

Building Belonging through Targeted Universalism

DATE

June 26, 2024

PRESENTER

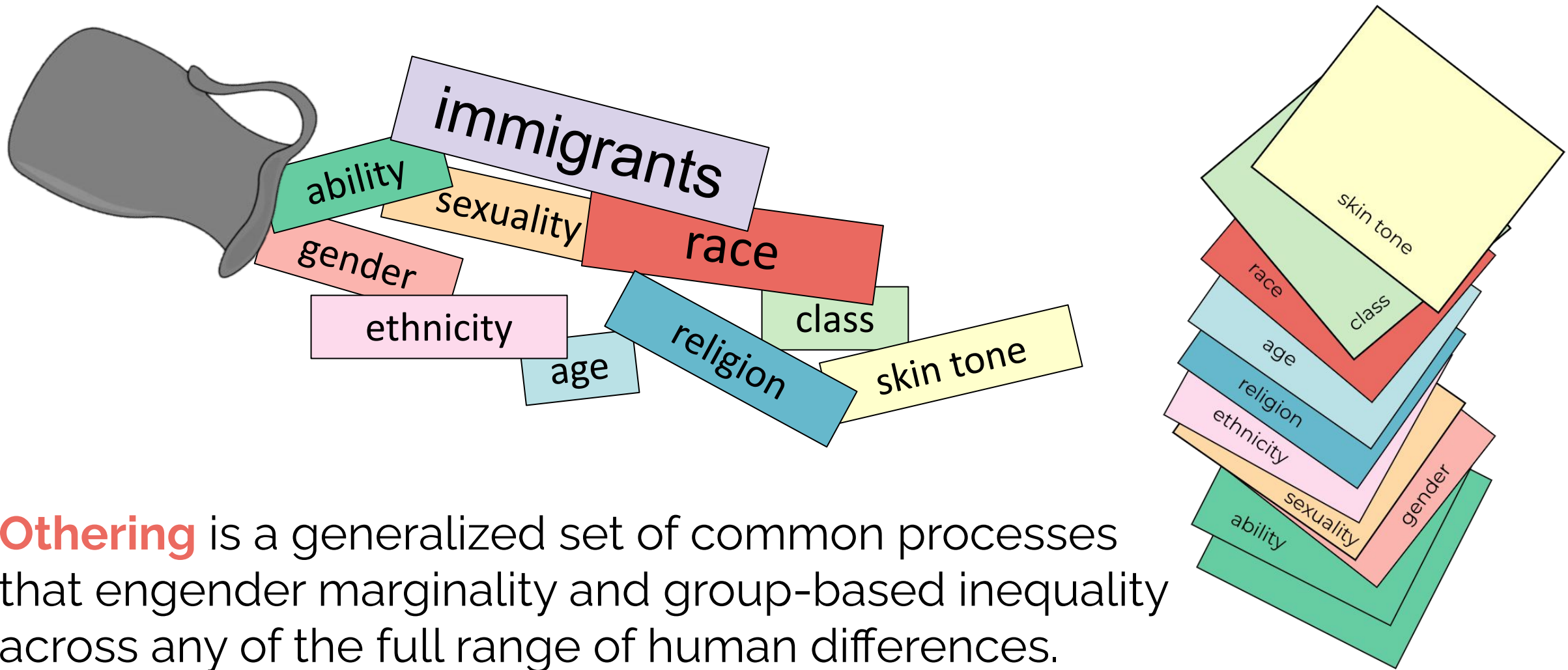
john a. powell, Director
Othering & Belonging
Institute

AUTHORIAL SUPPORT

Emily Chuah

The problem of
“Othering” is the
problem of the
21st century.



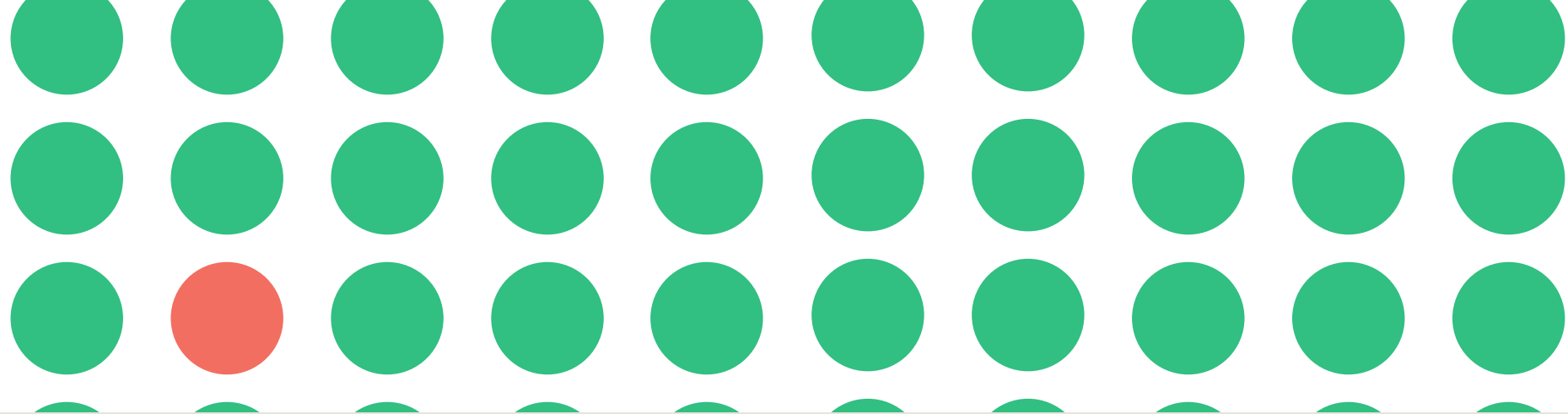


Othering is a generalized set of common processes that engender marginality and group-based inequality across any of the full range of human differences.

