

How to Implement a JEDI Month

Justice, Equity, Diversity and Inclusion (JEDI) are difficult words to define and even more difficult to enact. We all come to the table with different backgrounds, experiences, talents, and expectations. When asked to represent an entire organization, one of the best ways to start is to ask the people what they are looking for, and how best your JEDI Group can help. This white paper will identify what a “JEDI Month” is, how to enact one, and how to implement feedback.

1. What is a “JEDI Month”: JEDI Month is a month-long social media campaign that can be utilized to collect information from your study population. In this case, we utilized Instagram, LinkedIn, and e-mails to create a four-week campaign for members of the ASCE Philadelphia Section, Young Member Forum (YMF).

2. Deciding what Questions to Ask: You should always determine what questions you are looking to answer and create a clear story line over your social media campaign. For the YMF we started off with basic questions, then more specific questions we were looking to answer, general questions to open the floor, and finally provided opportunities for involvement.

- a. Week 1: Gaging the knowledge base and participation of the members.
 - i. Did you know that the YMF has a JEDI Committee?
 - ii. Do you know the mission of the JEDI Committee?
 - iii. What would you like to see out of your JEDI Committee?
 - iv. Have you been involved in other Justice, Diversity, Equity, and Inclusion Groups? If so, which ones?
- b. Week 2: Polling the audience.
 - i. How would you define Justice?
 - ii. How would you define Equity?
 - iii. How would you define Diversity?
 - iv. How would you define Inclusion?
- c. Week 3: Find out what people are looking for.
 - i. What would you like the JEDI Committee to consider?
 - ii. What events would you like the JEDI Committee to host?
- d. Week 4: Getting people involved.
 - i. Would you like to join the JEDI Committee? Send us your information!

3. Enacting a Social Media Campaign: To help provide the story and context of each week’s questions, we supplied the below descriptions with each social media post. These descriptions were provided before, and on the same flyer as the questions.

- a. Week 1: Our JEDI (Justice Equity Diversity and Inclusion) Committee is here to represent you, ALL OF YOU, in making sure that your voice is heard throughout our organization. Follow the link in this post to take our survey!
- b. Week 2: We have a name, but what does it really mean? How would you define Justice, Equity, Diversity, and Inclusion? Follow the link in this post to take this week’s survey!
- c. Week 3: Let’s talk events! We’ve hosted a PE prep panel, a civil rights history bike tour, and helped plan others. What events would you like to see? Follow the link in this post to take this week’s survey!
- d. Week 4: We appreciate all of your responses so far and look forward to being the best JEDI Committee possible. Want to get involved? Follow the link in the post to take this week’s survey!



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4. Next Steps and Implementation: After gathering, distilling, and analyzing the responses we wanted to create action items for our organization. It was important that we didn't just collect data, but implement it. This creates a sense of trust that the YMF is not just being performative and that people's input is being considered and addressed.

- a. Week 1:
 1. Takeaways:
 - i. Coordinate YMF events and religious/non-religious holidays.
 - ii. To have more crossover events.
 2. Actions:
 - i. We added an extensive list of holidays to our calendar to avoid conflicts with YMF events.
 - ii. We are organizing an event that brings together different engineering and design organizations to learn how different groups have structured their DEI groups. (Details to come.)
- b. Week 2:
 1. Takeaways: We will be working through how you all have defined Justice, Equity, Diversity, and Inclusion and plan to update our mission statement and brainstorm new events and initiatives.
- c. Week 3:
 1. Takeaways:
 - i. To have more hybrid and cultural events.
 - ii. To have more outreach for events, volunteer opportunities, etc.
 2. Actions:
 - i. We are working on hosting at least one virtual event a year.
 - ii. The JEDI group is dedicated to increasing outreach for our events and volunteer opportunities. As the group picks up, more events and volunteer opportunities will be available to the YMF. Other YMF events include:
 1. CivE Club
 2. K-12 Outreach
 3. Mentorship Program
 4. Mock Interview Program
- d. Week 4:
 1. Takeaways: We've added 3 new members to our group!

5. Continuation: We are currently recommending that the YMF perform a JEDI month at least once every four years. This way we are collecting new data regularly, but not inundating the YMF every year. We don't want this to become background noise. This being said, the YMF is always reviewing their policies and taking input from those in the organization to better our organization.

