Know. Live. Embody.

**Recommendation**: A video to orient all new employees to the University's commitment to diversity, how it is lived, and how we all embody it.

**Why a video?**
Tell the story that relates to all layers of diversity, not just those associated with race and gender.

**What purpose would the video serve?**
- Introduce the audience to how the values of equity and inclusion are embedded in the work that we do.
- Highlight what the UO is doing to embody equity, diversity, and inclusion on campus.
- Illustrate how equity, diversity, and inclusion leads to a sense of belonging and community.
- Create a richer workplace experience which leads to opportunities for professional development, growth, etc.
- Serve as an essential tool for recruitment and key resource for orientation.

**Who is the audience?**
Newly hired and prospective employees (includes faculty, OAs, staff, and GEs).

**What questions will the audience have about equity, inclusion, and diversity that the video could answer?**
Will I fit in? Are they sincere? How do they demonstrate their efforts? How does this apply to me?

**What actions do we want the audience to take after watching?**
- Ask about their unit’s Diversity Action Plan and how they contribute to it.
- Know how to find and remain engaged with other equity and inclusion initiatives on campus.

**How should the audience feel after watching?**
- Welcomed, informed, and inspired to be an engaged member of the diverse UO community.
- Connected to equity, inclusion, and diversity efforts that are embedded in the work we do.
- Educated about available campus resources.
- Knowledgeable about our shared commitment to know, live, and embody.