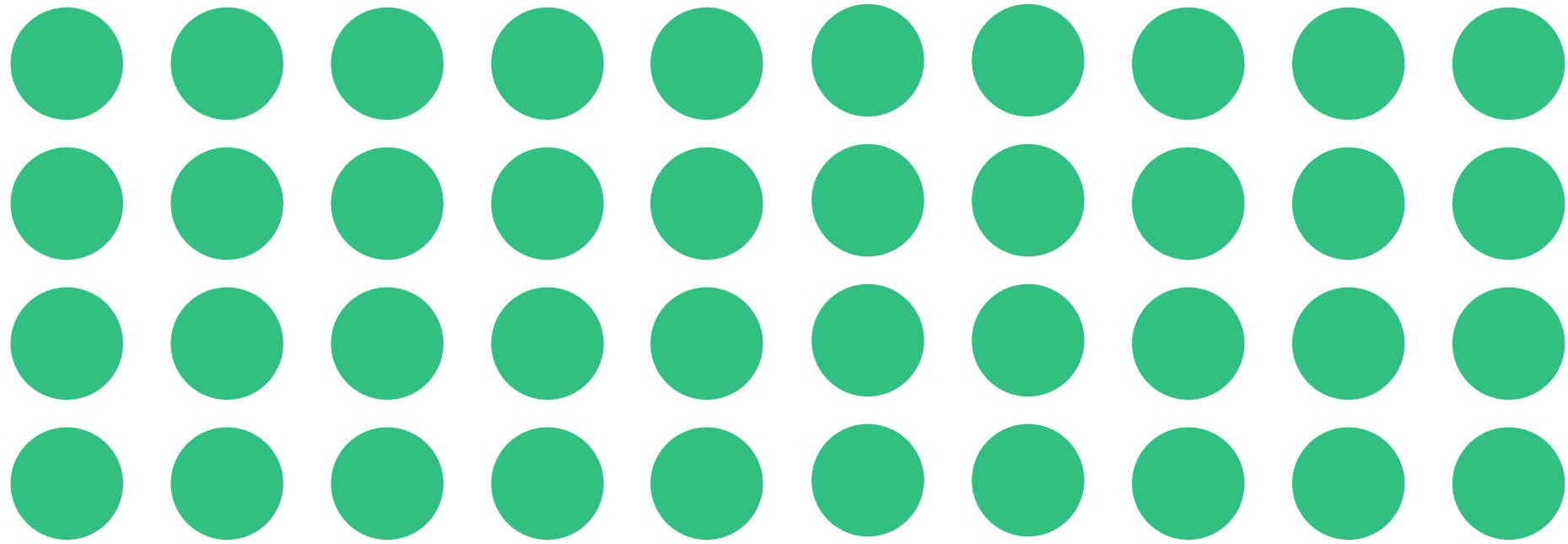
Reflection

- Think of a time when you didn't belong, when you were othered. What was going on and how did that experience impact you?





The opposite of Othering is not “saming.”



