

Compliance

Civil Rights Knowledge and Review

All Reasonable Efforts

Affirmative Action refers to creative actions or steps taken to accomplish compliance with the intent of the Civil Rights Act. As AAMU employee, you must make all reasonable efforts to comply with civil rights regulations.

All Reasonable Effort activities are required efforts you need to use when programming with members of one race who function in a multi-racial community. Some of the required steps in implementing All Reasonable Effort include:

- ✓ Determine by community, neighborhood, or minor civil division, the multi-racial communities in Alabama.
- ✓ Determine, by club or group name, program area groups functioning in these neighborhoods or communities.
- ✓ Determine from participation data if the club or group membership reflects the racial composition of the neighborhood or community.

The minimum **All Reasonable Effort** requirements for research staff members working with any identified clubs or groups whose membership is all one race, include the following items:

- Use all available mass media, including radio, newspaper, and television to inform potential recipients within local multi-racial communities of the program and of the opportunity to participate.
- Personal letters and flyers/publications addressed to potential recipients inviting them to participate, including dates and places of meetings or other planned activities.



AAMU Office of Research Compliance

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Plan for Public Notification

Letting people know our research program is open and available to the public is called public notification. Public notification activities are the extra efforts you plan in order to advise minorities of program availability on a non-discriminatory basis, and usually consists of a series of various communication methods that advise the public about program availability.

Some of the basic "public notification" activities:

- AAMU research program outreach should use the most diversified possible communications to attract persons of all races, colors, religions, genders, and national origins to participate. Examples include: posters, flyers, minority organization bulletin board notices, and other public mailings.
- Prominently display the "And Justice for All" poster in all research offices and facilities where research programs are delivered.
- Provide information on research programs to grass roots organizations that relate to the Protected Class members via mail, personal visits, newsletters, phone calls, etc.
- Use the non-discriminatory statement in all news releases that announce research programs and/or explain how to participate.
- In research programs that may traditionally attract only males or only females, use words, phrases, or statements in the program announcements that clearly indicate that participation of both males and females are encouraged and appropriate.

Answers to the following questions will help gauge your program's public notification efforts:

- 1) Can you identify the locations where the "And Justice for All" poster is displayed in your building or unit?
- 2) Does the research nondiscrimination statement (i.e., "AAMU research is an equal opportunity provider and employer.") appear on all informational materials released by your Department to the public?

- 3) Have you documented any "extra efforts" to inform historically underserved audiences about research resources and meetings organized by you or by your Department?
- 4) Can you think of any minority organizations which are kept informed about new research programs provided by your Department and the methods by which they are informed?
- 5) Do any of the mailing lists used in your Department consist of exclusively one race color, religion, or sex?
- 6) Can you identify examples of non-discriminatory statements, photos/graphics used by your Department to convey the message of equal opportunity in informational materials released to the public.

Program Accessibility

The Americans with Disabilities Act of 1990, amended in 2008, prohibits the discrimination against qualified individuals with disabilities. The ADA Act requires reasonable accommodations in research programming and that programming occurs in accessible locations. An ADA checklist for Existing Facilities is available through the ADA National Network.

1. Is the following, or a similar statement, on all newsletters, brochures, and program announcements?
"AAMU Research is committed to making its services, activities, and programs accessible to all participants. If you have special requirements due to a physical, vision or hearing disability, please contact [Program leader's name and telephone number]."
2. Do you know of any accommodations made to serve disabled participants in your programs for the past 2 years?
3. Do you know of any programs held in a non-accessible location in the last 2 years?