Heritage and Awareness Celebrations Guide

Heritage and Awareness Celebrations are a moment to acknowledge and highlight the contributions of historically marginalized identities. These dates are an opportunity for the CBS community to learn more about the traditions, people, scholarship, history, and current experiences of those who've overcome oppression.[1] As the demographics of the United States shift, these celebrations provide a broad opportunity to practice perspective taking and critically think about various cultures and identities that are viewed and talked about in our society.[2]

The proposed roster of Heritage and Awareness Celebrations is a starting point and will be updated with input from the CBS community. The goal is to be inclusive of our community while putting an emphasis on larger, nationally recognized and observed celebrations. For this reason, we understand that members in our community may reach out to inquire about adding celebrations to the official calendar. To propose an addition to the calendar, a student organization can submit this form.

[1] From Harvard University's Heritage Months & Identity Recognitions from the Office for Equity, Diversity, Inclusion & Belonging.

[2] From Lewis & Clark University's Heritage Months initiative.

01
Recommended Timeline

Planning Timeline

As you prepare to lead a Columbia Business School (CBS) heritage or awareness month celebration, you can review the Heritage & Awareness Celebration Calendar. If you have any questions, you can reach out to the Diversity, Equity, and Inclusion (DEI) Office: dei@gsb.columbia.edu.

Please review the DEI Event Planning Checklist to review guidelines on how to ensure that the month's programming is inclusive.

4+ Months in Advance:

Outreach to CBS community to build partnerships in preparation for your upcoming Heritage and Awareness Celebration Month:

— Garner interest through emails or reaching out to various departments, student organizations, and administrative offices. Recommendations: DEI Office, Office of Student Affairs, Centers and Programs, and Development and Alumni Relations.
— Reach out to academic areas: Faculty Research (Decision, Risk, and Operations; Finance/Economics; Marketing; Management), EMBA, MS, Executive Education.
— Consider including the Columbia-Harlem Small Business Development Center and surrounding community members and organizations near Morningside Heights, Manhattanville, Hamilton Heights, Harlem, and Spanish Harlem. For a full map of New York City neighborhoods, please click here.
— Conduct outreach to student members from student organizations.
   • Reach out to key stakeholders, student leaders, and CBS leadership for support.

Host interest meeting(s) - Planning Meeting

— Can be informal so interested members can get to know each other
— Gather everyone's ideas, concerns, and answer questions
   • It is important to follow up with each department/individual to ensure the program or initiatives move forward.
— Challenge members to think critically and creatively on ways of incorporating current students, alumni, and community partners into programming
   • What overall concept or theme can the month adopt?
   • What are the important angles that must be addressed?
   • Who within CBS and the University is an expert in these topics?
   • How can we use Manhattanville and our community spaces to highlight the month?
   • What identities or cultural heritage backgrounds may intersect with the celebration you are planning for? Do they offer an opportunity to explore intersectional perspectives?

3+ Months in Advance:

— Host weekly or bi-weekly meetings
— Create an agenda for each meeting
— Appoint a note taker
— Start gathering digital profiles using the Heritage and Awareness Celebrations Digital Campaign Submission Form
— Align events and programming with the Phillips Pathway for Inclusive Leadership
— Provide opportunities for people to share via social media by creating a hashtag specific to the month or event – (Example- #CBSHispanicHeritageMonth)
— Reach out to MarComm to begin planning for digital profiles, social media, and other content for the celebration.
— Have a plan to spread out programming throughout the month
— Consider variety of student populations (MBA, EMBA, MS, PhD)
— Allow flexibility for various departments and campus partners to get as creative as they want with promoting the initiatives as the goal is to involve as many people as possible (consider sharing what your event or program needs are with specific CBS stakeholders)
— If possible, provide a list of videos/resources that could be repurposed and shared throughout the year. For example, career workshop content like a panel discussion or podcasts that can be shared again.
   • Review CBS Identity Guidelines

1 Month in Advance:

— Review the Manhattanville Guidebook for the latest processes and information
— Provide names to security for non-CBS ID holders
— **For Students Only**: Utilize the Speaker Request Form and submit to Development and Alumni Relations.
— Encourage heritage month kick off plans
— If the event requires any food orders be sure to order food through University Event Management in advance.
— Appoint a "day of contact person" for each event
— Host preparation calls or send out communication to ensure event coordination

1-Week Before Event:

— Ensure catering order is accurate
— Call vendors and confirm orders
— Review agenda and run of show

Day of Event:

— Ensure event space is set up to meet your needs
— Ensure catering order is delivered
— IT Services Event Support

Post Event:

— Event and Programming Survey
— Thank You email or note(s) to presenters
— Thank you email to attendees (include event and programming survey)
— Debrief with event's planning team to identify what worked and what could be improved

Programming Resources:

