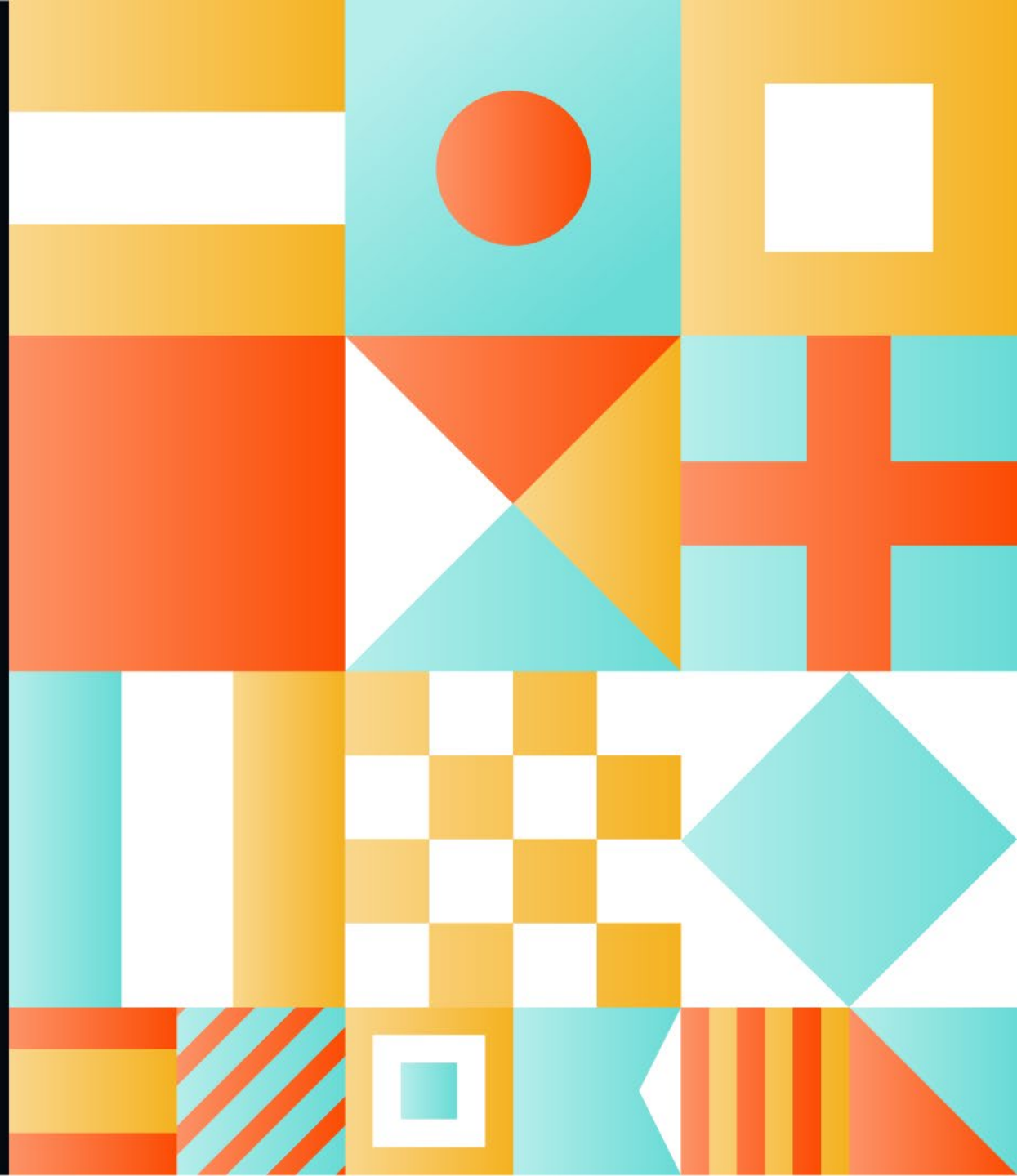
# The Procurement Number

Dr. Jose Fierro
President/Superintendent
Cerritos College

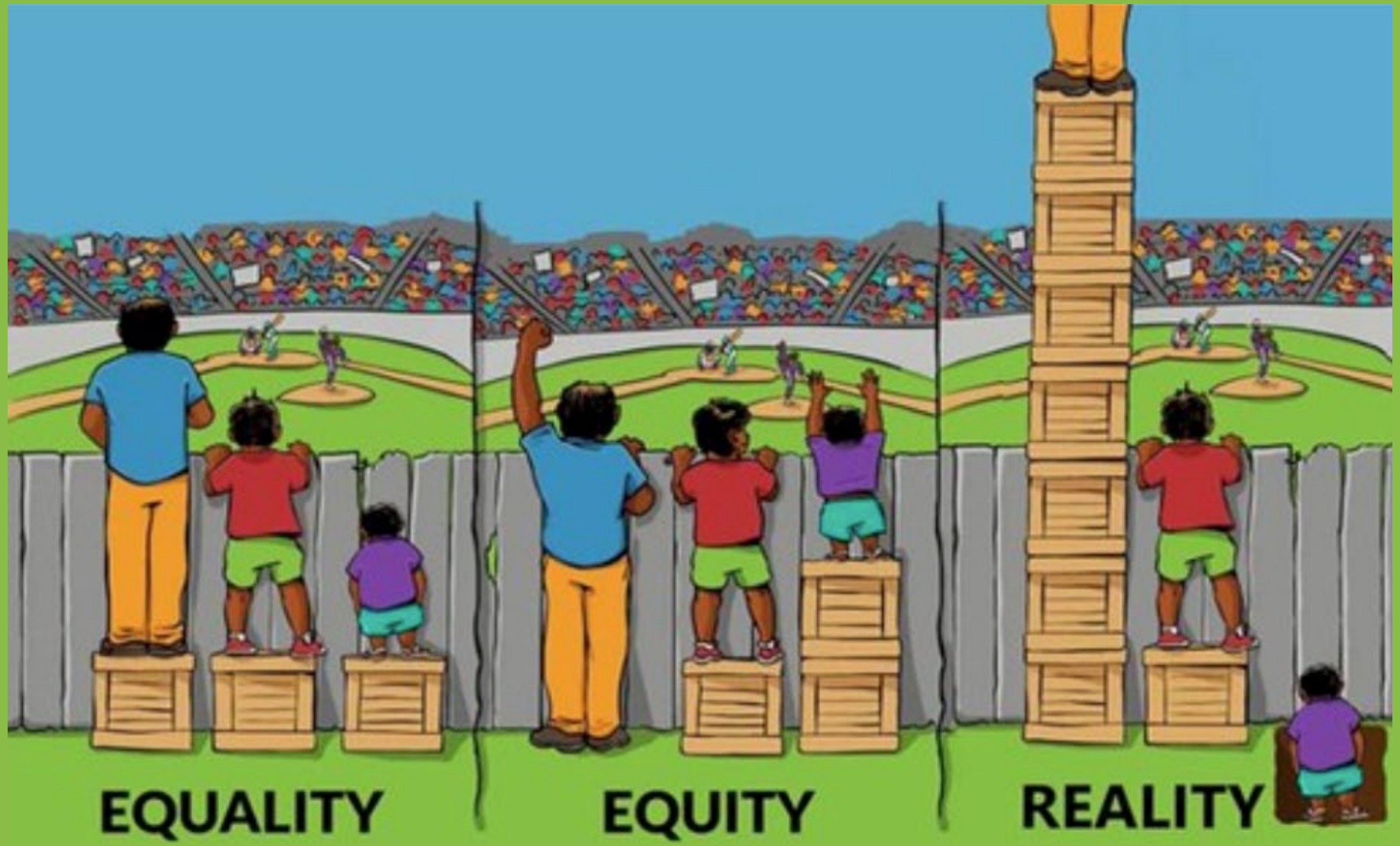


# What is equity?

- The term “equity” refers to fairness and justice and is distinguished from equality.

- Whereas *equality* means providing the same to all, *equity* means recognizing that we do not all start from the same place and must acknowledge and adjust for imbalances.

- The process is ongoing, requiring us to identify and overcome intentional and unintentional barriers arising from bias or systemic structures.