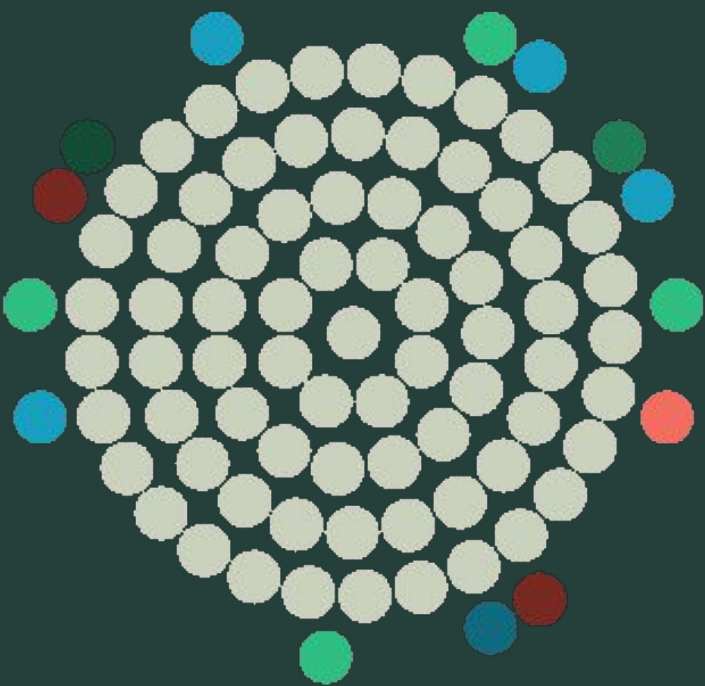


It is **belonging.**

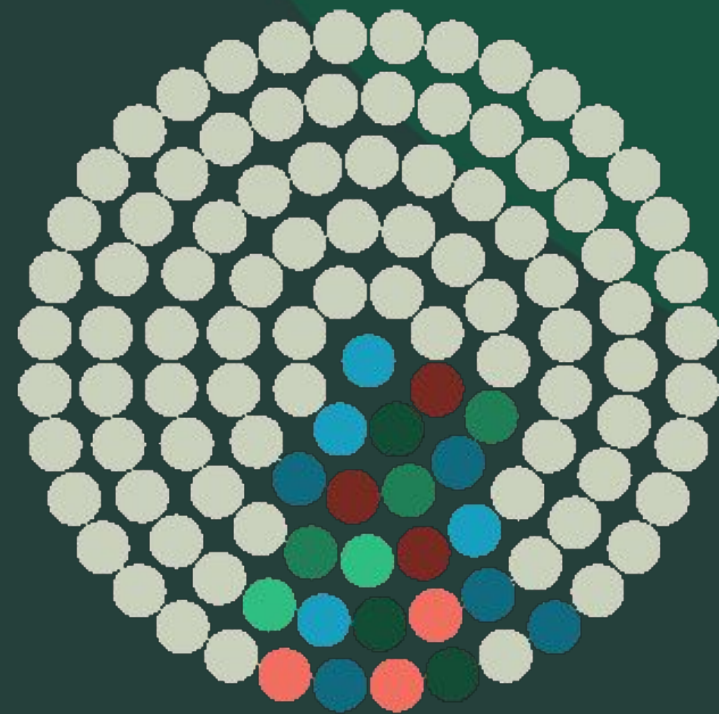


**Belonging is about
co-creating and
co-owning structures to
belong.**

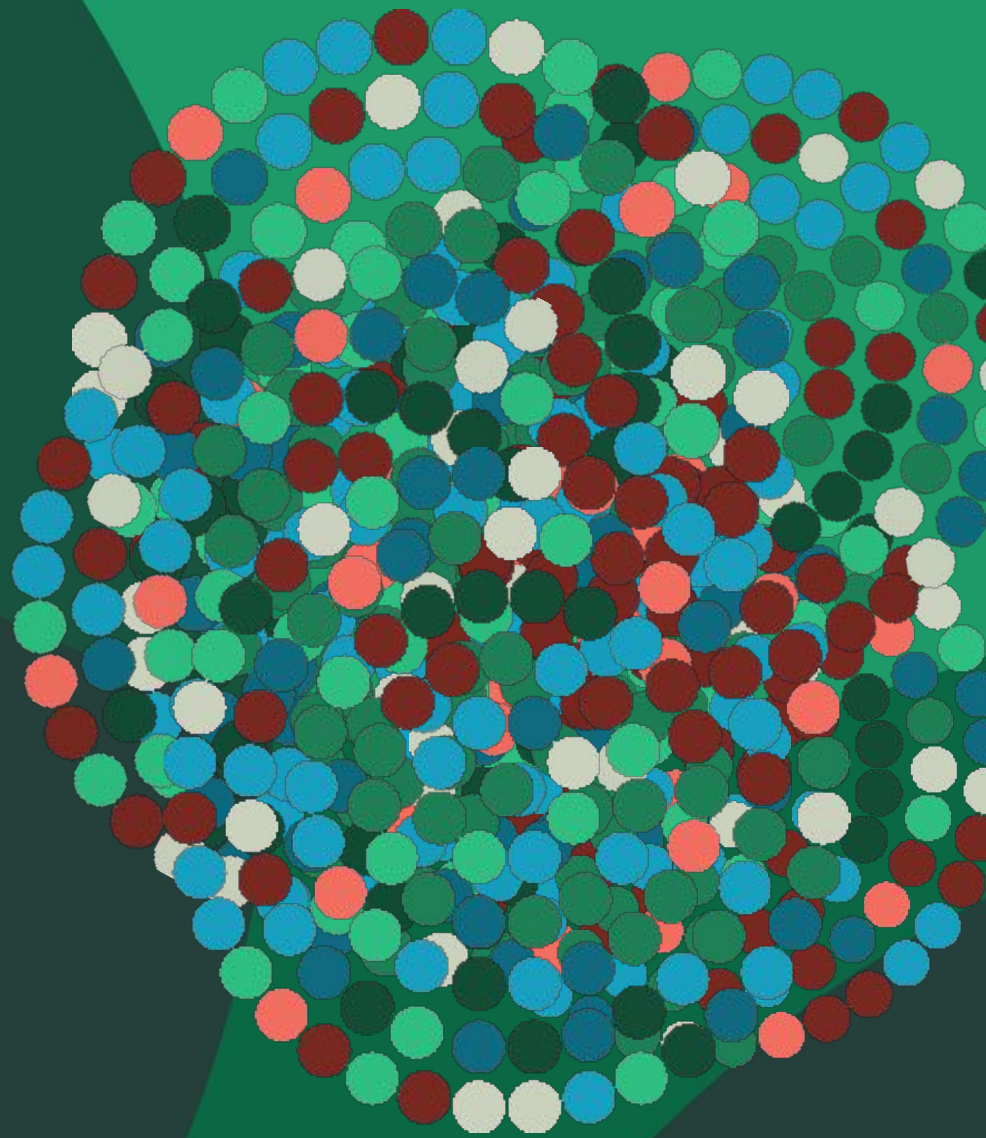




Exclusion



Inclusion



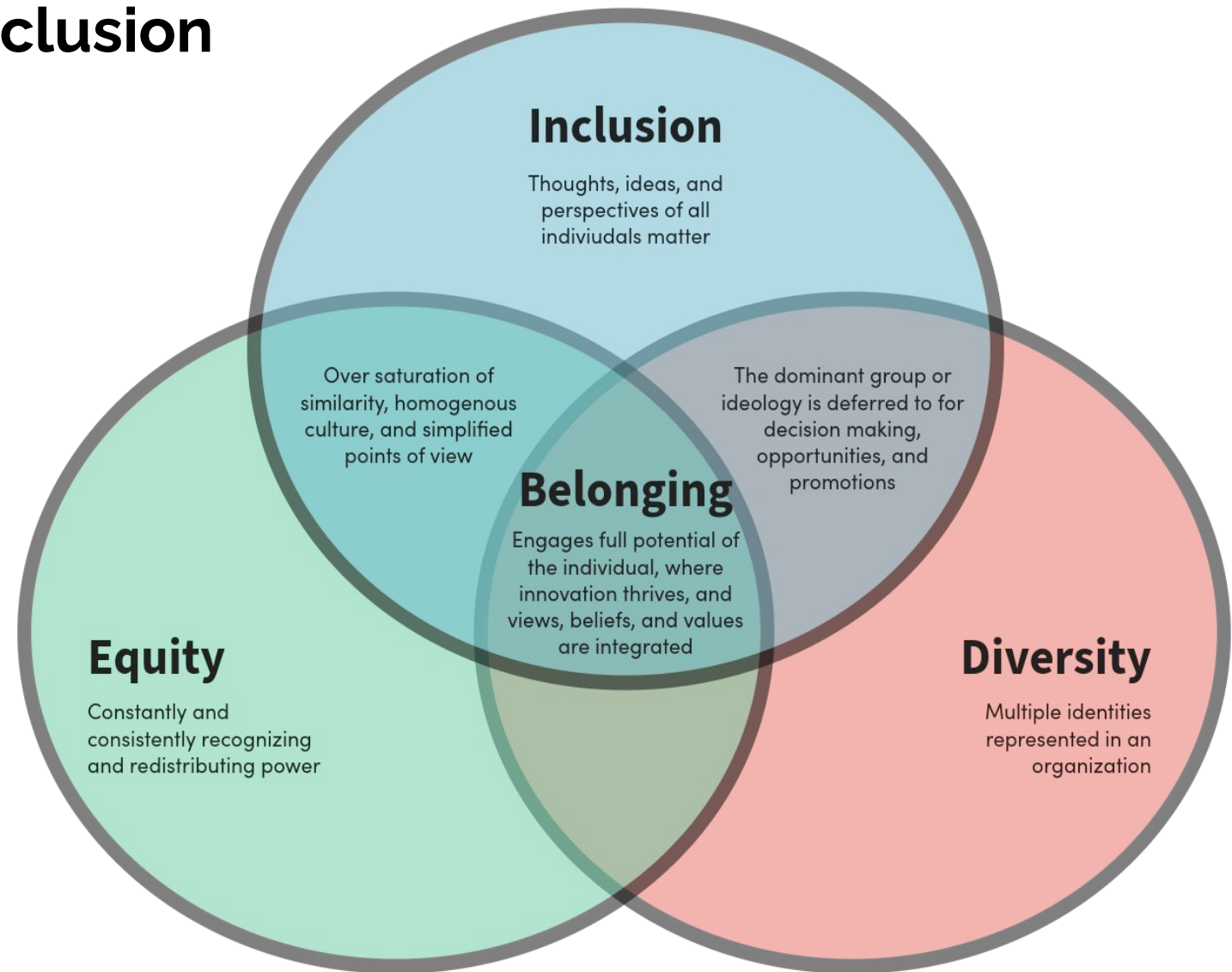
Belonging

Bridging is a precondition for belonging. Without bridging, it is not possible to build a society in which everyone belongs.

From Diversity, Equity, and Inclusion to Bridging and Belonging

Why move from DEI to Bridging and Belonging?

- We don't want to just welcome people into existing structures
- We want people to **co-create structures and institutions together**
- We want to build systems that are welcoming to all and that everyone has a stake in, where everyone is represented and the **work of bridging happens through co-creation**



