

Building Diversity, Equity, and Inclusion in Higher Education:
for Students, Staff, and Faculty
16-17 May 2023 (Helsinki, Finland)

What Can You Say? DEI in Your Language

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Language shapes the way we see the world -- and that language is constantly changing.

Language is a key element of diversity, equity, and inclusion.

Never have languages had to adjust so quickly to address these growing concerns.

Today's speakers need to be aware of potential microaggressions in academic work, the job-search context, and even in everyday communications.

There is no shortage of guides for inclusive language in all fields, especially in **higher education** in the US.



NC STATE Brand

Inclusive Language Guide

NC State strives to foster an environment that welcomes, includes and empowers every member of the Wolfpack. Follow the guidelines on this page to help make sure your writing supports this strategic goal.

Championing Diversity

As our university, state and nation become increasingly more diverse, it is ever to communicate inclusively. Inclusiveness in our words and imagery respects others and enables people to work together effectively without causing conflict that could hinder our work to fulfill a common mission. Inclusiveness

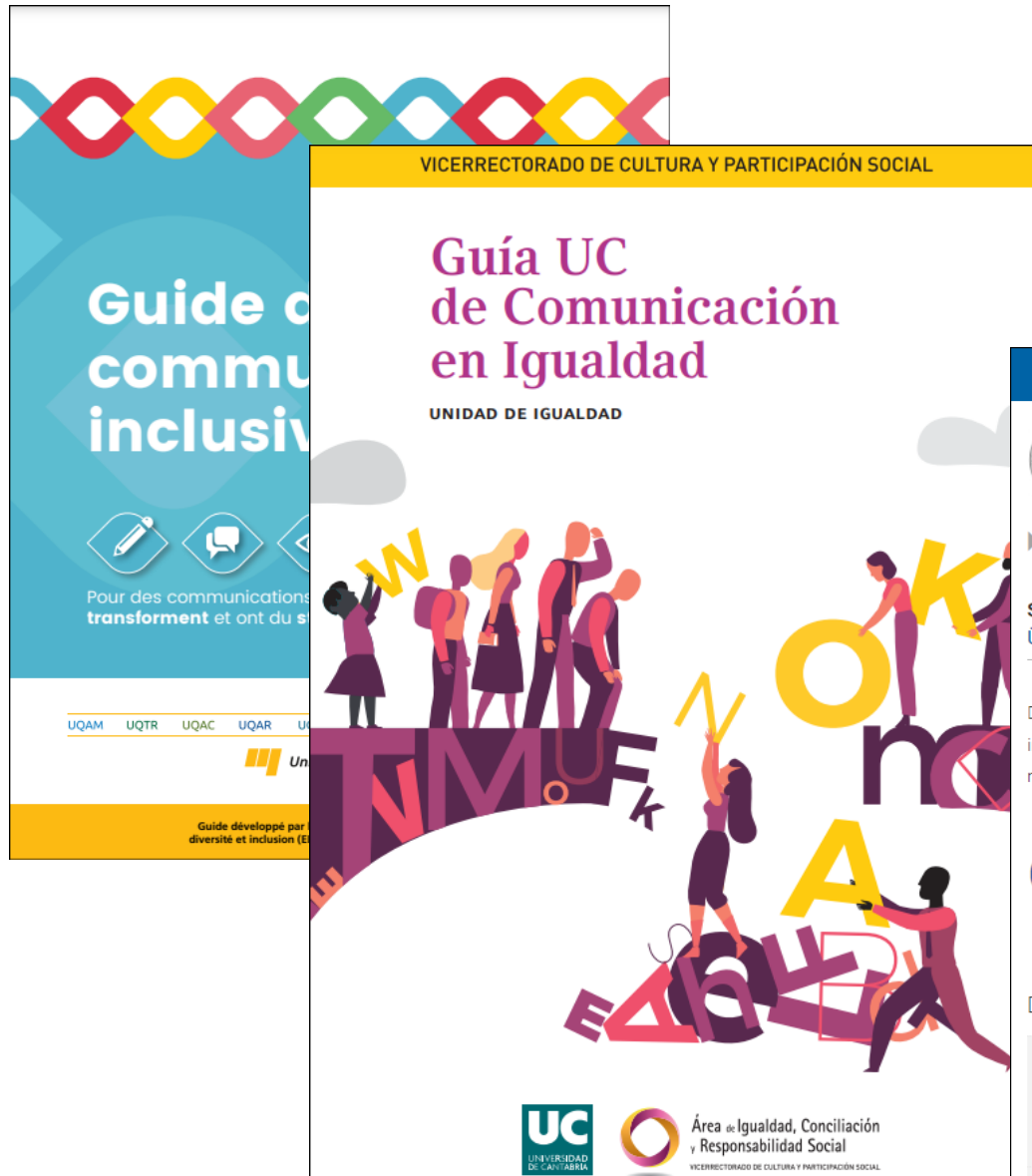
Boston University Marketing & Communications:
Brand Guidelines