EQUALITY
EQUITY
REALITY

## Equality

## Equity

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Equality

Equity

Solution

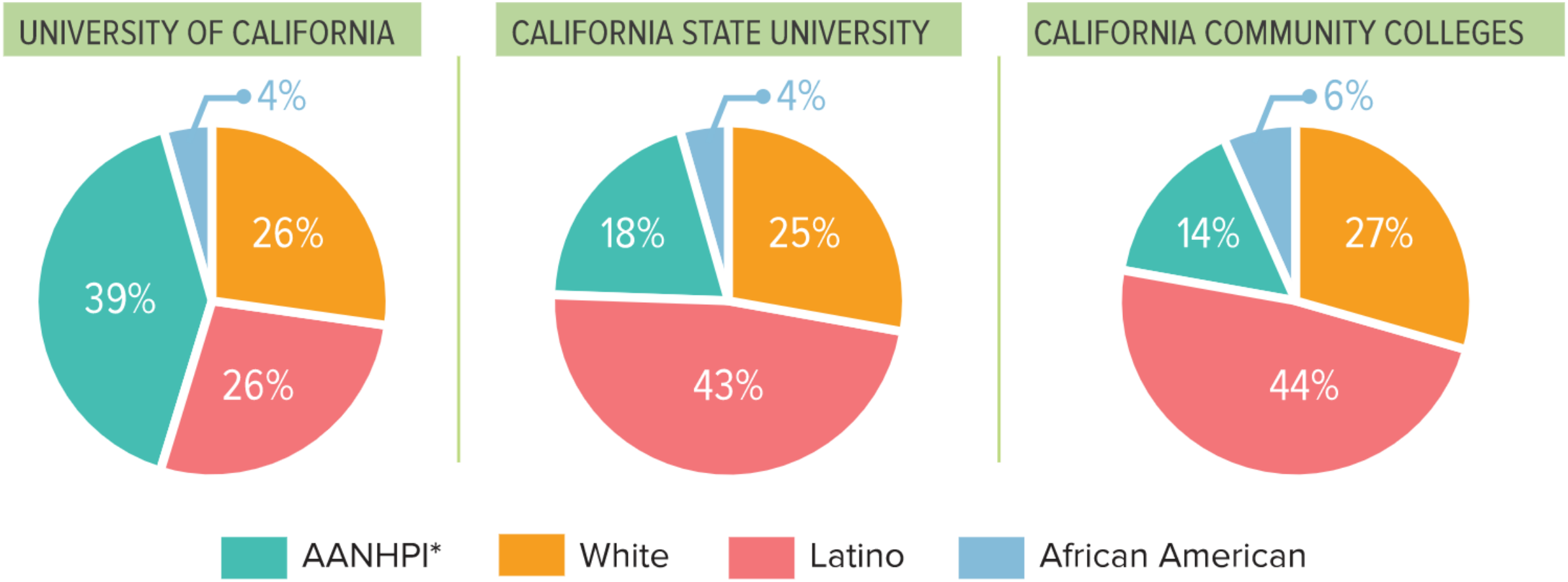
# Why DEIA is Important

- Promote a shared experience
- Provide broader perspectives
- Nurture a more positive workplace
- Understand students and colleagues better
- Add integrity to teams
- Put actions behind words

# Why DEIA is Important

- Give opportunities to all
- Mirror our local communities
- Generate fresh insights
- Gain global appeal
- Encourage innovation
- Experience better retention of students and employees

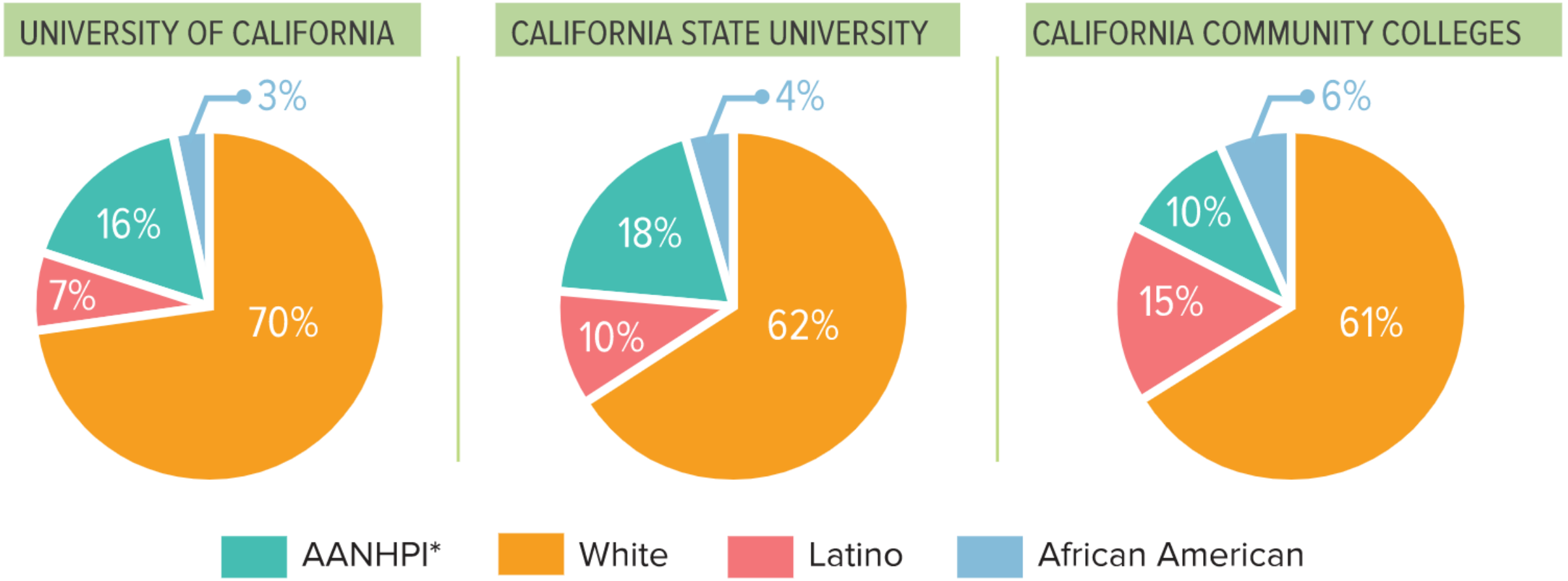
# Racial Diversity Among Students at California's Public Colleges, 2016-17