Source: <https://medium.com/@krysburnette/its-2019-and-we-are-still-talking-about-equity-diversity-and-inclusion-dd0c9a66113>

Three approaches to consider race and racing



Color Blindness

Three approaches to consider race and racing



Post-Racialism

Three approaches to consider race and racism

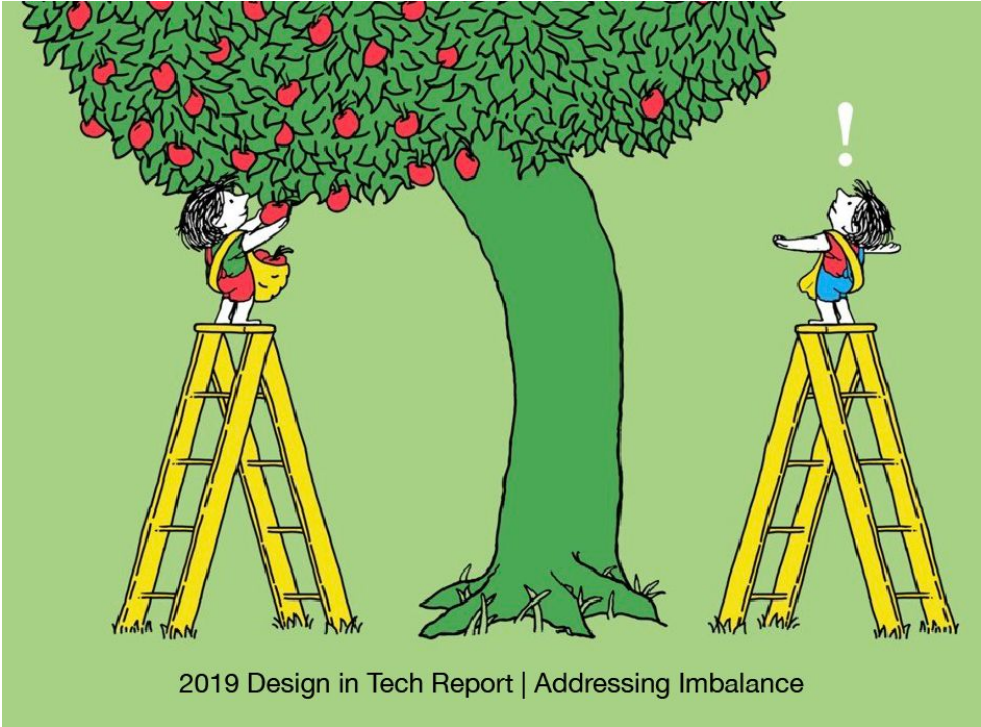


Explicit Racial Fragmentation

Targeted Universalism

A framework for achieving Equity 2.0

Equity to Equity 2.0: Targeted Universalism

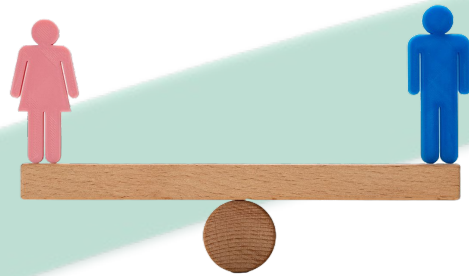


The arc of the moral universe is long but it bends toward justice.

–Dr. Martin Luther King Jr., “Remaining Awake Through a Great Revolution.”
Speech given at the National Cathedral, March 31, 1968.



