Diversity is a source of strength, creativity, and innovation for UW-Madison. We value the contributions of each person and respect the profound ways their identity, culture, background, experience, status, abilities, and opinion enrich the university community. We commit ourselves to the pursuit of excellence in teaching, research, outreach, and diversity as inextricably linked goals. The University of Wisconsin-Madison fulfills its public mission by creating a welcoming and inclusive community for people from every background—people who as students, faculty, and staff serve Wisconsin and the world.

We have empathy and humility, we are relentlessly curious, we develop intellectual confidence and we strive for purposeful action. 

The Wisconsin Experience

CAMPUS DIVERSITY & SUPPORT RESOURCES

- Dean of Students Office, students.wisc.edu/doso
- Creating Community: Offices of the Vice Provost & Chief Diversity Officer, diversity.wisc.edu

THE UW CHALLENGE

To learn more about The UW Challenge, campusclimate.wisc.edu

TO BUILD A BETTER CAMPUS, COMMUNITY, AND WORLD
LISTEN TO AND VALIDATE OTHERS’ EXPERIENCES
If someone you know experiences or witnesses bias, they may want to discuss it with you. The best way you can support someone in such situations is to listen and to validate their experiences.

• Listen with sympathy and compassion. Put yourself in their shoes and work to understand what they are feeling.
• Validate their personal experience and how they feel about it: Try not to make excuses or “explain away” someone else’s actions.

BREAKING THE BIAS HABIT
The UW Challenge involves working to address bias and stereotypes, in ourselves, on campus, and in the world around us. Every member of the University community can help create an inclusive campus for all Badgers by working to overcome their biases. Change doesn’t happen overnight–bias is a habit, and breaking any habit requires effort, time, and persistence.

DETECT, REFLECT, & REJECT
• Learn to detect the influence of stereotypes and biases, whether they occur in the media, in yourself, or in interactions with others.
• Once you identify that a portrayal or thought is stereotypical, take a moment to reflect on the source of the stereotype and how it may influence people.
• Last but not least, reject the stereotypical portrayal or thought and replace it with one that is non-stereotypical.

IF YOU SLIP UP
Everyone has biases, and sometimes we slip up and say or do something that reflects a stereotypic assumption, or could be interpreted that way. How you handle these slip-ups can make a big difference for those around you. If you say or do something that goes against your intentions,
• A simple apology can go a long way; even if you had good intentions, you can apologize that what you did or said made someone else uncomfortable.
• Be open to the idea that others may interpret your actions differently; try to understand the other person’s perspective.
• Treat this as a learning opportunity: Reflecting on why a slip-up occurred can help prevent future slip-ups.

HELP OTHERS UNDERSTAND YOUR CONCERNS
If someone does or says something that is harmful or offensive to you, find a way to voice your concerns that will help them better understand your perspective. Keep in mind:
• Try not to shy away from uncomfortable conversations.
• People who say or do offensive things do not always have bad intentions; they are often unaware or uninformed.
• Explain why something is harmful or offensive to you.

REACH OUT & OPEN UP
Find ways to create space for different perspectives and voices in your life, your classes, and your mind. For example:
• Make friends with people in your residence hall or classes who are different from you.
• Attend events put on by inclusive student organizations, such as the Multicultural Student Center or the LGBT Campus Center.
• See if you can find movies, TV shows, and performances that portray members of other groups or cultures in non-stereotypical ways.

TO BUILD A BETTER CAMPUS, COMMUNITY, AND WORLD

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• International Student Services, iss.wisc.edu
• McBurney Disability Resource Center, mcburney.wisc.edu
• Veteran Services & Military Assistance Center, veterans.wisc.edu
• Creating Community: Offices of the Vice Provost & Chief Diversity Officer, diversity.wisc.edu
• Hillel at UW-Madison, www.uwhillel.org
• University Religious Workers, urwmadison.org
• University Health Services, www.uhs.wisc.edu
• Student Organizations, win.wisc.edu

THE UW CHALLENGE
To learn more about The UW Challenge, campusclimate.wisc.edu

BIAS AND HATE INCIDENT REPORTING
If you have experienced or witnessed incidents of hate and bias, please contact the Bias Response Team to report it, students.wisc.edu/doso/bias-reporting-process

Photos courtesy Jeff Miller/University of Wisconsin-Madison.
DETECT, REFLECT, & REJECT IMPLICIT BIAS IN ALL COMMUNITIES

• Learn to **detect** the influence of stereotypes and biases, whether they occur in the media, in yourself, or in interactions with others.
• Once you identify that a portrayal or thought is stereotypical, take a moment to **reflect** on the source of the stereotype and how it may influence people.
• Last but not least, **reject** the stereotypical portrayal or thought and replace it with one that is non-stereotypical.

JOIN THE UW CHALLENGE

Creating inclusion and overcoming bias is hard work and does not happen overnight, but we call on all Badgers to Join The UW Challenge, which involves: making campus an inclusive place for all members of our campus community, rejecting overt forms of bias and hate, and working to overcome unintentional biases and stereotypes that exist within us all.

**We do not stay silent for fear of making a mistake, and we do not take the easy path: We lead, we strive, and we work hard to make our world better.**

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CREATING INCLUSION AND OVERCOMING BIAS

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OUR VALUES & IDENTITY

Your time at Wisconsin will involve new experiences, interacting with different ideas and perspectives, and gaining the skills to be excellent world citizens. At Wisconsin, we have a profound investment in solving the problems facing the nation and world.

We do not shy away from difficult or uncomfortable issues; our campus community has a long history of social and political engagement, facing national and worldwide challenges with intelligence, compassion, and rational discourse.

BREAKING THE BIAS HABIT

The UW Challenge involves working to address bias and stereotypes, in ourselves, on campus, and in the world around us. Every member of our community can help create an inclusive campus for all Badgers by working to overcome their biases. Change doesn’t happen overnight—bias is a habit, and breaking any habit requires effort, time, and persistence.

Join The UW Challenge and commit to the effort of overcoming bias! There are numerous ways to do this; visit campusclimate.wisc.edu to learn more.

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