Mid-Peninsula Branch

What is an Equity Lens? It is a set of questions we ask ourselves when we author web content for our branch website.

Why should we use an Equity Lens? It can help us to identify potential impacts on institutionally underserved and marginalized individuals and groups, as well as identify and potentially eliminate barriers. An Equity Lens *can help create a positive, respectful, and inclusive environment* within our branches.

When should we use an Equity Lens? We can use an Equity Lens when we are planning web content for our branch website

Website planning --
As our branch uses an Equity Lens to publish on the website, members should be encouraged to read the website with an equity lens and raise DEI concerns, and discuss and work through issues when they arise, giving everyone a chance to be heard.

AAUW
empowering women since 1881
Mid-Peninsula Branch

Please ask the following questions when you author web content for our branch website:

Purpose/Assumptions:
- What is the issue of the web content?
- What is our goal for this web content?
- What assumptions are we making?
- Is the web content planned to attract a diverse group of *readers*, considering for example, age, ethnicity, gender identity, religion?
- Is the web content planned to include our current membership and guests?

Inclusion/Representation:
- Is website welcoming to guests?
- Does our website show members of color and of varied ages and abilities?
- Do we use language that is inclusive and welcoming?
- Have we included a way for a non-member to get in touch with the branch?
- Do we specify that events are open to the public?
- How will we ensure all readers and those featured in the website feel welcomed and valued?

Impact:
- What outcomes do we hope to create?
- What are potential unexpected outcomes?
    - How can we address them?
- How might our decisions increase, decrease, or ignore equity?

Communication:
- How will we ensure the visual, textual, and aural communication of the web content takes place in an inclusive and culturally sensitive manner?
- Are we showing multiple viewpoints?
- Will others see themselves in our communications?

Evaluation/Feedback:
- How will we know if we have accomplished our goal?_____

- How can we collect varied feedback about our actions? _____

- What have we learned for the next time? _____

*Modified for the Mid – Peninsula branch from Equity lens developed by AAUW of California: B.Finnegan, P.Hesik, G.Langkusch; 5/22