

TAG Diversity, Equity, and Inclusion Statement

The Texas Advertising Group recognizes the shortcomings of the industry we aspire to be a part of when it comes to diversity, equity, and inclusion. We are aware that if there is to be any change, if we want to enter a field that values equal opportunity for all regardless of what you look like or how you identify, one that values each and every voice and holds no person above another, we must be the ones to set the example. We are also aware that TAG has not always been on the forefront of being a strong voice for diversity, equity, and inclusion. This is not something we are proud of, but it is something we plan on working tirelessly to be better at with the promise that we will lead these efforts with our whole hearts. Advertising should speak to everyone, not just the historically privileged, and we believe that we as an organization need to make it our mission to do all that we can in the hopes that someday soon, our industry reflects the changes we'd like to see. No matter where you come from, where your beliefs are rooted, how you identify or the circumstances you've faced that are out of your control, we want you to feel that you belong in this organization and the industry as well.

Below are goals we currently have to improve the state of DE&I within our organization and the school as a whole, which will be overseen by TAG officers.

- Conduct an organization climate survey once per semester to gain insight on how members feel and where we could improve
- Keep members updated with a flow of opportunities for multicultural and underrepresented students
- Expand the portfolio of guest speakers to include more diverse and inclusive experts, experiences, and voices in meetings
- Have membership within the ADV/PR equity council to help with school-wide DE&I initiatives
- Revamp our mentorship program to build community within our ever growing diverse member base
- Maintain the diversity page on the TAG website and continue to evolve the information, goals, and mission



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