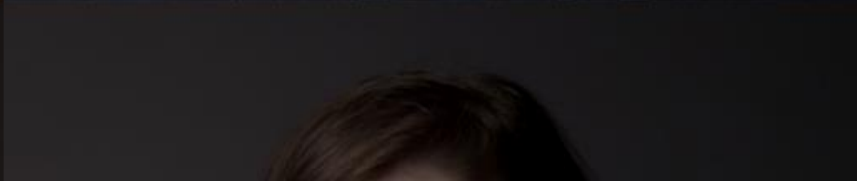
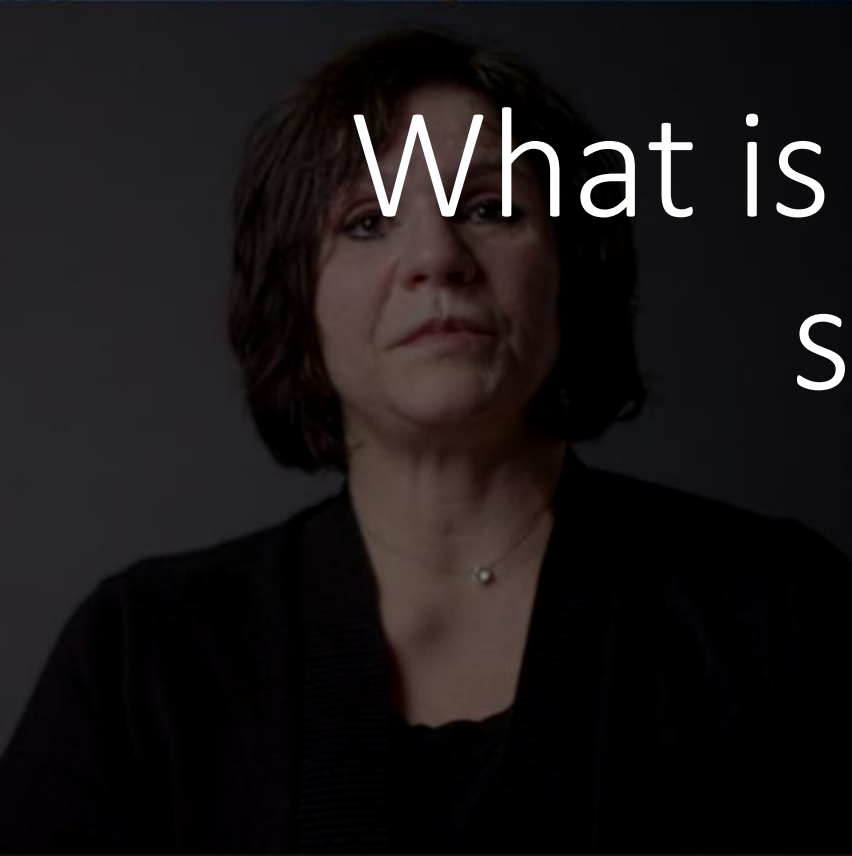
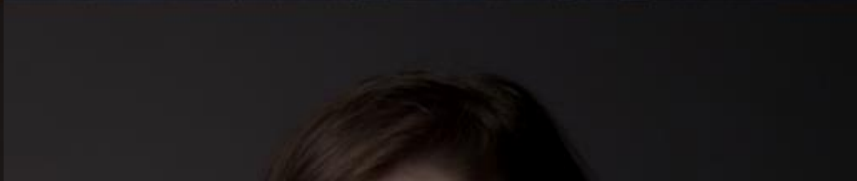
