Introduction to Cultural Awareness
What YOU can Expect Today

An introduction to begin acquiring a set of skills to enhance your work with diverse audiences.
This Training is **NOT** About

- Specific cultural groups
- Trying to change your values
- Blaming or fault-finding
- Creating guilty or angry situations

**COOPERATIVE EXTENSION**

[Logos of Kentucky State University and University of Kentucky]
Ground Rules

• Listen receptively
• Try new ideas
• Agree to disagree
• Respect each other’s expertise
• Assume good intentions
Identity Quiz

Match each title with the appropriate picture/person:

____ A. Poet
____ B. Veterinarian
____ C. Gay Rights Activist
____ D. Nobel Prize Winner
____ E. Anti-Slavery Advocate
____ F. University President
____ G. Murderer
____ H. Farmer
Cultural Competencies

• Cultural Awareness
• Cultural Understanding
• Cultural Knowledge
• Cultural Interaction
• Cultural Sensitivity
How Cultural Awareness Helps

• Explore personal and cultural values, biases, prejudices, and views.
• Identify ways in which culture shapes beliefs, practices, and values.
• Identify similarities and differences among cultures.
• Recognize our own culture(s), including Extension culture.
Definition of Diversity

Differences expressed in many ways, including race, sex, age, physical and mental ability, sexual orientation, religion, class, philosophy, and culture.
THE DIVERSITY WHEEL

COOPERATIVE EXTENSION

WSU Extension: Navigating Difference
Adapted from: Gardenswartz and Rowe 2003
DIVERSITY WHEEL
INSTRUCTIONS

• Choose two dimensions from the wheel. Select a factor within each dimension to focus on for this activity and clearly identify the aspects of diversity (differences) that you bring on these two factors.

• What strengths/advantages do these two differences bring to the work group? Be as specific as you can.

• What potential conflicts are created because of the two differences you bring to the work group/team?

• Have you ever felt like an “outsider” in a work group because of the differences you identified?

• Think about a strategy you have used to either maximize the strength of a difference you identified, OR to minimize the conflict associated with a difference you identified.
Definition of Culture

A socially transmitted worldview learned and shared by a group, that influences their values, beliefs, customs, and behaviors and is reflected in their language, material culture, food, and social institutions.

(Adapted from Andrew & Boyle 1999; Burchum 2002; Leininger 1991, 1995; Mead 1955; Purnell & Pulanka 1998; Salmond 2000; Schriver 1995.)
“Culture is like a pair of sunglasses. It shields us from external harshness and offers us some measure of safety and comfort. It also blocks us from seeing clearly through our tinted lenses because of that same protectiveness.”

(Ting-Toomey 1999)
Activity

Case Scenarios
Questions for Scenarios

- What about this person makes him/her an asset?
- What are the pitfalls?
- What are some suggestions that we can use to minimize pitfalls and maximize the learning?
What is cultural competency?

Behaviors, attitudes, and policies in a system, an agency, and within professionals that enable effective work in cross-cultural situations.

Cross, T. et al. 1989
Organizational Culture

How do values, beliefs, customs, and behaviors welcome or exclude those who bring differences to the group --- both in our employment and with the people in the community?
Next Steps & Opportunities for Growth

- Extension District Diversity Trainings
- Online Civil Rights Training Modules
- eXtension-Diversity, Equity, and Inclusion
- Tri-State Diversity Conference (February 20-21, 2014)