BOSTON UNIVERSITY

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Inclusive Language

Boston University strives to use language that is free from words, phrases, or tones that reflect prejudiced, stereotyped, discriminatory, or limited views of particular people or groups. The following suggestions about ethnicity, gender, and gender-neutral words are intended to promote inclusiveness and factual accuracy*:



And this phenomenon is not limited to the US.

DE | Quicklinks

universität wien

► Personalwesen und Frauenförderung

Sie sind hier: ► Universität Wien ► Personalwesen und Frauenförderung ► Organisationskultur & Gleichstellung ► Im Überblick ► Geschlechterinklusive Sprache

Die folgenden Texte verwenden den Genderstern, um intergeschlechtliche, transgeschlechtliche und nichtbinäre Menschen zu inkludieren. Der Genderstern wird vom Screenreader unter Umständen als ‚Pause‘, ‚Stern‘, ‚Sternchen‘ oder ‚Asterisk‘ vorgelesen, manchmal auch gar nicht, was den Effekt erzeugt, dass nur die weibliche Form ausgesprochen wird.

Geschlechterinklusive Sprache

Der [Frauenförderungs- und Gleichstellungsplan](#) der Universität Wien (§ 2) hält fest, dass

- 1 alle Organe und Angehörigen des wissenschaftlichen und allgemeinen Personals der Universität Wien in allen Mitteilungen, die an die Universitätsangehörigen oder die Öffentlichkeit gerichtet sind, **diskriminierungsfreie und geschlechtergerechte Sprache verwenden**.
- 2 **Generalklauseln** wie "Frauen sind bei männlichen Bezeichnungen mitgemeint" **unzulässig** sind.

What Is Inclusive Language?

A definition is easy to generate:

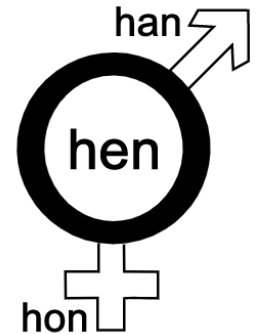
“Inclusive language avoids excluding particular groups of people and is designed to be inclusive of all individuals, regardless of their race, gender, sexual orientation, age, ability, religion, or any other characteristic that may result in exclusion or marginalization.”

Is Your Language Inclusive-Able?

Is it easy to know what can you say in English, Finnish, and other languages in order to remain inclusive in your communication?

Some language have certain advantages, and others can adjust

- Finnish, Mandarin Chinese, and Turkish have no gendered pronouns in the 3rd person (i.e., he/she).
- Swedish has introduced the gender-neutral pronoun "hen" to complement the traditional gendered pronouns "han" (he) and "hon" (she).
- English has been converting for decades the “man” professions that were traditionally masculine (mailman → mail carrier).



And many languages have disadvantages...

For example, French...

- a very long language history
- gendered nouns and pronouns
- gender in the 3rd-person plural is masculine by default
- gendered job titles: "doctor" (médecin) is masculine, while "nurse" (infirmière) is feminine
- a conservative language-governing body: the Académie française

Inclusive language goes well beyond gender inclusivity, however.

Inclusive language avoids assumptions and stereotypes based on gender, race, ethnicity, age, disability, sexual orientation, or other characteristics that may marginalize individuals or groups.

This seminar is predicated on **DEI in Higher Education**.

Why should we be concerned about DEI-sensitive language at the university level?

- It involves our interactions with staff and faculty: hiring, work environment, etc.
- It involves our work in the classroom with students: developing a future generation

We will speak about English (AM) and Finnish, but these principles apply to all.

Some non-inclusive language in all languages is obvious and easy to avoid with common sense:

- **Racial slurs:** terms referring to race or ethnicity.
- **Gender-based slurs:** terms referring to gender or sexual orientation.
- **Ableist language:** terms used towards people with disabilities.
- **Ageist language:** terms used towards people based on their age.
- **Religious slurs:** terms referring to religion or beliefs.

