



connected

CASE Europe Annual Conference

17-19 November 2021 | #CASEconnect

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Increasing connections with diverse audiences

- Sharing our journey
- Practical tips
- Sharing your experiences
- Lessons (still being) learned

Where it began for us



15 months later



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What did we do?

- Asked ourselves difficult questions
- Sought advice and began learning
- Reviewed the data and set targets to improve

Key activities

Research to explore the experiences of transgender people in sport

A BU sports graduate is setting out to increase awareness of the experiences of transgender people in competitive football through a research project.

Terri Harvey(she/her) completed her undergraduate degree in sports development and coaching sciences in 2020 and has now begun a Master's to explore how the sports world can adapt to better support athletes from marginalised groups.

Her focus was prompted by the experiences of her brother, who had to stop playing competitive football when he decided to transition. Terri said: "There is very little published research about the experiences of trans people in sports. Competitive sport is very gender divided and that becomes difficult for those who identify as trans or non-binary. There are very few opportunities for them to continue to compete and in a number of cases policies prevent them from doing so."



Award shortlisting recognises BU graduate as a future leader

In the three years since graduating from BU, Tyler Lee has become a champion for diversity and inclusion in his workplace and beyond, resulting in a shortlisting for a national award.

Tyler, who studied International Business Studies at BU and who now works as a Category and Channel Development Manager at Unilever, was announced in the top 10 of the Future Leader category of the British LGBT Awards earlier this month. The achievement recognises the impact that Tyler has made as co-chair of Unilever's proUd network in the UK and Ireland, including helping the company to be more inclusive in its marketing and providing activities and support for colleagues.

The fact that Tyler is now a passionate advocate for the LGBTQ+ community stems from having overcome his own challenges to get where he is today. He said: "Before coming out I was concerned that it might have a negative impact on my career. There is a perception that being gay will affect how colleagues view you and



I&D is more than just gender equality

But there was one topic I wasn't always comfortable to approach...



IT'S NOT A PICK 'N' MIX

DIVERSITY IN COMMS
DEV MISTRY
BU ALUMNI SERIES



SOCIALS
@DEMISTRYMAN
LINKEDIN: DEV MISTRY
SLIDO: #BUDIVERSITY 2020-11-19 08:34:01



Key activities

In August 2020, Business in the Community released 'Race at Work: The Black Voices Report' which highlights a disparity in the career progression of black and white employees.

As part of Black History Month, we asked three members of our Alumni community to share their thoughts and experiences of the report and its recommendations.

Our report panel



Kim. T. Machipisa

Course studied at BU: BA (Hons) Marketing Communications

Currently: Studying for a Master's in International Development



Joy Osula

Course studied at BU: BA (Hons) Communications and Media

Currently: Self-employed and studying for a Master's in Fashion Entrepreneurship



Bonnie Whittingham

Course studied at BU: Masters in Business Administration

Currently: On maternity leave

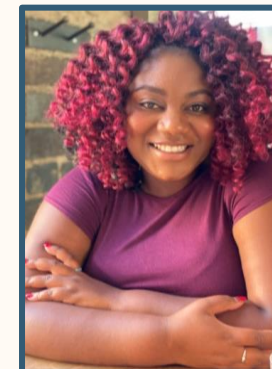
Micah Douglas: BU graduate working for a brand with a global mission

Having set his sights on joining a values-led organisation, BU graduate Micah Douglas is proud to be working for a brand on a mission to tackle modern slavery.

Micah, who graduated with a degree in [Events Management](#) in 2018, is now Marketing Assistant for the UK and Ireland at [Tony's Chocolonely](#) – a Dutch confectionary brand setting out to make the chocolate industry 100% slave free.

He said: "It was important for me to join a company which aligned with my own values, and to work for a business which wants to make a positive impact on the world. The fact that I could do that while building my career in the fast-paced food and drink sector, which I love, was a massive draw."

Tony's sells its chocolate bars through supermarkets, independent stores and online. And while it ensures that its own practices promote fair trading across the cocoa supply chain, it is also actively campaigning to achieve the same for the whole confectionary trade.



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What do students want to see in alumni?

- Opportunity for qualitative research across the sector
- Importance of understanding that students want to see communication from alumni they can connect with
- Recommend you engage in small number of focus groups to build your understanding

Your experiences and insights

- 5 minutes to share your experiences and insights
- Two questions:
 - How are you addressing equality, diversity and inclusion in your alumni activities?
 - What have been the key challenges or learning points?

Lessons (still being) learned

- Balancing good intentions with tokenism
- Asking the questions sensitively
- Navigating changes in language/terminology

What's next?



WOMEN AT WORK: BREAKING FREE OF THE UNENTITLED MINDSET

**WOMEN'S CAREERS ARE
BEING HELD BACK BY
AN 'ENTITLEMENT GAP'
IN THE WORKPLACE
REVEALS NEW RESEARCH
BY THE FEMALE LEAD**

Close The #EntitlementGap

Final comments and questions



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