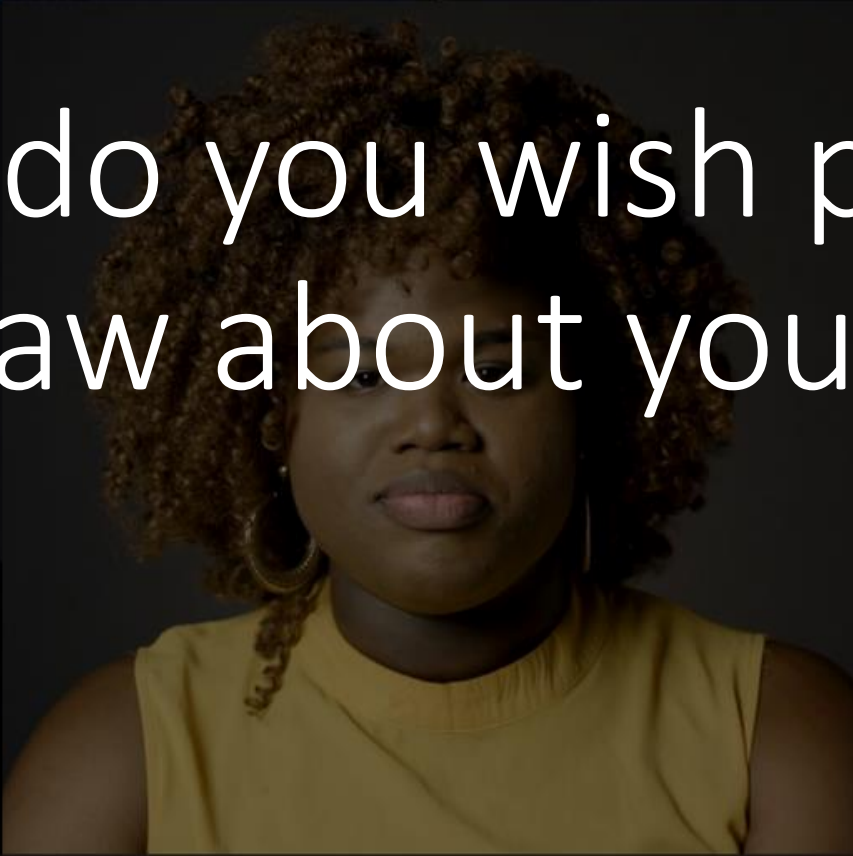
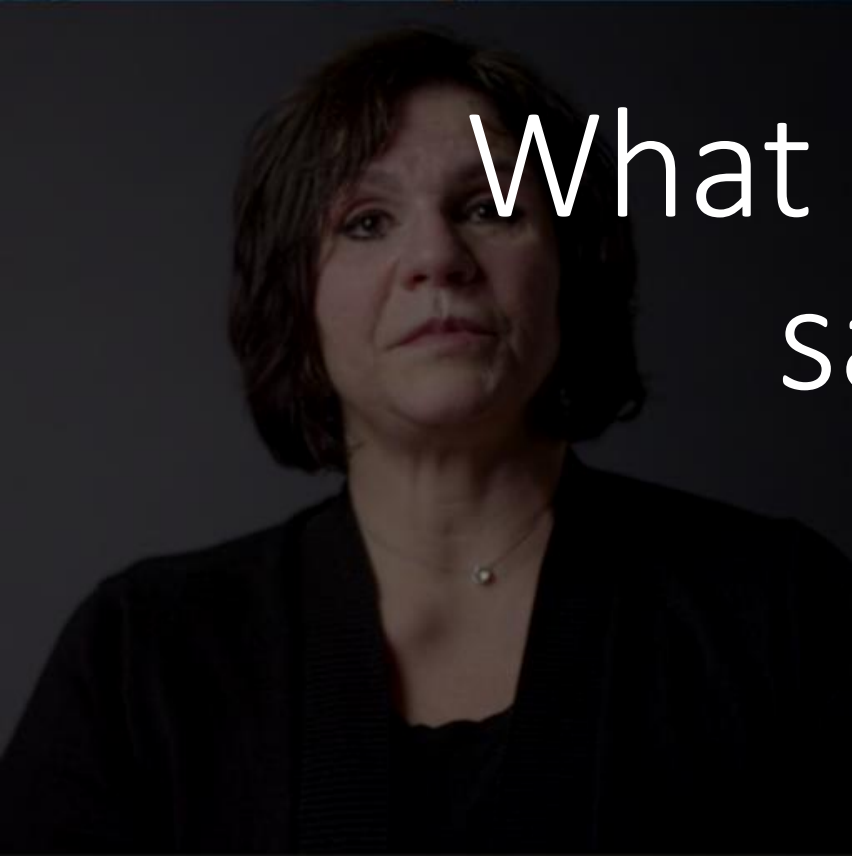




