

Glossary of Terms

Affirmative Marketing: Targeted outreach (e.g. recruitment, advertising) to the under-represented race(s), also called pro-integrative marketing. Typically whites are under-represented in the housing and public school markets of mixed-race municipalities/school districts; typically, blacks are underrepresented in the civic life of these same communities; e.g. neighborhood associations, PTAs. Effective affirmative marketing to whites typically does not employ racial or diversity themes, while it may for attracting people of color.

Ally: Someone who makes the commitment and effort to recognize their privilege (based on gender, class, race, sexual identity, etc.) and work in solidarity with oppressed groups in the struggle for justice. Allies understand that it is in their own interest to end all forms of oppression, even those from which they may benefit in concrete ways. Allies commit to reducing their own complicity or collusion in oppression of those groups and invest in strengthening their own knowledge and awareness of oppression.

Bias

A bias is a prejudice that leads to a tendency to favor one entity over another, often unfairly. Biases can be explicit or implicit.

Block Busting: Soliciting housing listings from white homeowners, after the initial entry into the area by non-white borrowers or renters, by (falsely) inducing the whites to fear wholesale racial transition and/or neighborhood deterioration.

Coalition: A unit composed of distinct elements of the population it serves.

Culture: A social system of meaning and custom that is developed by a group of people to assure its adaptation and survival. These groups are distinguished by a set of unspoken rules that shape values, beliefs, habits, patterns of thinking, behaviors and styles of communication. Source: Institute for Democratic Renewal and Project Change Anti-Racism Initiative. A Community Builder's Tool Kit. Claremont Graduate University, 2001.

Culturally Diverse Pluralism: A culture that promotes mutual respect, acceptance, teamwork and productivity among people who are diverse in age, gender, sexual orientation, ethnicity, race, class, religious beliefs, physical ability and other perceived differences.

Discrimination- The systematic, intended or unintended denial of recognition, power and privilege to certain people based on the groups to which they belong.

Diversity: Diversity is the existence of many unique individuals in the workplace, marketplace and community. This includes men and women from different nations, cultures, ethnic groups, generations, backgrounds, skills, abilities, sexual orientation and all the other unique differences that make each of us who we are.

Ethnicity A social construct that divides people into smaller social groups based on characteristics such as shared sense of group membership, values, behavioral patterns, language, political and economic interests, history and ancestral geographical base.

Explicit Attitudes and Beliefs The opposite of implicit, explicit attitudes and beliefs are the ones that individuals profess publicly or express directly. These attitudes and beliefs are conscious and acknowledged by the individual who holds them.

Fair Housing: The law of the land since 1968 with inextricably intertwined twin purposes:

- 1) Right to sue for discrimination based on race, etc; and
- 2) Replacement of ghettos with integrated and balanced living patterns

Implicit Bias: Unlike explicit bias (which reflects the attitudes or beliefs that one endorses at a conscious level), implicit bias is the bias in judgment and/or behavior that results from subtle cognitive processes (e.g., implicit attitudes and implicit stereotypes) that often operate at a level below conscious awareness and without intentional control.

Inclusion: Openness, acceptance and support that enables all persons to participate in the life of a community. The mark of an inclusive society is one in which people are accepting and supportive of all other persons, enabling them to participate fully in the life of the community. Authentically bringing traditionally excluded individuals and/or groups into processes, activities, and decision/policy making in a way that shares power.

Ingroup An ingroup is a group with which one feels a sense of membership, solidarity, or shared interest. Ingroup membership may be established along numerous identities, such as race, religion, sexual orientation, etc.

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Institutional racism refers specifically to the ways in which institutional policies and practices create different outcomes for different racial groups. The institutional policies may never mention any racial group, but their effect is to create advantages for whites and oppression and disadvantage for people from groups classified as people of color.

Integration Maintenance: The use of educational and service programs to encourage the continuance of integration in a community.

Intersectionality: An approach largely advanced by women of color, arguing that classifications such as gender, race, class, and others cannot be examined in isolation from one another; they interact and intersect in individuals' lives, in society, in social systems, and are mutually constitutive.

Exposing [one's] multiple identities can help clarify the ways in which a person can simultaneously experience privilege and oppression. For example, a Black woman in America does not experience gender inequalities in exactly the same way as a white woman, nor racial oppression identical to that experienced by a Black man. Each race and gender intersection produces a qualitatively distinct life.

Micro-aggressions: "Racial microaggressions are brief and commonplace daily verbal, behavioral, or environmental indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative racial slights and insults towards people of color." Those who inflict racial microaggressions are often unaware that they have done anything to harm another person.

Multicultural Organizations- Organizations that maintain a pluralistic culture promoting mutual respect, acceptance, teamwork and productivity among diverse people. It reflects the interests and contributions of members of diverse groups in mission, operations and product or service.

Diverse coalitions are well represented in multicultural organizations at all levels, in all functions and in all work groups. Members of diverse groups have power and influence in the organization. They are included as full and influential participants in all aspects of the organization, especially where decisions are made and policies established. Discrimination is not tolerated within the organization and in its relationships with people, groups and organizations in its environment.

Outgroup In contrast to ingroups, outgroups are groups with which one does not belong or associate. As a byproduct of ingroup favoritism, some people feel a sense of dislike or contempt toward members of outgroups.