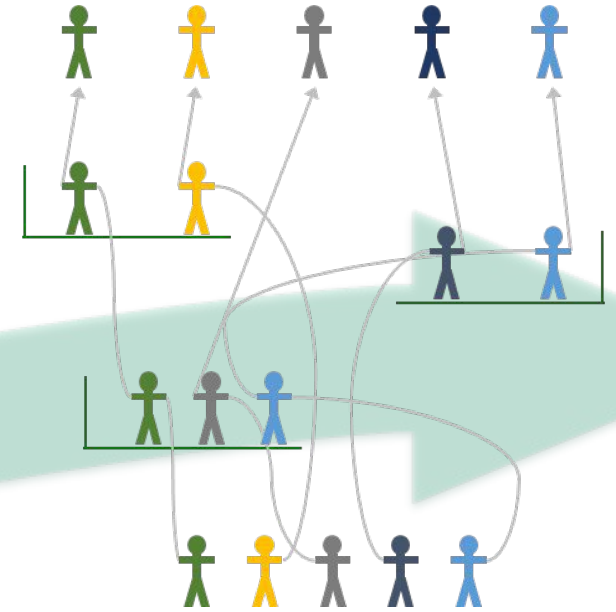
Extreme Inequality



Equality



Dignity



Belonging

Backlash to Equity:

CULTURE

How Equity Will Destroy America

BY: DAVID MARCUS | JANUARY 28, 2021 | ⌚ 5 MIN READ

OPINION COMMENTARY [Follow](#)

'Equity' Is a Mandate to Discriminate

The new buzzword tries to hide the aim of throwing out the American principle of equality under the law.

By Charles Lipson
March 4, 2021 at 6:41 pm ET

Opinion | Ben Carson: Moving our focus from equality to equity won't defeat racism. It's another kind of racism.

By Ben Carson
April 18, 2021 at 4:51 p.m. EDT

Structures do work: Power and position matter

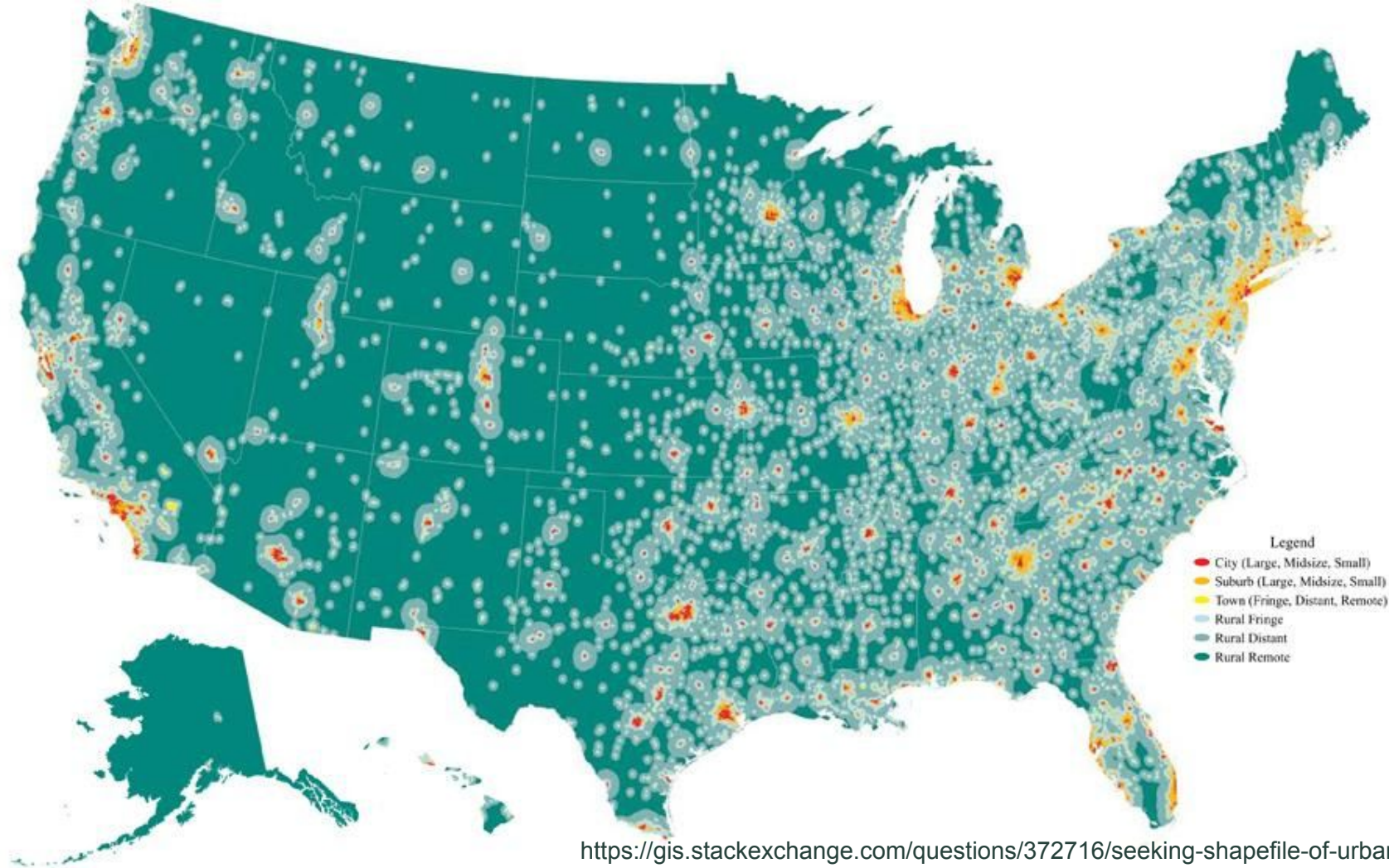
Not only are people situated differently with regard to institutions, people are situated differently with regard to infrastructure



People are impacted by the relationships between institutions and systems

...but people also impact these relationships and can change the structure of the system.

