to ensure they share their specific concerns (e.g., use of multiple techniques such as focus groups and online surveys, types of questions asked, simultaneous interpretation, sign language, anonymous feedback)?

2. Is your team representative of the diversity in the population you are engaging? What steps can you take to ensure you are inclusive of a diversity of perspectives?

3. Which employees, groups or community groups with experience in these specific communities can help you conduct outreach? How are you compensating these outreach partners?

4. Is there a history – between the organization and community, or between communities – that you need to consider? If that trauma exists, how will you address it? How will you ensure everyone is heard?

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5. Is the language you use in your promotional materials and communication strategy easily understood by diverse audiences?

6. What steps can you take to remove barriers to your presence where the community gathers for full participation (e.g., dependent care, transportation, safety, language, accessible location, time, multiple formats, avoid religious and cultural holidays, culturally appropriate.)?

7. Is the environment welcoming to participants who may be reluctant to share their views? If not, what can you do to change this (e.g., pair up a new participant with an experienced one to help those new to the process feel encouraged to participate.)? Does the pace, format and language of the engagement accommodate everyone including participants who are least likely to speak up and for whom the information may be new?

8. Are the insights from groups who face systemic barriers and inequities reflected in the report and final product?

9. How will you demonstrate accountability and commit to report back the findings to the full diversity of people who were involved in the engagement activity?