NRF Overview  
August 6<sup>th</sup>, 2020




What is the first thing people see about you?



What do you wish people saw about you?



**FOUNDATIONAL COURSE**



-I identify myself as a black trans woman.

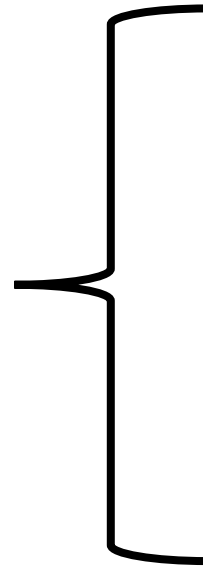
## Objective

Expand on existing curriculum focused on the bias, public accommodation and the African American experience, to include other experiences of bias for partners and customers that wish to dive deeper into these subjects and model how to engage in critical dialogue on difficult topics

# Curriculum Suite



- Foundational Course
- Political Cultural
- Gender
- Class
- Sexuality
- Race
- Age
- Disabilities
- Religion
- Nationality



- American Indian
- Hispanic/Latino
- Black/African American
- Arab/Middle Eastern
- Asian American/Pacific Islander

Intersectionality



# ASU Development

ASU developed internal and external peer advisory boards across disciplines, expertise areas, and universities. In conjunction with ASU's accomplished faculty, these peer advisory boards will serve as an additive measure to ensure the most relevant and highest level content.

## External ASU Board



**Kathleen King Thorius**  
*Associate Professor in Special Education at Indiana University – Purdue University Indianapolis*



**Gloria Ladson Billings**  
*Professor Emerita at the University of Wisconsin, Madison*



**Eduardo Bonilla Silva**  
*James B. Duke Professor of Sociology at Duke University*



**Megan Bang**  
*Senior Vice President of the Spencer Foundation*

## ASU Curriculum Lead:



**Dr. Bryan Brayboy**  
*Special Advisor to the President on American Indian Affairs, President's Professor, Interim Director – School of Social Transformation*

## Internal ASU Board



**Kenneth Shropshire, JD**  
*Distinguished Professor of Global Sport and founding CEO of the ASU Global Sport Institute*



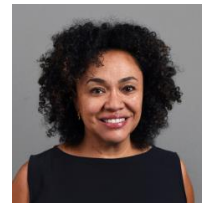
**Mansour Javidan, Ph.D.**  
*Garvin Distinguished Professor of Management, Thunderbird School of Global Management*



**Lois A Brown, Ph.D.**  
*ASU Foundation Professor of English and director of the Center for the Study of Race and Democracy*



**Daniel Bernard Roumain**  
*Professor of Practice, Herberger Institute for Design and Arts*



**Maria Jackson, Ph.D.**  
*Institute Professor, affiliated with the College of Public Service and Community Solutions*



**Angela Banks, JD**  
*Charles J. Merriam Distinguished Professor of Law, Sandra Day O'Connor College of Law*



**Ersula Ore, Ph.D.**  
*Professor of Ethics, Lincoln Center Applied Ethics*



**Paul Carrese, Ph.D.**  
*Founding Director, School of Civic and Economic Thought and Leadership*



# Foundational Course



## Goals & Objectives

- Introduction to curriculum
- Overview and tone setting for the intent of the curriculum
- The start of a conversation where all voices are heard, impactful dialogue
- Introduction of bias quadrant
- How to engage in critical dialogue
- Interactive learning experience

The screenshot shows a course interface. On the left is a navigation sidebar with a 'Bookmarks' button, a search bar, and a list of modules: 'Welcome and Start Here', 'Module 1: Series Introduction', and 'Module 2: Key Series Concepts'. The main content area is titled '2.2 How Is Bias Related to Our Humanity?' and includes a quote from Thurgood Marshall, a photo of him, and a paragraph of text explaining the importance of understanding different perspectives. A 'How Can Talking About Diversity, Difference, and Bias Help Me?' section is also visible at the bottom.