Geography



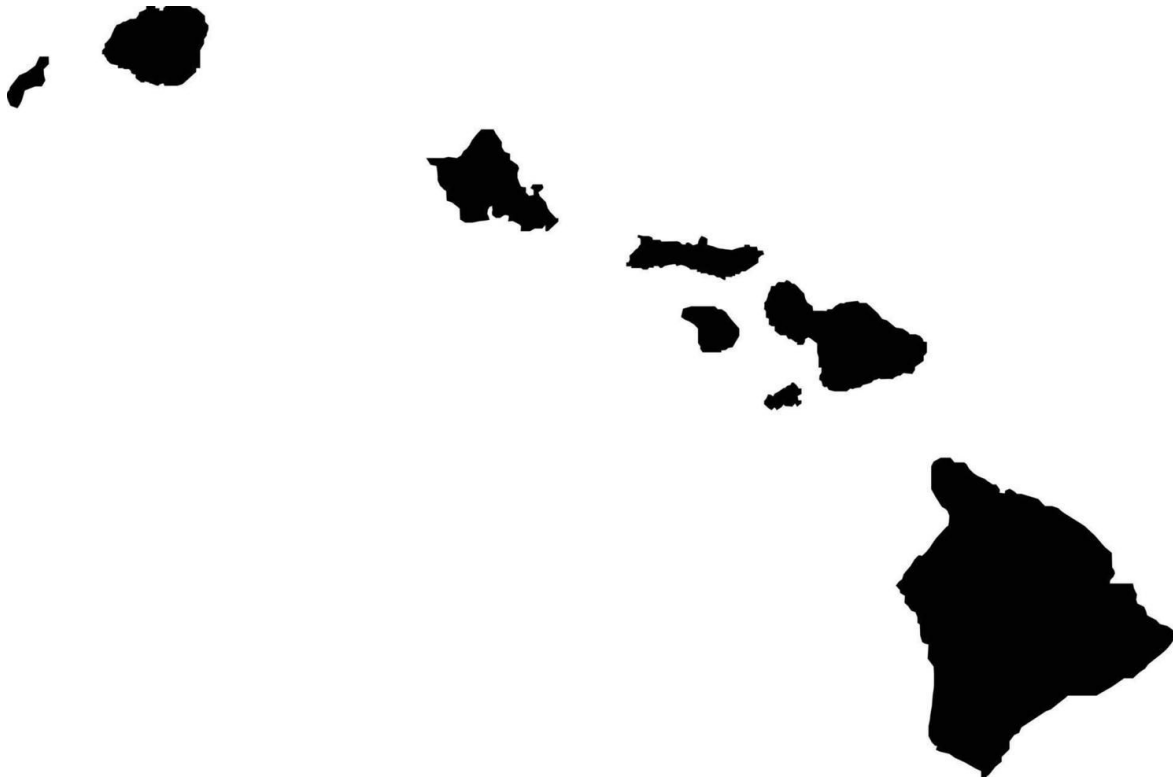
<https://gis.stackexchange.com/questions/372716/seeking-shapefile-of-urban-suburban-and-rural-areas-of-us>

States with Majority Minorities



https://dazzling_homes/texas-outline; <https://stock.adobe.com/search?k=new+mexico+outline>; <https://stock.adobe.com/search?k=nevada+state+outline> <https://stock.adobe.com/search?k=maryland+state+outline>