*We will **not** be talking about this language now, however. In Higher Education, we should be beyond intentional derogatory language.*

Let's concerns ourselves with *unintentional* non-inclusive language:

- Eeny, meeny, miney, moe. Catch a tiger by the toe. If he hollers, let him go. Eeny, meeny, miney, moe.
- We were gypped out of our money!
- You can have several days of paid vacation, and Christmas days off.
- Hold down the fort until I get back.
- I am low on the totem poll in this department.
- Handicapped parking is available.
- Housekeeping will assist you in a moment.
- Anne will be manning the front desk this morning.
- “I have a lot of experience dealing with men who sometimes get off the reservation in the way they behave and how they speak.” --Hillary Clinton

Jokamiehenoikeus Freedom to roam

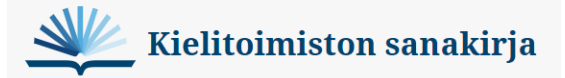
Everyman's Right

All people whether residing in Finland or just visiting have the right to enjoy nature anywhere in the Finnish countryside regardless of land ownership. The legal concept of "Everyman's Right" in Finland extends immense freedom to roam but comes with some serious responsibilities. Primary of all is a mutual respect for nature, people and property. The outdoor enthusiast's golden rule requires a desire to preserve and protect the unspoiled beauty and wonder of nature for future generations to enjoy.

<https://www.nationalparks.fi/everymansright>

Equating disability with negativity: Using disability-related terms in a negative or derogatory context, such as using "sokea" (blind) to imply ignorance or "kuuro" (deaf) to suggest a lack of understanding.

Unintentional non-inclusive
language is not limited to English



esimies => esihenkilö (manager)

esimiestehtävät
esimiesasema
esimiesrooli

Palomies =>

Lastensuojelussa työskennellyt sosionomi, SM-tason koripalloilija ja reservin luutnantti **Heini Tammilehto**, 26, halusi päivätyöhönsä enemmän fyysisyyttä ja pyrki **palomieheksi**. Hän aloitti kovan treenin ja toisella yrittämällä täppäsi. Heini läpäisi rankat testit ja pääsi opiskelemaan Kuopion pelastusopistoon. Hän valmistui **palomieheksi** vajaa vuosi sitten ja sai juuri 1. lokakuuta alkaen viran Virroilla.

Good practices? Inclusive language in HE management?

Johtoryhmän jäsenet:

Minna Hiillos, rehtori

Anne-Mari Karppinen, johtaja (kaupallinen toiminta ja kansainvälisyys)

Salla Huttunen, vararehtori (TKI ja digitalisaatio)

Katja Komulainen, vararehtori (opetus ja oppiminen)

Hanna Ilmonen, henkilöstöjohtaja (henkilöstö ja kulttuuri)

Satu Koivisto, tutkimuspalvelujohtaja (tutkimus- ja tietopalvelut)

Jari Laukia, johtaja (opettajankoulutus)

Virpi Peltoniemi, talousjohtaja (talous)

Teppo Rantala, johtaja (osaaminen)

Kari Salmi, hallintojohtaja (turvallisuus ja vastuullisuus)

Ari Hälikkä, strategiajohtaja (toiminnanohjaus), johtoryhmän sihteeri

<https://www.haaga-helia.fi/fi/organisaatio>

Johtaja – Manager/Director

Päällikkö - Chief/Head/Manager

Tiiminvetäjä - Team leader

Lähiesimies - Immediate supervisor

Yksikönvetäjä - Unit leader

Vastuuhenkilö - Responsible person

Opintohjaaja – Student advisor

Hallintojohtaja (administrative director/manager)

Talousjohtaja - Talousjohtaja (financial director/manager)

Tutkimusjohtaja - Tutkimusjohtaja (research director/manager)

Kehitysjohtaja - Kehitysjohtaja (development director/manager)

Henkilöstöjohtaja - Henkilöstöjohtaja (human resources director/manager)

Viestintäjohtaja - Viestintäjohtaja (communications director/manager)

Laatupäällikkö - Laatupäällikkö (quality manager)

Opintopäällikkö - Opintopäällikkö (study affairs manager)

How is your non-inclusive language recognition?

Join at
slido.com
#6425 759



***NOTE:** The poll was conducted during the presentation. The results were given at the end of the presentation (and listed at the end of this document).*

Recognizing unintentional non-inclusive language must your objective.

The problem? Expressions are language-dependent

- I can say this in Finnish: Pitkästä aikaa!
- I should not say this in English: Long time no see!

And the disadvantage for native English speakers? These expressions are ingrained.

Recognition is an essential step to achieve DEI in *your* language.