*AANHPI*: Asian American, Native Hawaiian, Pacific Islander (AANHPI).*
*Data Source: The Campaign for College Opportunity. Graphic by Yuxuan Xie.*

EdSource

# Racial Diversity Among Tenured Faculty at California's Public Colleges, 2016-17




*AANHPI*: Asian American, Native Hawaiian, Pacific Islander (AANHPI).*
*Data Source: The Campaign for College Opportunity. Graphic by Yuxuan Xie.*

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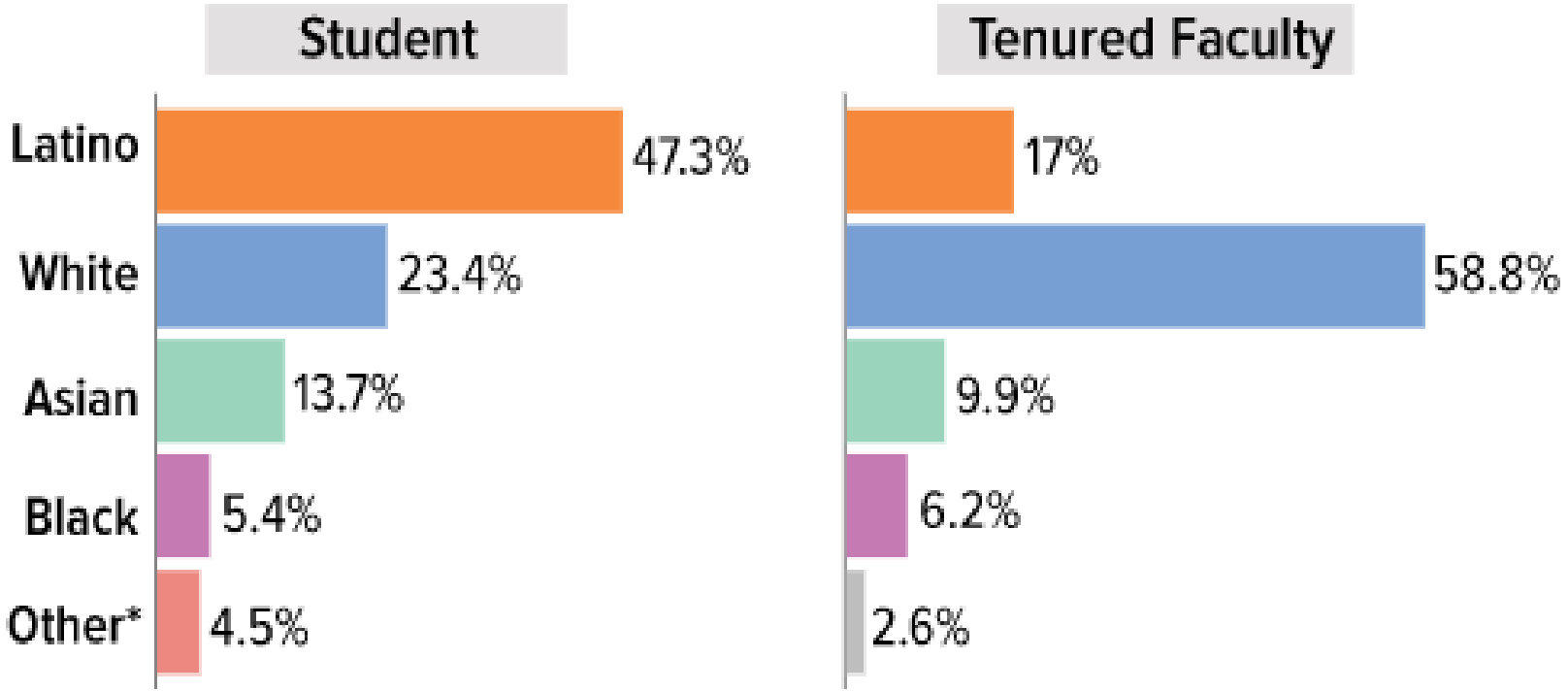
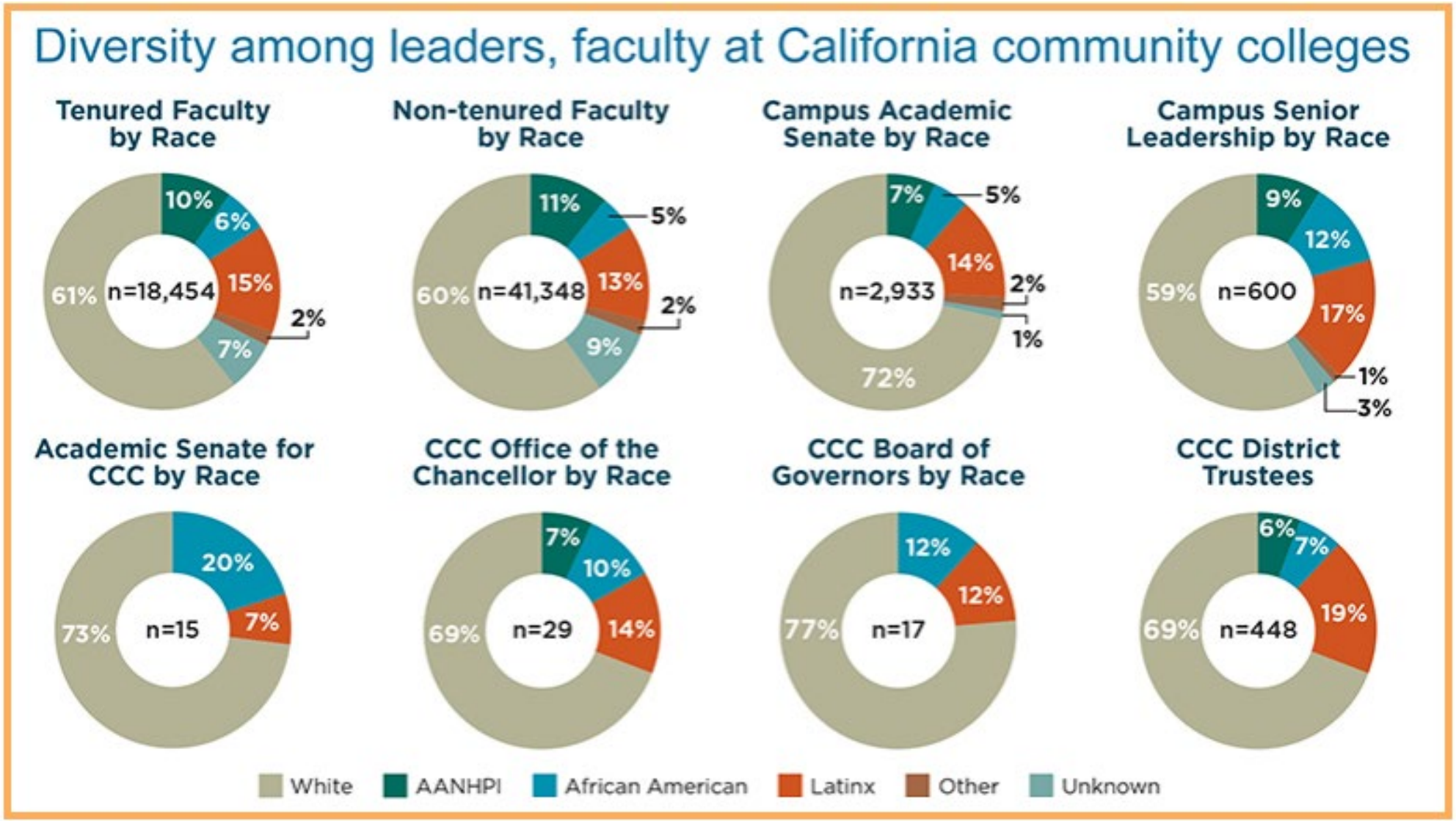
# 2021 Numbers: CA community college students and faculty by race and ethnicity