States with Voting Populations that are Majority Minority

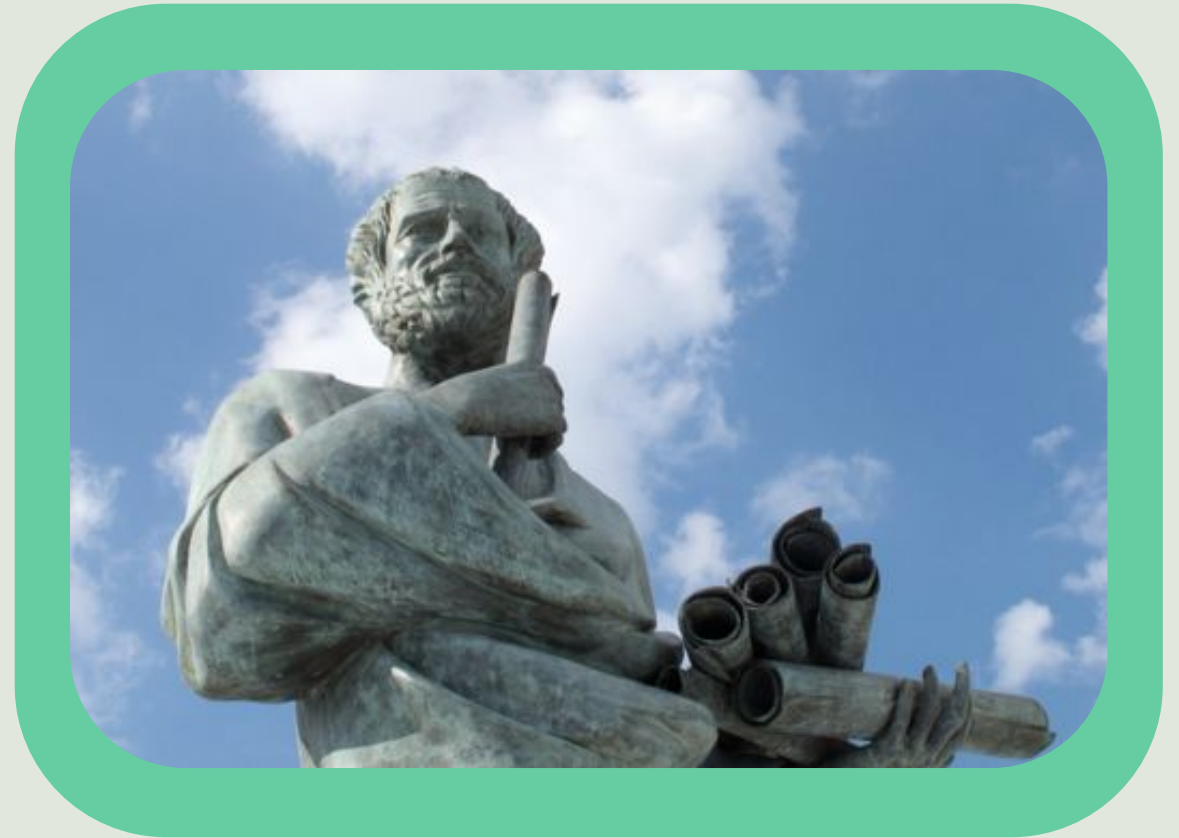


<https://www.vecteezy.com/free-vector/hawaii-map>



<https://stock.adobe.com/search/images?k=california+state+outline>

Aristotle, Equality, and Targeted Universalism



Targeted Universalism Steps

1.	Co-create a universal goal
2.	Assess the general population performance relative to the universal goal; situatedness
3.	Identify groups performing differently with respect to the goal and the overall population
4.	Assess and understand the structures that support or impede each group from achieving the universal goal
5.	Develop and implement targeted strategies so all groups reach goal
6.	Develop bridging messaging and stories that support strategies. Engaging bridging as a tool for implementation.

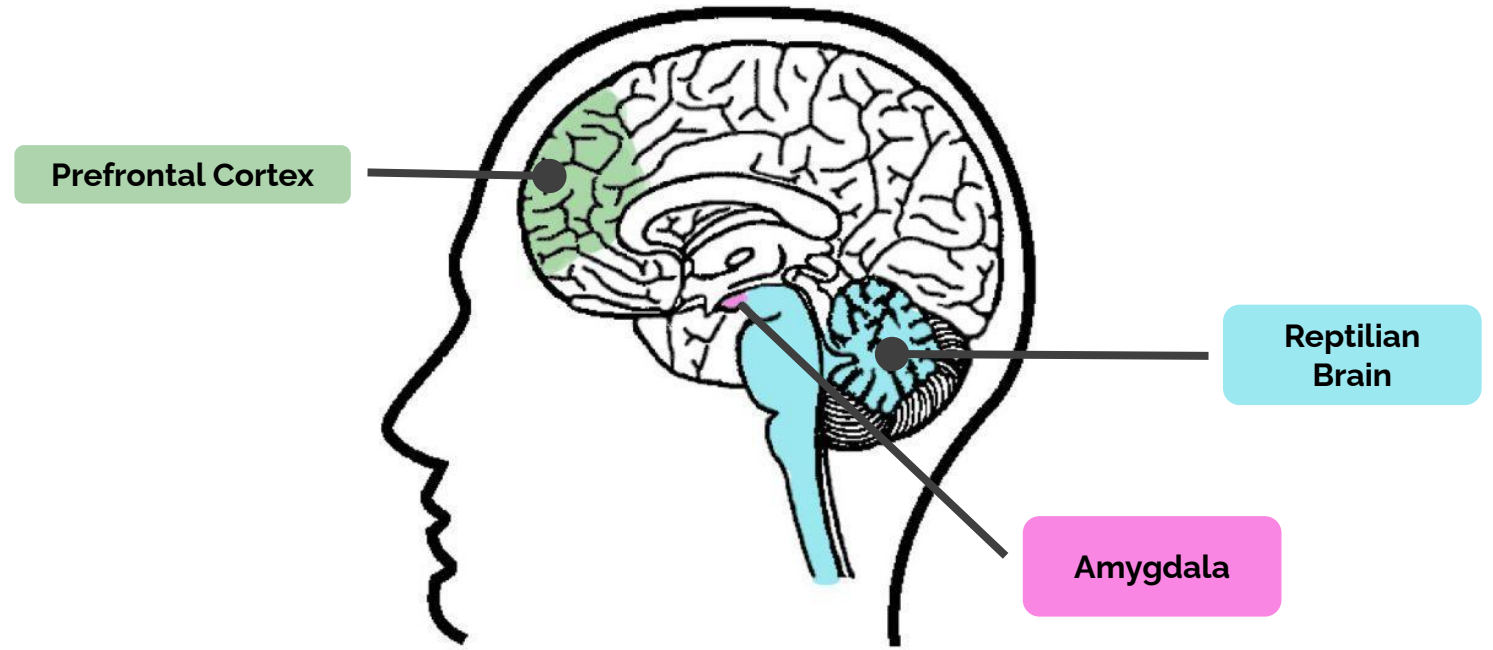
Stories and Narratives

Who's in the stories?
Who is left out? Who
is telling story? Who
is the
protagonist/villain?
Who is the audience?



How do we
expand our
circles to
include
everyone in our
stories and
narratives?

Who are we talking to?

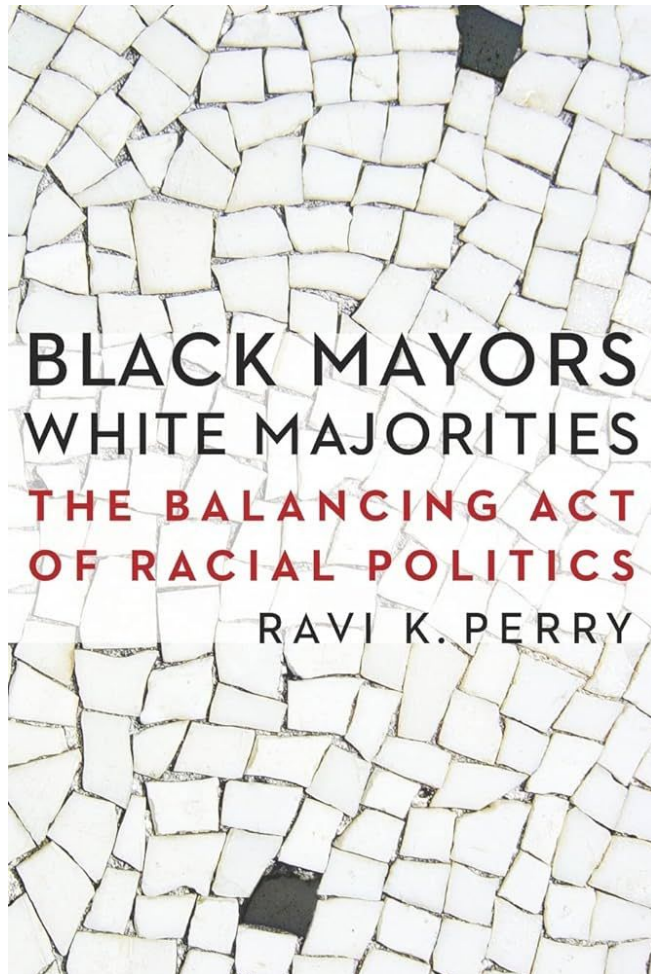


Can we imagine (build) new structures that honor our multiple fluid identities & belonging?