— Make Your Event More Accessible (World Institute on Disability)
— DEI Event Planning Checklist
— PPIL Event Submission
— Event Form Request
— Student Organization and Cluster Event Planning Outline

02
Programming Content Recommendations

Women's History Month 2022 Archive

Led by the Columbia Women in Business student organization in collaboration with Cluster Q, the DEI Office, and the Office of Student Affairs, Women's History Month featured a variety of programming and digital campaign coordination efforts. Highlights of the month include:

March 1, 2022
Women's Business Leadership in Tech: Advancing Women in Technology 5th Annual Conference

March 3, 2022
TalkIQ: Leadership in Tech Fireside Chat with Dayna Grayson

March 22, 2022
Mujeres Who Myth-Bust: Fireside Chat & Panel with Rachel ten Brink '01

March 24, 2022
Women's History Month Keynote: Min Santandrea '06, Founder & CEO, SantM

March 31, 2022
X-Perience: The Transgender Experience and Ask Me Anything

March 31, 2022
The Gender Expansive Party

April 4, 2022
Women's Week: The Women's Wellness Revolution- Leading in Healthcare and Business

April 5, 2022
Women's Week- Hannah Bronfman: Being a Renaissance Woman and Owning Your Brand

01. **Historical Research:** Intentionally research and review the historical context of the culture, peoples, and modern-day challenges. How is it taught in and out of classrooms? What is the narrative globally, nationwide, and locally?
    a. **Resources:** Faculty, Library Archives

02. **Columbia University Contributions:** How has CBS and Columbia University been part of this diversity and heritage month? History and accomplishments of faculty, staff and students, past and present. Highlight student groups and clubs that fit into the theme of the month.
    a. **Examples:** Women in STEM club during Women's History Month, First Filipino President, First Woman Interim President, First Black Dean, First woman student admitted.
    b. **Resources:** Columbia University Centers and Institutes and the Columbia University Libraries and Archives

03. **Advocacy:** Offer ways that community members can be allies, upstanders, and conversation partners within CBS and in their own spaces.
    a. **Resources:** Catalog of advocacy and non-profit organizations related to the topic. Multimedia recommendations (podcasts, books, videos, and influencers) to view and learn more.

04. **Intersectionality:** Recognition of multiple cultures and identities and how they intersect in society. To learn more about initiatives around this topic, please visit the Center for Intersectionality and Social Policy Studies.

05. **Community Engagement:** Create opportunities to participate in events and initiatives led by external community leaders (i.e. schools, community centers, etc.). How does the local community acknowledge the diversity and heritage month?
    a. **Resources:** Columbia University Community Service supports nonprofit organizations through the generosity of faculty, staff, and retirees of Columbia, Barnard, and Teachers College. With funds raised from the Annual Appeal campaign, CCS provides grants to programs in Harlem and Morningside Heights that combat hunger, provide social services, support the arts, and fill educational gaps for youth in STEM, arts, and literacy.
    b. Community Impact is an independent nonprofit organization dedicated to serving people in need in the Morningside Heights, Harlem, and Washington Heights communities. CI strives to advance the public good with opportunities for Columbia University students, staff, and faculty to provide high quality programs and instill the importance of lifelong service.

06. **Social & Celebratory Activities:**
    a. Social and celebratory activities including networking events, mixers, luncheons, dinners, and student trips (shows, museums, etc.).

03
Good to Know

01. **Reserving Spaces Resources:** Please see the CampusGroups how-to guides in the Manhattanville Handbook for more information on direct booking, creating recurring meeting requests, information on our spaces, and more.
    a. **Can't find a space at CBS? Here are other Columbia options:**
       • **Manhattanville:** The Forum, Lenfest Center for the Arts
       • **Morningside:** Faculty House, Lerner Hall, Low Library, Casa Italiana (Italian Academy)

02. **Non CUID Holders:** All CU faculty and staff have access to both buildings, as do CBS students and any CU students registered for classes here. Please continue to email ops-events@gsb.columbia.edu if you have anyone else coming to visit. For meetings or events with 10 visitors or more, please email your final guest list in an Excel spreadsheet (or Google Sheet) to ops-events@gsb.columbia.edu. (For large groups, please plan to staff a check-in table in the lobby on the day of your meeting or event.)

03. **Food and Drink:** Please note the following:
    a. Columbia University Events Management will be the primary caterer for CBS in Manhattanville.
    b. Additional vendors and restaurants may be used for drop-off only catering, including Manhattanville Market.
    c. Alcohol permits for University meetings and events are provided by UEM.

04. **Supporting the Local Vendors**
    a. *Columbia Neighbors* is where the university connects with its local community, its new friends and neighbors, anyone who looks to the diversity of ideas and experiences in our community and sees the possibility for shared growth, being of service, and connection.
    b. Review the Shop and Dine Local Guide
    c. Review the Columbia Approved Vendor List