

THE ACTIVIST

MESSAGING

Below are some themes to highlight when messaging students with this persona.



Activism opportunities

Highlight 4 or 5 activism or social-justice oriented student groups on your campus. If you can, aim to spotlight unique affinity groups as well as the tangible impact student groups have had in changing policies, raising awareness, or driving charitable donations.



Welcoming community on campus

Share the perspective of 2 or 3 students from a marginalized background who feel that your institution has created a welcoming environment for students like them. Their stories should illustrate the formal efforts of institutional policy and faculty, as well as the impact of the broader student community.



Integrating Social Justice into the Curriculum

Showcase the approach that your institution has taken to integrate social justice into the coursework. If you can, highlight multiple courses and elements of the curriculum across disparate disciplines that illustrate the integration of social justice into the academic experience.

BUILDING AFFINITY

Below are some suggested ways to engage students with this persona.

Set up a student diversity panel [\(virtual or in-person\)](#)

The best version of this panel features students that highlight the ethnic, socioeconomic, and geographic diversity of your campus

Host an affinity group presentation [\(virtual or in-person\)](#)

This can either feature a single affinity group or representatives from multiple affinity groups

Facilitate a social justice faculty panel [\(virtual or in-person\)](#)

Features faculty member discussing how social justice is built into their curriculum and teaching philosophy