

# Online Course Material

I researched, developed, wrote, and acted as an instructor for an online course called [CatalystX: Understanding Gender Equity](#) on the edX.org platform. The short description of the course is as follows:

CATALYST

## CatalystX: Understanding Gender Equity

★★★★☆ 4.4 stars 8 ratings

Understand what gender equity is, the difference between gender equity and gender equality, why it matters, and how to recognize and address gender inequity in the workplace.



### About the instructors



**Ashley Rivenbark (Course Advisor)**

Senior Associate of Leading for Equity and Inclusion • Catalyst



**Dnika Travis, PhD (Course Advisor)**

Vice President, Research • Catalyst



**Julie Nugent (Course Advisor)**

Senior Vice President, Learning & Advisory Services • Catalyst



**Dr. Terrence Underwood (Course Advisor)**

Vice President of Learning Products and Programs at Catalyst • Catalyst



**Joanna Duffett (Course Instructor)**

Sr. Associate Librarian, Information Center • Catalyst



**Risa Pappas, MFA (Course Instructor)**

Director, Production Editor • Catalyst



**Lauren Pasquarella Daley, PhD (Course Instructor)**

Senior Director, Women and the Future of Work • Catalyst



**Charlie Owen (Course Instructor)**

Associate Librarian, Information Center • Catalyst



**Anna Sullivan (Course Instructor)**

Senior Associate, Catalyst Europe • Catalyst

# SEND THE RIGHT INVITATION: A CHECKLIST

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To gain gender partners and allies as members, advocates, champions, and executive sponsors of your ERG, make sure you are intentional about *how* you invite them.

## 1. Take stock: Who do you have, and who do you need?

Think about who else besides members who share the group identity your ERG would benefit from having in your ranks.

- Do you have any members who do not share your group's identity?
- Do you have an executive sponsor?
- Does your company allow executive sponsors to support your ERG via funding?
- Can anyone in the broader organization be considered an ERG champion?

## 2. Get clear: Are you explicit about who you're inviting?

For example, if you're inviting a White man to an event for a Black ERG, make sure you state that the event is for ERG members *and allies*. This will avoid confusion.

- Are you reaching out directly to people outside your ERG in dominant culture groups and other potential allies about joining?
- Are you engaging with them actively and respectfully, every event, multiple times per event?
- Are your flyers, emails, and event invitations explicit in mentioning that allies and advocates who are not members of the affinity group are welcome and encouraged to participate?
- Do you send out invitations and materials written specifically for and to allies?

### 3. Make sure: Are your event types inclusive?

For example, an after-work social event won't be great for working parents who have to pick up their kids as soon as work ends. You won't be able to accommodate every single person but polling your participants (and allies) in advance when planning should help you find an activity that works for most. This also makes potential allies feel that their opinions matter even before the event begins.

- Are you engaging potential allies across all levels?
- Are employees from each shift able to attend at least one of your regular events?

### 4. Make double sure: Are your events accessible?

For example, you wouldn't hold an event in a country club deep in the suburbs if your whole employee population lives in the city. And you wouldn't expect ERG members and allies to travel weekly to the main office HQ if your workforce is fully remote.

- Are your events scheduled so that employees in multiple time zones can attend?
- Are your events given in multiple languages?

## 5. Decide on roles: Are you being explicit about what role you are asking your invitee to play?

If you invite someone outside of your affinity group to attend, let them know *how* you want them to show up.

- Do you want them to speak to the group about their subject matter expertise? Do you want them to attend a meeting simply as an observer? Do you want them to offer advice and answer questions?
- Do you know what role you want your non-affinity members to play in your groups?
- Can you articulate that role in advance, so your potential ally knows what's expected of them?
- Does your ERG have any sponsorship or mentorship programs?
- Do you have training or onboarding for the sponsors you recruit to these programs?

## 6. Put yourself in their shoes: Is your event invitation enticing?

If someone sent you an invitation to a party, what would excite you about going? Food? Drinks? Games? There should be *something* that benefits the invitee, even if it's just a good time.

- What incentive can you create for allies to join your ERG or attend your event?
- How will you let them know they *belong* in your ERG?