Who decides? Who benefits? Who pays?

A world where we all belong and no one is othered. A new story.

Ravi Perry

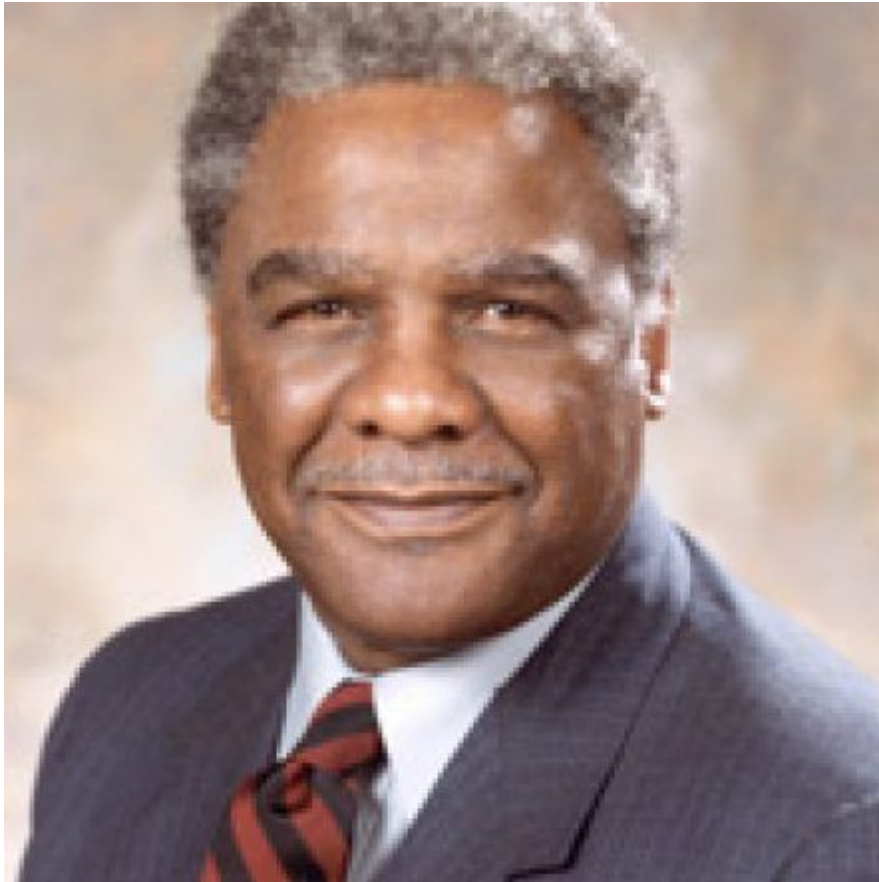


<https://www.amazon.com/Black-Mayors-White-Majorities-Balancing/dp/080324536X>



<https://profiles.howard.edu/ravi-perry>

Harold Washington



- Mayor of Chicago
- During his tenure, the number of minority firms involved in city contracts increased from nine to sixty in a three year period

<https://www.chipublic.org/mayor-harold-washington-biography/>

Targeted Universalism is...

a programmatic and communication strategy
based on fairness, bridging, and abundance.

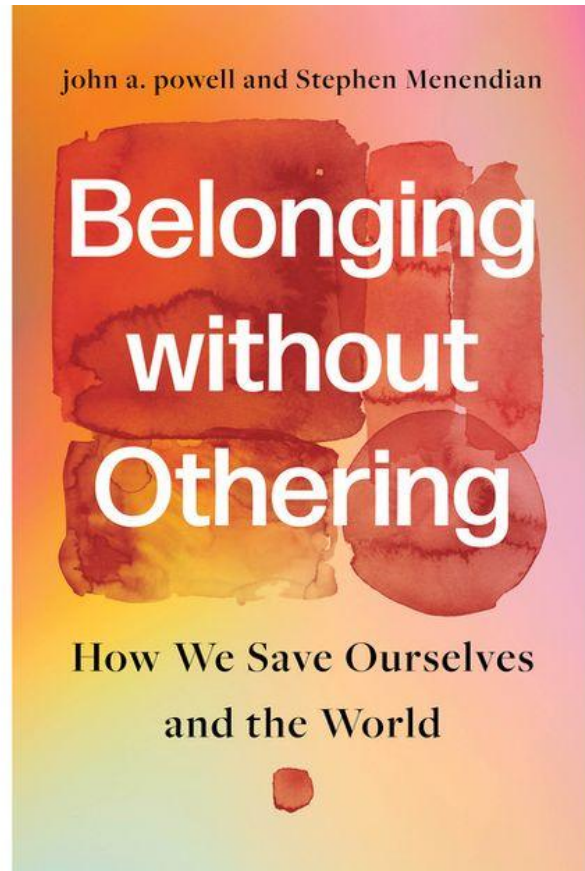
Conclusion

Any Questions?

For additional information, check out OBI
University at <https://obi.org/>.



Order *Belonging without Othering*



- Professor Powell's book authored with Stephen Menéndez is now available

Upcoming Book Dec 2024

The Power of Bridging: How to Build a World Where We All Belong

by john a. powell



Scan here to pre-order the book now!

bit.ly/3V1Stnu

john a. powell

With Rachelle Galloway-Popotas

The Power of Bridging



how to build a world
where we all belong

Other OBI Resources



<https://linktr.ee/obi2024>