# Internal Course Structure



As developed by ASU's leading instructional design team, each To Be Welcoming course utilizes the same internal structure to create a consistent asynchronous self-guided experience

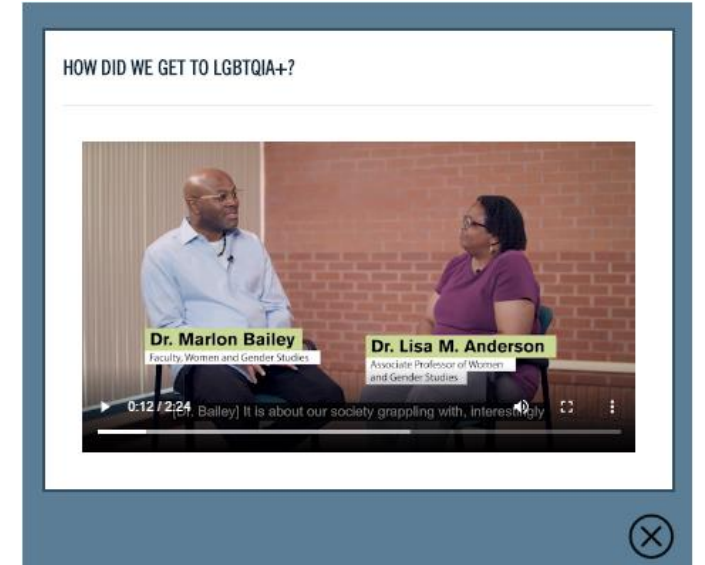
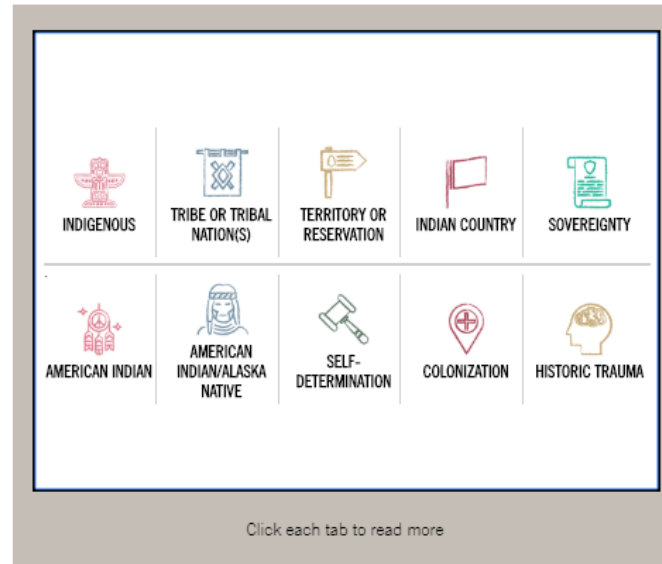
Module 1:  
Key Terms and Concepts

Module 2:  
Experts Dialogue on Topic

Module 3:  
Key Issues

Module 4:  
Self-Guided Learning

Module 5:  
Additional Resources





# Critical Conversations: Curriculum Integration

**Overall Approach:** Model critical conversations for **all** curriculum courses **within** each module. Provide suggestions and video examples of how to address difficult topics in an **objective, productive** and **inclusive** way.



# Additional Review



## Starbucks Partner Networks

- Armed Forces Network
- Black Partner Network
- Hora del Café
- India Partner Network
- NEXT at Starbucks
- Starbucks Access Alliance
- Pan Asia Network
- Pride Alliance
- Welcoming Refugees as Partners
- Women's Impact Network
- Youth Leadership Council