Now we just need to agree...

Don't Call It a 'Brown Bag Lunch': Seattle Frowns on Popular Term

Officials are concerned a

By Amanda Taselaar | Aug. 06

Share Like 156

It's not a brown bag lunch, it's a brown bag. The Office for Civil Rights in Seattle suggested that government workers stop using the common term because to some people, according to a survey, asking city workers to refer to themselves as "residents," not citizens, on the grounds that government serves everyone in the city, not just citizens.

In terms of the seemingly innocuous term, it has been used to pack lunches for people who are actually traces back to the "brown bag" which was traditionally used to carry food for certain African-American soldiers during World War II. Wikipedia explains that the term "brown bag" is a reference to blackness – if your skin tone was dark, you'd let into the party. City leaders

Replace the term "Brown Bag" with a different term for the Friday lunchtime seminars.

From the Anti-Racism Action Committee to Chair Michael Oskin
Department Earth and Planetary Sciences, University of California, Davis
Fall 2020

Proposed change: Use a different term instead. Replace this term with a different term.

Why: The term "brown bag" is offensive to members of the department.

Steps needed:

- Max and Mandy take the term off the website and event calendar
 - Many occurrences of the term are from folks who have not been notified
- Department website updated
- Chair announces the change and encourages the use of the old term and encourages the use of the new term

Audience: This change will be familiar with the problem and should now feel more included.

Background: The term "brown bag" is a reference to blackness – if your skin tone was dark, you'd let into the party. City leaders



Friday, May 19
12 pm to 1 pm
ES2132 OIA
Global Crossroads

BROWN BAG lunch
with _____
MASTORA BAKHIET



How Do You Know What You Can Say?

Advice is common and easily found.

AMERICAN PSYCHOLOGICAL ASSOCIATION

Equity, Diversity, and Inclusion

INCLUSIVE LANGUAGE GUIDELINES

Disability Status

ableism

Stereotyping, prejudicial attitudes, discriminatory behavior, and social oppression toward people with disabilities to inhibit the rights and well-being of people with disabilities, which is currently the largest minority group in the United States (APA, 2021b; Bogart & Dunn, 2019). Understanding the concept of ableism, and how it manifests in language choices, is critical for researchers who focus on marginalized groups such as the autistic community (Bottema-Beutel et al., 2021).

TERM TO AVOID	SUGGESTED ALTERNATIVE	COMMENT
Use of person-first and identity-first language rather than condescending terms		
special needs physically challenged mentally challenged mentally retarded handi-capable	person with a disability person who has a disability disabled person people with intellectual disabilities child with a congenital disability child with a birth impairment physically disabled person person with a physical disability	Use person-first or identity-first language as is appropriate for the community or person being discussed. The language used should be selected with the understanding that disabled people's expressed preferences regarding identification supersede matters of style. Avoid terms that are condescending or patronizing.
mentally ill	person with a mental disorder person with a mental illness person living with a mental health condition	

There are European equivalents and glossaries translated into Finnish:

European Institute for Gender Equality (EIGE)'s Gender Equality Glossary and Thesaurus

<https://eige.europa.eu/publications/gender-sensitive-communication/practical-tools/examples-common-adjectives-carry-gender-connotation-and-alternatives>



