RACIAL EQUITY TOOL

SPARK POINT®
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STEPS & LOCATION IN TOOLKIT: **QUESTIONS:**

1 SET OUTCOMES

Visioning

What are we doing and what do we hope it will do?

1. Identify some racially equitable results that SparkPoint would facilitate for your student population and surrounding community.

2. How can SparkPoint fit into your institution's existing racial equity priorities?

3. What does SparkPoint have an ability to impact?

2 COLLECT & ANALYZE DATA

Needs Assessment, Scheduling & Marketing and Outreach

What data is available? What does the data tell us? What additional data do we need?

1. Define the geographic areas served by your institution. Determine the racial demographics of those living in the area.

2. Analyze the population-level data to tell you about existing racial inequities in your community. What does it tell you about the root causes or factors influencing racial inequities?

3. What does the institution-level data tell us regarding students of color? Are they graduating, staying in school, or accessing student services at the same rate as everyone else?

4. What additional data would be helpful as you plan your SparkPoint center?

3 ENGAGE COMMUNITY

Needs Assessment, Priority Population, Schedule, Space & Marketing and Outreach

How have communities been engaged? Are there opportunities to expand engagement?

1. Identify who is most impacted by the issues that SparkPoint seeks to address. How are you involving these community members in the development of this SparkPoint Center?

2. What is your engagement process (surveys, focus groups) telling you about the lived experiences of your student population and the surrounding community?

3. What is your engagement process telling you about the factors that produce or perpetuate racial inequity as they relate to basic needs, education or career opportunities, and financial stability?

4 EXAMINE BENEFITS VS. HARM

Services, Partnerships, Client Journey Mapping & Marketing and Outreach

Who benefits and who is harmed? What are your strategies for advancing racial equity or mitigating unintended consequences?

1. Consider the potential unintended consequences of SparkPoint. In what ways could the program enhance positive impacts or reduce negative impacts?

2. How can SparkPoint complement existing programs and partners with strong racial equity strategies? How will you work with institutional leadership, internal and external partners, and the broader campus community for long-term positive change?

3. Are the impacts aligned with your community outcomes defined in Step #1?

5 DESIGNATE RESOURCES

Staffing, Budget and sustainability

What funding is available to support racial equity priorities?

1. Determine the funding necessary to support racial equity priorities, such as ongoing data collection, analysis, and community engagement. Is this funding already available or will it need to be raised?

2. Do you have the capacity to recruit from specific communities to ensure that staff are representative of the communities they serve?

6 ENSURE IMPACT THROUGH EVALUATION

Evaluation & Learning

What will be evaluated and how?

1. Determine how impacts on racial equity will be documented and evaluated.

2. Are you achieving the anticipated outcomes? Are you having impact in the community?

*this tool is adapted from GARE's Racial Equity Toolkit