## External Stakeholders

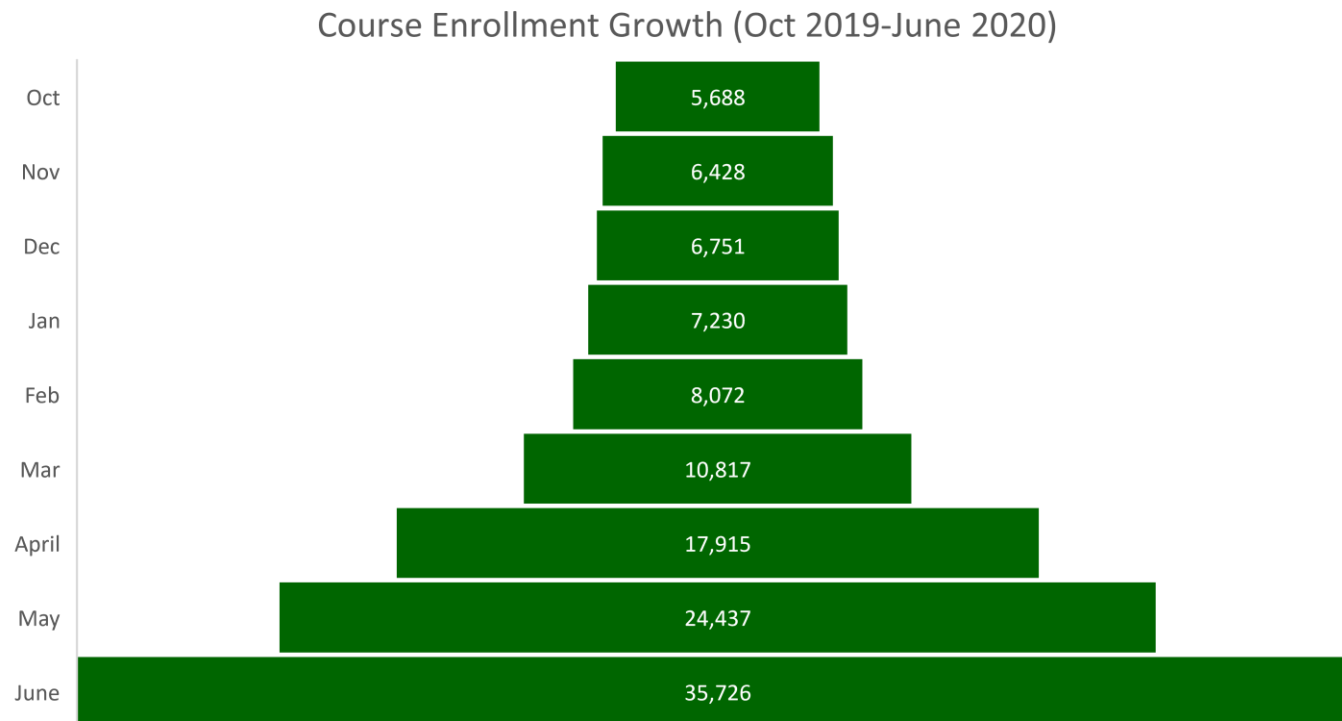
- Retail Industry Leaders Association (RILA)
- Leadership Conference on Civil and Human Rights
- American-Arab Anti-Discrimination Committee
- American Civil Liberties Union
- American Association of University Women
- Anti-Defamation League
- Human Rights Campaign
- Muslim Advocates
- National Center for Transgender Equality
- National Congress of American Indians
- National Partnership for Women and Families
- National Women's Law Center





# Course Engagement

- We have seen substantial growth of To Be Welcoming since it launched under a year ago
- Currently, there are over 35,000 individuals enrolled in the courses and nearly 13,500 course completions





# Feedback From Learners

**“I loved the presenters and language used, as it was simple and effective. I also appreciated the additional resources included.”**

**“All the info was good, informative but simple, easy to digest and all approachable.”**

**“It addressed bias and parity with open and honest dialogue that promotes inclusivity of all.”**

**“It opened up my eyes to different types of bias and also helped me recognize my own biases.”**

**“I like how this course makes you stop and think about what a different skin tone actually means. I know that there is a difference in how people are treated but this forced me to see beyond that.”**

A man in a dark suit is pointing towards a display board. The board is covered with numerous white sticky notes. The background is a blurred indoor setting, possibly a conference or exhibition. The text is overlaid on the image.

To Learn More visit  
[ToBeWelcoming.com](http://ToBeWelcoming.com)