^ Practical tools

Solutions for how to use gender-sensitive language

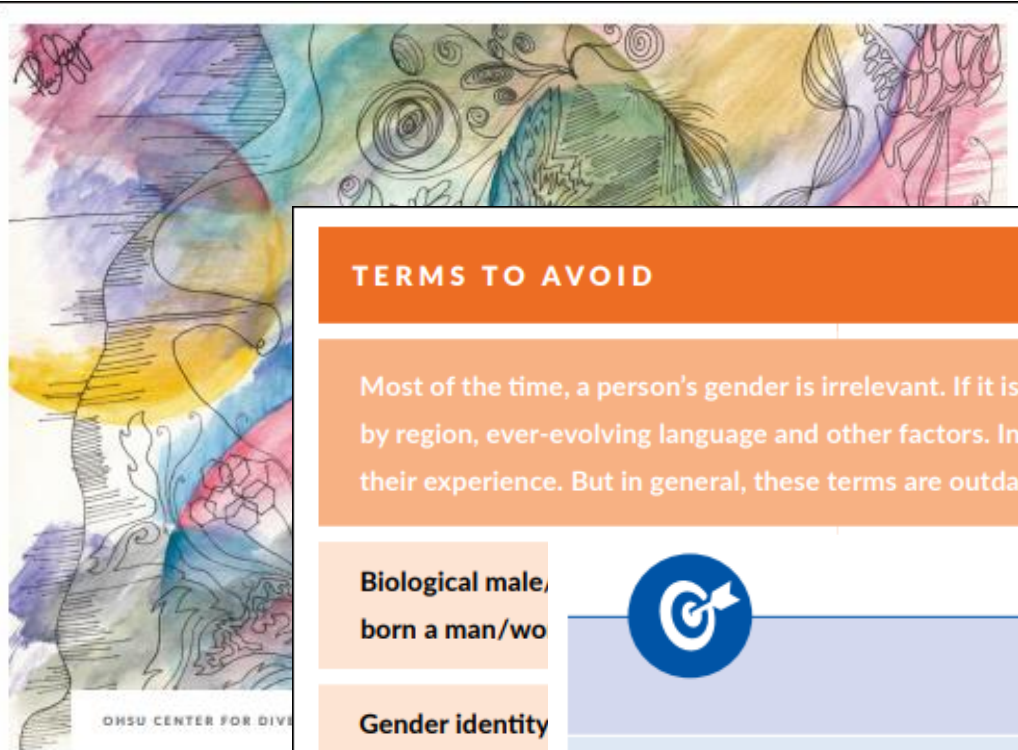
Pronouns

Invisibility or omission

Common gendered nouns

Adjectives

Phrases



TERMS TO AVOID

Most of the time, a person's gender is irrelevant. If it is relevant with a transgender person, there are ways to be respectful. Terms vary by region, ever-evolving language and other factors. In some cases, a person may find that one of the following terms best describes their experience. But in general, these terms are outdated, and we avoid them.

- Biological male, born a man/woman
- Gender identity
- Hermaphrodite
- MTF and FTM
- Preferred name, preferred pronouns
- Pre-operative, post-operative



BEST PRACTICES

- If you're unsure what name or pronoun someone uses, politely ask. It's usually OK to ask: "What pronouns do you use?" Remember, it's not what pronouns they "prefer."
- Do your best to use someone's name and pronouns consistently, even if you knew the person by another name.
- Acknowledge any language mistakes you make and how it may make the person feel.
- Talking about a transgender person's previous identity is called deadnaming. It's disrespectful. If you don't know how to refer to someone in the past, ask. If the person doesn't want to discuss it, respect that.

Advice from OHSU <https://www.aboutrsi.org/library/ohsu-inclusive-language-guide>

- **Identity is personal:** Every individual has the right to describe themselves as they wish.
- **Respect:** Not everyone wants to share their identity.
- **Ask:** When interacting with people for the first time, describe your intention to use respectful language and ask, “How do wish for me to refer to you?”
- **Be thoughtful and intentional:** When is it even appropriate to call out a person’s race or physical or mental attributes?
- **Be kind and affirming**
 - – People-first language
 - – Avoid labels
 - – Use asset- not deficit-based language: The goal is to focus on strengths
- **Gender neutral language**

POLL
RESULTS

RESULTS



Here are the poll instructions and questions.

Categorize these as **OK** or **Not OK** to say to your staff, faculty, and students:

- As you can see, the answer is complicated.
- What are your preferred pronouns?
- Let's pow wow today and figure this out.
- We can grandfather you into this course.
- Hey, all, long time no see!
- I can't finish this in time. No can do.
- That's going to be a black mark on your record.
- I'm sorry, but I'm a basket case today.
- The master template is updated every year.
- A student must always prepare for his or her test.
- We should help any elderly faculty member.
- The syllabus must address a special needs person.
- How many freshmen are enrolled in the course?
- Give these corrections to the webmaster.
- When addressing a group of women: "Ladies, your progress is good."
- We seek diverse staff for our program.
- This is an option for hearing impaired students.
- Our brown bag lunch series continues this Wednesday.

POLL RESULTS from 16 participants, including 6 native-English speakers.

NOTE: None of these is “OK” to say according to existing DEI guides.

Which of the following statements is OK to use in English?

As you can see, the answer is complicated.



What are your preferred pronouns?



Let's pow wow today and figure this out.



We can grandfather you into this course.



I can't finish this in time. No can do.



That's going to be a black mark on your record.



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A student must always prepare for his or her test.



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The syllabus must accommodate special needs students.



How many freshmen are enrolled in the course?



Give these corrections to the webmaster.



Ladies, your progress is good. (When addressing a group of women.)



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Our brown bag lunch series continues this Wednesday.



QUESTIONS/DISCUSSION

