The Royal Academy of Engineering
Equal Opportunity and Diversity Guidelines

Key Area & Principles	Key Approaches
Marketing & Publicity (including IT)	
Editorial Guidelines The Academy has a commitment to developing and disseminating information in a format which is coherent, easily accessible and appropriate to the needs of its diverse audience.	*Ingenia* magazine has the following statement in its Editorial Guidelines: *'The Royal Academy of Engineering endeavours to promote diversity within engineering and attract people from non-traditional sectors. Authors should include examples that can illustrate diversity in your workplace in regards to women, disability, black and minority ethnic communities'.*
Language Language used must reflect the Academy's commitment to cultural diversity and equal opportunity policies. Plain English to be used to ensure clarity of expression and adhere to stylistic consistency in publications.	• The Academy uses gender-neutral terms like 'Chair' not 'Chairman'; doesn't refer to women as 'girls' and should avoid the use of 'man' and 'he/his' in the generic sense. • Refer to ethnic minority and disabled people using up-to-date terms deemed to be widely inoffensive • Writers should refer to the Academy's 14 page Editorial Guidelines when compiling copy.
Images Images used should include positive images of people from diverse cultural backgrounds and both genders.	• Monitor number of female/male images in a publication to ensure an equal number (the Academy's Annual Review 2008/09 features an equal number of men and women). • Monitor number of images of people of white ethnic origin and those from a BME background. Ensure equal representation. • Actively seek out images of people from diverse ethnic groups. • Avoid images where males are active and females look passively on. • Ensure images of women and those from a BME background in positions of seniority.
Accessibility	• The Academy uses either Myriad or Arial sans serif fonts for their clarity

All Academy publications should be made accessible.	• Designers should use a clear layout, and for legibility provide a strong contrast between print and background. • All Academy publications are available free and online to enable universal access (see IT Diversity Guidelines).
Balance of text & images Ensure publications and marketing materials have a balance of images and language throughout individual materials.	• Where possible endeavour to have a balance of male, female and people from different ethnic backgrounds in the text as well as the images. • Ensure that case studies, testimonials and quotes are fully representative of all groups with at least 50% of material featuring under-represented groups. • If the names are fictional, then endeavour to alternative genders and use names that are from different ethnic origins.
Use of colour Use appropriate colours for publications and marketing materials.	• The aAademy has a palette of bright bold colours, alternate use of the colours. Avoid using gender specific colours all the time. • If unsure, use colours that are gender neutral such as green, orange and yellow.
Target Audience (reach)	• Ensure that the media strategy devised is comprehensive in its coverage of all potential applicant groups; certain elements should specifically target under-represented groups. • Ensure that you research and plan where you could advertise to reach a different or new audience. For example; if you are trying to reach a Black Caribbean audience you might look to advert in the Black Caribbean press.
Recruitment & Selection of Steering Groups & Committees	
Language All scheme documentation should be written in a way that promotes equality and diversity.	• All Academy documentation, including papers and minutes, should use language that is gender neutral, referring to ethnic minority and disabled people using up-to-date terms deemed to be widely inoffensive.
Equal representation Women and other underrepresented groups should always be considered to join any relevant Committees.	• The terms of reference for some Committees explicitly state that there should be at least one female member on the Committee.
Timing of meetings Meetings should not be scheduled to coincide with major religious festivals.	• All external meetings should be added to the outlook calendar.
Dietary Requirements	• Dietary requirements should be taken into account when arranging catering for meetings.
Disabled Access	• All members should be given the opportunity to communicate their access requirements in advance of events (e.g. wheel chair access, large font printing, sign language intepreters etc. to ensure) facilitate particpation

General Awareness All Committee members should be made aware of the Academy's equality and diversity policies, ideally when they first join the Committee.	• The Academy's diversity programme could also be incorporated into the annual and New Fellows' briefing.
Travel & Subsistence All Fellows should be offered financial reimbursement for attending Academy meetings.	• The Academy has the electronic BACS payment system in place for ease of transfer of funds.
Availability of Teleconferencing	• Teleconferencing facilities are available for meetings at the Academy.
Events	
Setting Dates/ Times	• Refer to the Academy Calendar to avoid clashes with other Academy events. • Refer to the Academy Calendar to check for key religious holidays and avoid major religious festivals • Consider the time of day carefully while taking into account target audiences i.e. those with caring responsibilities may be more likely to attend if timing avoids evenings and/or school holidays. • If event coincides with cultural/religious event, ensure those participating are adequately catered for i.e. during Ramadan, cater for the breaking of the fast.
Selecting & Approaching Speakers/ Chairs	• Avoid all male, white panels • Ensure inclusion of female and speakers from a BME background and chairs • Actively seek new Fellows to speak at events where relevant. • Specifically ask Fellow for suggestions of female/BME speakers
Topics/ Themes	• Consider the target audiences you wish to attract when selecting the topic or theme of the event. Monitor and analyse which topics are most and least successful in attracting a diverse audience.
Briefing	• It is important to brief speakers and chairs prior to the event to ensure they understand the nature of the event, the messages that should be conveyed and their audiences. For example, speakers should not refer to all engineers as "he". • When briefing photographers ensure they take shots of a cross section of the audience.
Audience	• To avoid a predominately white, male audience, when compiling targeted invitation lists ensure that underrepresented groups are targeted • Actively target schools and universities and membership organisations that have greater diversity
Marketing/ Publicity	• Design marketing literature according to the theme of the event and the target