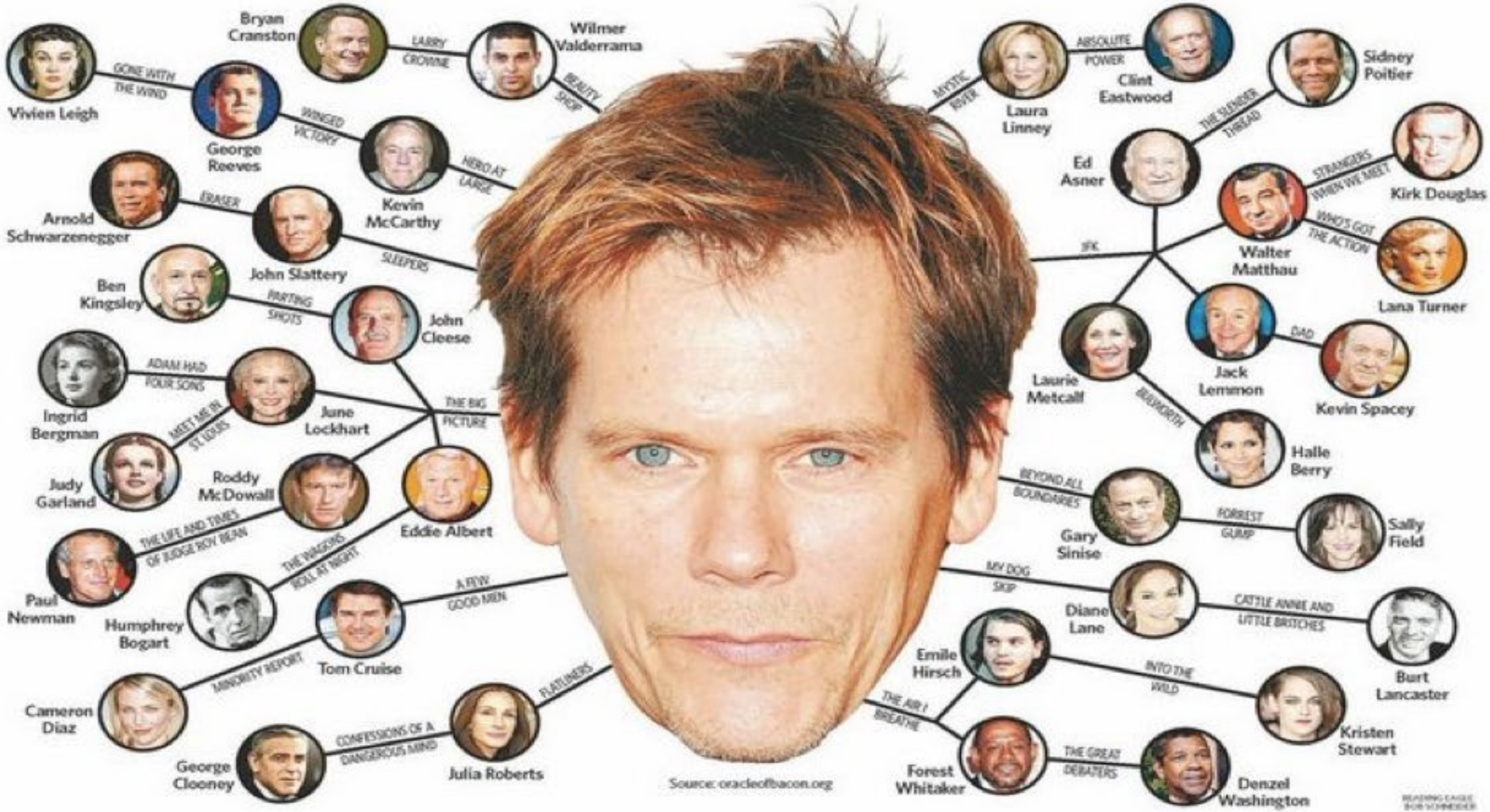

Left Out: How Exclusion In California's Colleges And Universities Hurts Our Values, Our Students, And Our Economy. Campaign for College Opportunity, March 2018