Privilege: A right that only some people have access or availability to because of their social group memberships (dominants.) Because hierarchies of privilege exist, even within the same group, people who are part of the group in power (White people with respect to people of color, men with respect to women, heterosexual with respect to homosexuals, adults with respect to children, and rich people with respect to poor people) often deny they have privilege even when evidence of differential benefit is obvious. Source: National Conference for Community Justice – St. Louis Region – Dismantling Racism Institute program. 1996.

Racial equity is the condition that would be achieved if one's racial identity no longer predicted, in a statistical sense, how one fares. When we use the term, we are thinking about racial equity as one part of racial justice, and thus we also include work to address root causes of inequities not just their manifestation. This includes elimination of policies, practices, attitudes and cultural messages that reinforce differential outcomes by race or fail to eliminate them.

Racial Justice [is defined] as the proactive reinforcement of policies, practices, attitudes and actions that produce equitable power, access, opportunities, treatment, impacts and outcomes for all.

Racial & Ethnic Identity: An individual's awareness and experience of being a member of a racial and ethnic group; the racial and ethnic categories that an individual chooses to describe him or herself based on such factors as biological heritage, physical appearance, cultural affiliation, early socialization, and personal experience.

Racial Integration: That (unusual) circumstance in the markets for housing, schooling and/or community civic life where demand is robust and racially inclusive, i.e. neither minority nor non-minority demand is under-represented. Optimization of property values results from integration. Also, it is the presence and inclusion of people of color in predominantly white institutions.

Racism: Racial and cultural prejudice and discrimination, supported intentionally or unintentionally by institutional power and authority, used to the advantage of one race and the disadvantage of other races. The critical element that differentiates racism from prejudice and discrimination is the use of institutional power and authority to support prejudices and enforce discriminatory behaviors in systemic ways with far-reaching outcomes and effects.

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Source: University of Arkansas - www.uark.edu/~pride/archives/definitions

Segregation: That circumstance in the housing, schooling or civic life markets where there is demand from either minority or non-minority, but not both. The term "re-segregation" is usually applied to markets which have experienced desegregation but not integration; e.g. from white segregated to clack segregated. Segregated markets may be interracial for a "snapshot in time" even while the wholesale transition ensures.

Stereotype: A stereotype is a standardized and simplified belief about the attributes of a social group. Although not always accurate, stereotypes are often widely held and can have both positive and negative impacts of individuals. The act of stereotyping involves both activation (making the cognitive association) and application (using that association to make a judgment about a person or group).

Under-representation: That (generally prevailing) circumstance where demand for a community's housing, schooling and/or civic life does not reflect anything close to the participation levels that one might expect given the relevant proportions and buying power of the races; e.g. standard deviation of 15% or more from what would be anticipated if race was not a factor.

Unlawful Racial Steering: Influencing or attempting to influence so as to promote racial re-segregation or avoid integration; the antithesis of lawful affirmative marketing. Steering serves to restrict access to housing, while affirmative marketing expands options beyond those that have become racially traditional.

White Privilege: Is the unquestioned and unearned set of advantages, entitlements, benefits and choices bestowed on people solely because they are white. Generally white people who experience such privilege do so without being conscious of it. Examples of privilege might be: "I can walk around a department store without being followed." "I can come to a meeting late and not have my lateness attributed to my race;" "being able to drive a car in any neighborhood without being perceived as being in the wrong place or looking for trouble;" "I can turn on the television or look to the front page and see people of my ethnic and racial background represented." "I can take a job without having co-workers suspect that I got it because of my racial background." "I can send my 16-year old out with his new driver's license and not have to give him a lesson how to respond if police stop him." Source: Peggy McIntosh, "White Privilege and Male Privilege: A Personal Account of Coming to See Correspondences Through Work in Women Studies."

- **Structural White Privilege:** A system of white domination that creates and maintains belief systems that make current racial advantages and disadvantages seem normal. The system includes powerful incentives for maintaining white privilege and its consequences, and powerful negative consequences for trying to interrupt white privilege or reduce its consequences in meaningful ways. The system includes internal and external manifestations at the individual, interpersonal, cultural and institutional levels. The accumulated and interrelated advantages and disadvantages of white privilege that are reflected in racial/ethnic inequities in life-expectancy and other health outcomes, income and wealth and other outcomes, in part through different access to opportunities and resources. These differences are maintained in part by denying that these advantages and disadvantages exist at the structural, institutional, cultural, interpersonal and individual levels and by refusing to redress them or eliminate the systems, policies, practices, cultural norms and other behaviors and assumptions that maintain them.
- **Interpersonal White Privilege:** Behavior between people that consciously or unconsciously reflects white superiority or entitlement.
- **Cultural White Privilege:** A set of dominant cultural assumptions about what is good, normal or appropriate that reflects Western European white world views and dismisses or demonizes other world views.
- **Institutional White Privilege:** Policies, practices and behaviors of institutions -- such as schools, banks, non-profits or the Supreme Court -- that have the effect of maintaining or increasing accumulated advantages for those groups currently defined as white, and maintaining or increasing disadvantages for those racial or ethnic groups not defined as white. The ability of institutions to survive and thrive even when their policies, practices and behaviors maintain, expand or fail to redress accumulated disadvantages and/or inequitable outcomes for people of color.