	audience. • Ensue cover images reflect the audience you wish to attract
Pricing	• When setting the ticket price take into account all audiences to avoid alienating those less able to afford expensive tickets.
Catering/Refreshments	• Ensure all dietary requirements are catered for by asking in advance whether the delegate/guest has any special requirements, allergies or intolerances. • Ensure food is suitable for all, • Serve halal/kosher meat where appropriate and ensure this is stated on publicity material • When choosing menus and beverages avoid pork and consider whether it is appropriate to have alcoholic drinks available. Also offer a choice non-alcoholic beverages.
Disabled Access	• In publicity material, include information on accessibility, detailing accessible features of the building/venue. • Always ask attendees in advance whether they have any access requirements and give examples of the type of access you can provide. This helps communicate that you have thought about scuering participation from disabled people in advance • If communication access such as singer and interpreters are required, please ask the Diversity Team for contacts.
Dress Code	• Consider all groups when choosing the dress code for an event. For example, use "business attire" as opposed to "lounge suits".
Publicising Event Materials	• Wherever possible Academy lectures should be filmed and posted onto RAEng TV either in real time or within 48 hours of the event. It is important that those unable to attend events due can watch the event in their own time.
Evaluation & Feedback	• Ensure channels are in place for receiving feedback after events i.e. handing out feedback forms at events, placing an anonymous suggestion box in a visible place at events or emailing attendees post event. • It is important to monitor feedback carefully. • Monitoring attendance is important to ascertain exactly which groups are attending the events and which minority groups are lacking.
Monitoring & Evaluation	

Monitoring	• For detailed guidance on diversity monitoring, p lease refer to the Concordat Resource Guide which can be accessed via this link http://raeng.org.uk/about/diversity/pdf/Concordat_Resource_Guide.pdf. • Particular questions may need to be removed or added, depending on the particular focus of the scheme, programme or activity • The form should be posted to the applicant or made available on the website or form part of the application documentation • It should be explicit that no names are to be given on the form • Ask all applicants about the pros or cons of the application process they experienced
Evaluation • Assess each scheme or programme regularly according to the diversity information that has been collected and added to the database • Maintain the diversity database and ensure that the information is regularly updated	• Does advertising the scheme to diverse audiences attract applicants from a more diverse background? • Does the introduction of more flexible terms increase the number of applications from people with families? • Are particular groups not applying? Are applications from certain groups disproportionately unsuccessful?
Awards & Scheme Selection	
Eligibility Criteria Ensure there are no features of the process that disadvantage under-represented groups.	• Ensure eligibility criteria are easy to interpret and transparent. • Make sure that the organisations we provide funding to operate similar policies and practices on equality and diversity. • Ensure the eligibility criteria are free from any feature that might disadvantage under-represented groups. • Ensure the application media does not present barriers that disadvantage under-represented groups (e.g. adverstising in media that is only read by a very narrow demographic, inaccessible online portals).
Assessment documentation	• Ensure that the assessment documentation includes The Academy's diversity statement. • If asking for diversity monitoring infomrtion, ensure this is not contained within the assessment documentation and can be returned separately.
Family-friendly features	• Use a clear policy on how family friendly scheme features are considered in the selection and eligibility for awards/grants.
Assessment panel	• Where possible, ensure that the assessment panel is inclusive, with representatives from under-represented groups. • Ensure that the selection panel is trained in/ briefed about the Academy's

	Diversity policy.
Selection environment	• Ensure that ethnic, racial and sexist (etc) slurs or jokes are not tolerated before, during and after the selection processes (e.g.during shortlisting and at interviews). • Follow the scheme's problem-solving/grievance procedure in cases where contravention of Diversity and Equality policy has occurred. • Debrief applicants on their experiences of the selection and interview process and take necessary action where consistent feedback indicates that a specific part of the process disadvantages under-represented groups.
Monitoring and Evaluation of Selection Processes and Procedures Reviewing and evaluating all data collected and testimonials received to identify elements of both effective and ineffective practice, disseminate to colleagues and modify existing processes.	• Debrief applicants/nominees after the selection process and gather feedback/data on the selection experience. • Evaluate and review the collected data to identify any breaches (as well as good selection practices) of the Academy's Diversity and Equality policy. • Disseminate the evaluation outcomes to all stakeholders. • Take positive/corrective action to eliminate breaches of Diversity and Equality policy. • Present an annual two-page diversity and equality report to the sponsor/steering group focusing on target achievement and recommendations for future action. • Senior scheme managers (not representatives) to meet on an annual basis to discuss feedback and develop effective practice principles where applicable.
Programme Design	
The programme design does not unintentionally discourage under-represented groups from participating in the scheme.	• Ensure that the potential participation of women, ethnic minority groups, disabled people, older and younger people, lesbian and gay people and those from different faith backgrounds have been considered by all stakeholders in defining programme aims. This will help to eliminate unintentional discrimination.. • Set specific and measurable equality and diversity objectives with associated targets and develop review mechanisms. • Ensure that all stakeholders have an input on the design and implementation. • Ensure accessibility to all in the implementation of the programme. • Ensure evaluation plans and procedures to test effectiveness. • Revise programme based on evaluation results.
Generic tools	
Monitoring Form	Please refer to the Concordat Resource Guide which can be accessed via this link http://raeng.org.uk/about/diversity/pdf/Concordat_Resource_Guide.pdf

Equal opportunities statement	As per Academy website see - http://www.raeng.org.uk/about/diversity/default.htm