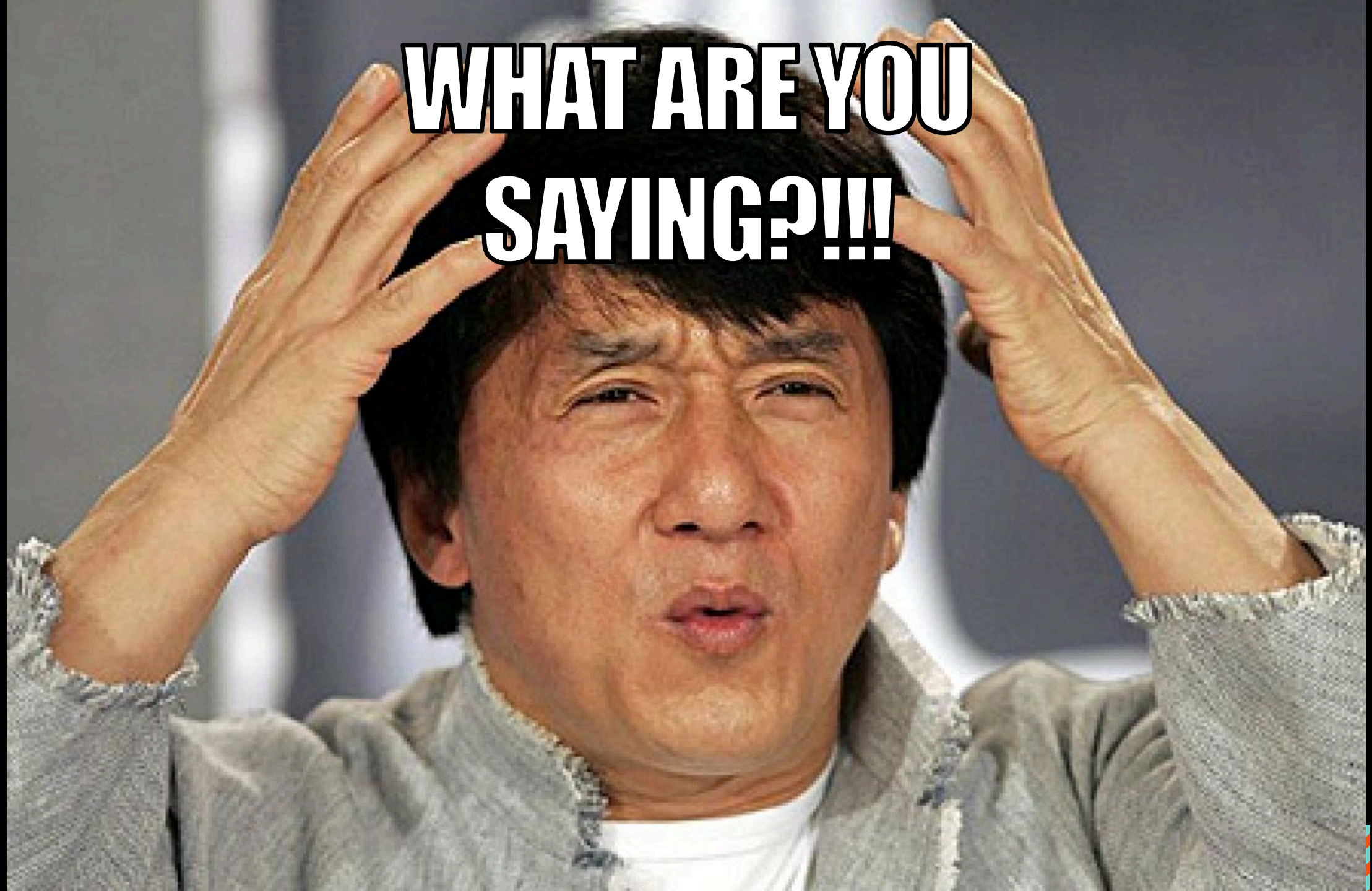



Left Out: How Exclusion In California's Colleges And Universities Hurts Our Values, Our Students, And Our Economy. Campaign for College Opportunity, March 2018

# REPRESENTATION

**You can't dream unless you know what the possibilities are**


Vivien Leigh
GONE WITH THE WIND
George Reeves
Bryan Cranston
LARRY CROWNE
Wilmer Valderrama
BEAUTY SHOP
WINGED VICTORY
Kevin McCarthy
HERO AT LARGE
Arnold Schwarzenegger
ERASER
John Slattery
SLEEPERS
Ben Kingsley
PARTING SHOTS
John Cleese
Ingrid Bergman
ADAM HAD FOUR SONS
June Lockhart
MEET ME IN ST. LOUIS
Judy Garland
Roddy McDowall
THE BIG PICTURE
Eddie Albert
THE LIFE AND TIMES OF JUDGE ROY BEAN
Paul Newman
THE WAGONS ROLL AT NIGHT
Humphrey Bogart
A FEW GOOD MEN
Tom Cruise
MINORITY REPORT
Cameron Diaz
CONFESSIONS OF A DANGEROUS MIND
George Clooney
FLATLINERS
Julia Roberts
Source: oracleofbacon.org
MYSTIC RIVER
Laura Linney
ABSOLUTE POWER
Clint Eastwood
Sidney Poitier
THE SWEET HEREAFTER
Ed Asner
STRANGERS WHEN WE MEET
Kirk Douglas
Walter Matthau
WHO'S GOT THE ACTION
Lana Turner
SFK
Laurie Metcalf
Jack Lemmon
DAD
Kevin Spacey
BLUEWORTH
Halle Berry
BEYOND ALL BOUNDARIES
Gary Sinise
FORREST GUMP
Sally Field
MY DOG SKIP
Diane Lane
CATTLE ANNIE AND LITTLE BRITCHES
Burt Lancaster
Emile Hirsch
INTO THE WILD
Kristen Stewart
THE AIR I BREATHE
Forest Whitaker
THE GREAT DEBATERS
Denzel Washington


WHAT ARE YOU
SAYING?!!!

# BECOMING MORE CULTURALLY AWARE

**Think beyond race and ethnicity.**

A person's culture is shaped by more than the color of their skin or the way that they dress. It's shaped by the person's life experiences and traditions, which may be seen or unseen to the naked eye.

**Learn by asking.**

Don't be afraid to ask questions. People feel respected and appreciated when others take a genuine interest in who they are, so ask open-ended questions about their culture to learn more.

# BECOMING MORE CULTURALLY AWARE

**Make local connections.**

Find local organizations or venues that work with a cultural group you're interested in and stop by. Organizations like advocacy groups, religious institutions, colleges and social clubs are a great place to learn more and make connections.

