

To: The University Council,
H.B van den Berg,
A.M. Harmsen

Date
22-04-2021

Subject
Response to University Council:
Communications Approach for Diversity
and Inclusion at EUR - unsolicited advice

Our reference
CvB/EB/fn/ra00287901

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UR/MH/38428

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Dear members of the University Council,

Thank you for your letter dated 15th of March. The Executive Board sees the Inclusive Communication document as a baseline assessment of where the university is and where we need to go. We believe that diversity and inclusion should be in the DNA of how the members of our community interact with each other.

To live up to this goal in future years we, as an institution, must refine our strategy concerning implementing greater diversity in our communication. (Please note that during the December BIL0, the Executive Board requested the Diversity & Inclusion Office (D&I) to investigate scenarios for a fixed D&I unit, as we foresee continued tasks for the D&I Office- in the longer term).

We agree that instituting a more diverse and inclusive communications approach should be a joint effort of the diversity and inclusion (D&I) office and, naturally, the central marketing and communications department (M&C). The D&I Office, along with M&C have made efforts to support wider capacity towards inclusive communications and continue to do so. The D&I Office will also engage with pooled resources to seed inclusive communications within processes and policies (fitting with other efforts of the D&I Office).

However, the majority of communicative actions at EUR are conducted by the faculties, by the individual researchers, students and staff who are not communications specialists. Supporting inclusive communications beyond these central institutions requires the support and resources of other institutions at EUR, which have greater control of these communicative resources and levers. Simply, this means that the respective owners of these crucial levers should also be actively involved and responsible for delivering these key communications. The D&I Office, together with M&C will continue to collaborate to involve these stakeholders, for instance, conducting implicit bias training and sharing inclusive communication best practices.

In doing this, the D&I Office can continue to support the broader strategic aims of the university and install inclusive communications as

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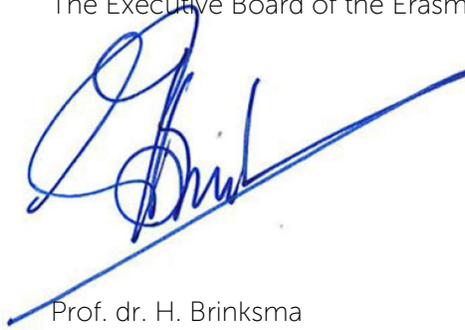
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a norm throughout EUR. However, whilst we acknowledge that it cannot be done at once and will take time to 'sink in', we are confident and driven towards its success.

Your sincerely,

The Executive Board of the Erasmus University Rotterdam,



Prof. dr. H. Brinksma

Chair of the Executive Board