**Pay attention to non-verbal behaviors.**

Meaning behind body language can sometimes differ based on cultural norms. Pay attention to how your body language is being perceived by those around you.

"Racist" is not a pejorative.

**It is not the worst word in the English language**;

it is not the equivalent of a slur.

It is descriptive, and the only way to undo racism is to constantly identify and describe it – and then dismantle it. The attempt to turn this usefully descriptive term into an almost unusable slur is, of course, designed to do the opposite: to freeze us into inaction."

- How to Be an Antiracist, by Ibram X. Kendi (One World, 2019)

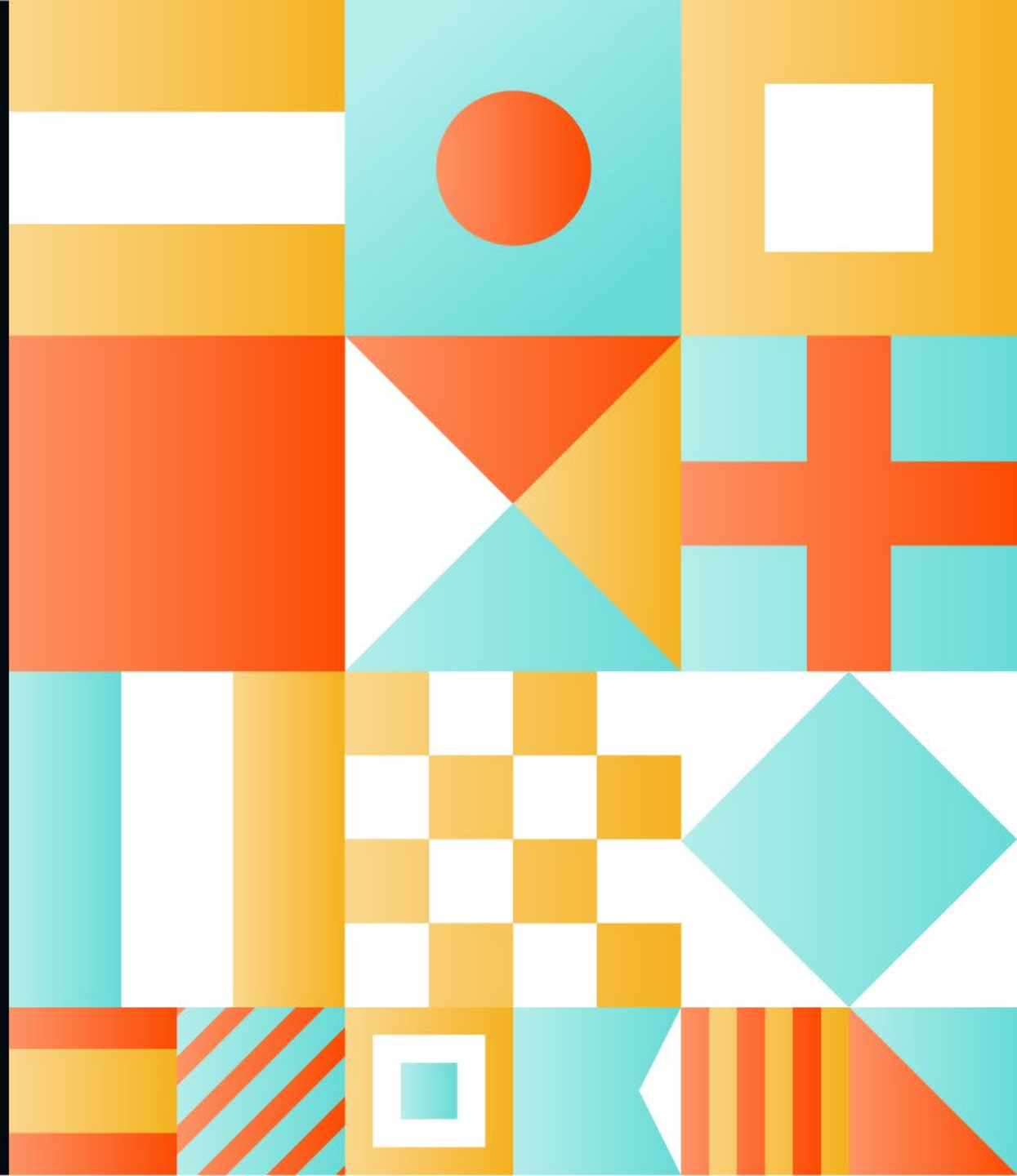
# WHAT WE CAN ALL LEARN

- Understand the definition of “racist”
- Stop saying “I’m not racist.“
- Identify racial inequities and disparities.
- Confront the racist ideas you've held or continue to hold.
- Understand how your antiracism needs to be intersectional.
- Champion antiracist ideas and policies.

# TOGETHER

# WE

# CAN

# Thank you

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