

# Developing racial equity and social justice GIS learning content

with inclusive and culturally sensitive  
considerations

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# Presentation overview

01

**WHY DOES TONE &  
NARRATIVE MATTER  
FOR LEARNING?**

02

**DEVELOPING THE REVIEW  
PROCESS**

03

**RECOMMENDATIONS**

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# Why?

Important for narratives and tone to describe impacted communities with dignity and empathy






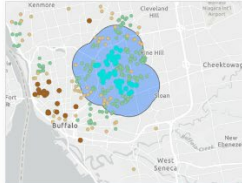


- What is the tone of the narrative?
- Whose perspective is narrative being told from?
- Is this how the communities would describe or understand themselves?

Creates a welcoming space for learning

- Consider thoughtfully developed content as a form of hospitality
- Removes any possible barriers for learning

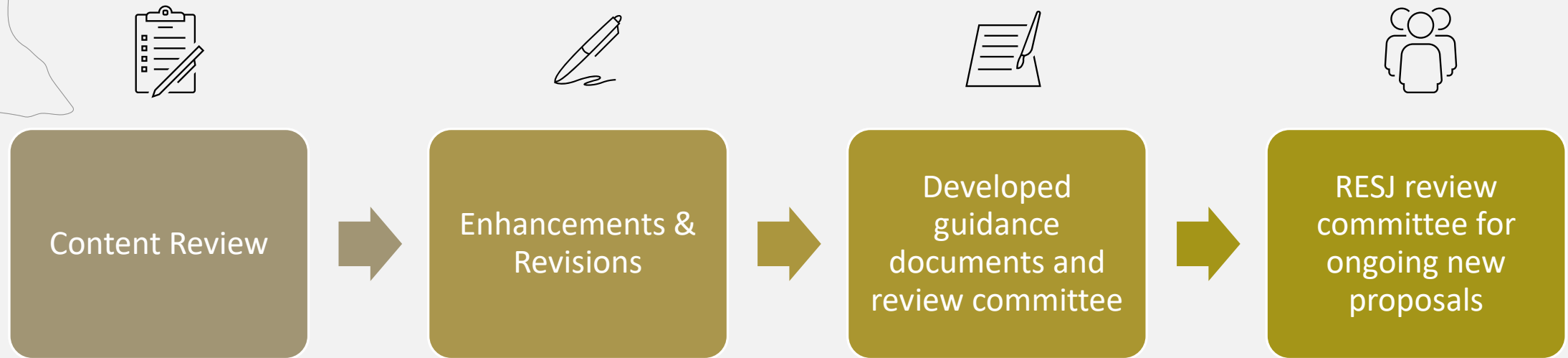
# Learn ArcGIS x RESJ team

- ◆ **Learn ArcGIS** manages 300+ hands-on scenario-based lessons for ArcGIS products and GIS workflows
- ◆ Esri's **Racial Equity and Social Justice (RESJ) team** provides guidance, resources, and tools for applying RESJ values and principles to GIS workflows

 LESSON <b>Create a social equity index to improve public health</b> Use the Social Equity Analysis solution to apply an equity lens and prioritize schools to host a parent health education program. ⌚ 45 min Beginner	 LESSON <b>Examine racial disparities in police stops</b> Use maps, charts, and statistical techniques to examine patterns of racial disparity in police stops. ⌚ 2 hr 40 min Intermediate	 LESSON <b>Shade equity - Determine tree planting locations with suitability analysis</b> Use site suitability analysis to find optimal locations for tree allocation, promoting social equity and reducing the impact of climate change. ⌚ 1 hr 30 min Advanced	 LESSON <b>Measure and visualize digital exclusion</b> Understand digital exclusion in the United States with a racial equity lens. ⌚ 1 hr 50 min Intermediate
 LESSON <b>Build an app to expand food access</b> Build an app to increase acceptance of public assistance programs at farmers markets, considering nearby food retailers, racial and ethnic composition, and poverty status. ⌚ 1 hr Advanced	 LESSON <b>Examine racial inequities in unsolved murder cases</b> Identify where unsolved homicides are most prevalent and which segments of the population are most impacted. ⌚ 1 hr Advanced	 LESSON <b>Calculate environmental equity for public policy</b> Map toxic release facilities to visualize the burden of pollution. ⌚ 50 min Intermediate	 LESSON <b>Map racial disparities in breast cancer mortality rates in ArcGIS Insights</b> Better understand the racial disparity in breast cancer mortality rates among women in the United States. ⌚ 1 hr Intermediate



# Learn's RESJ Review Process

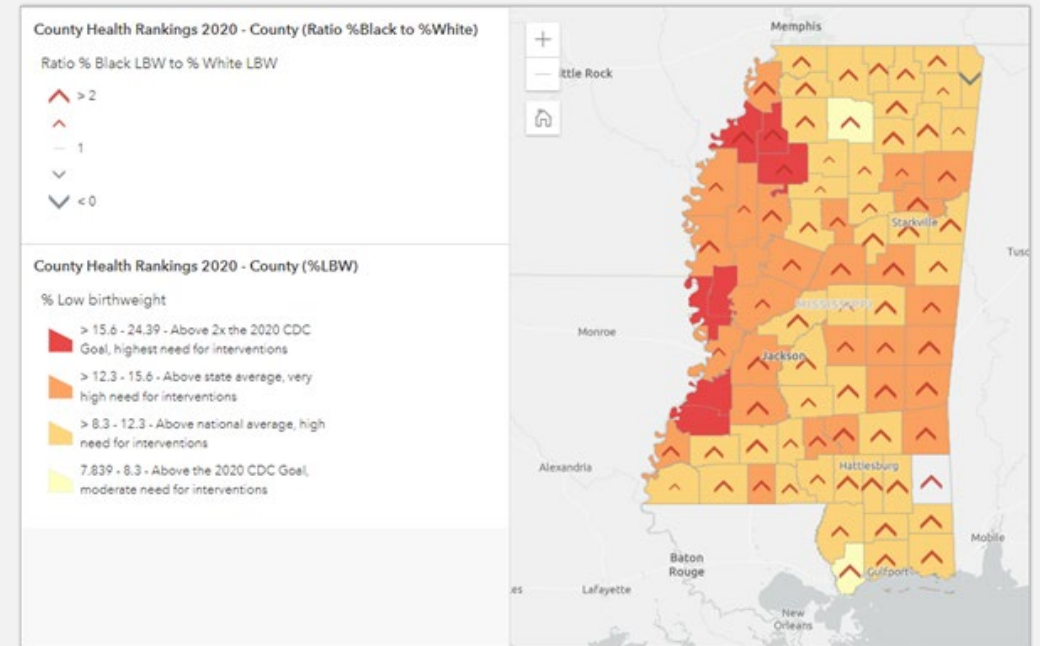




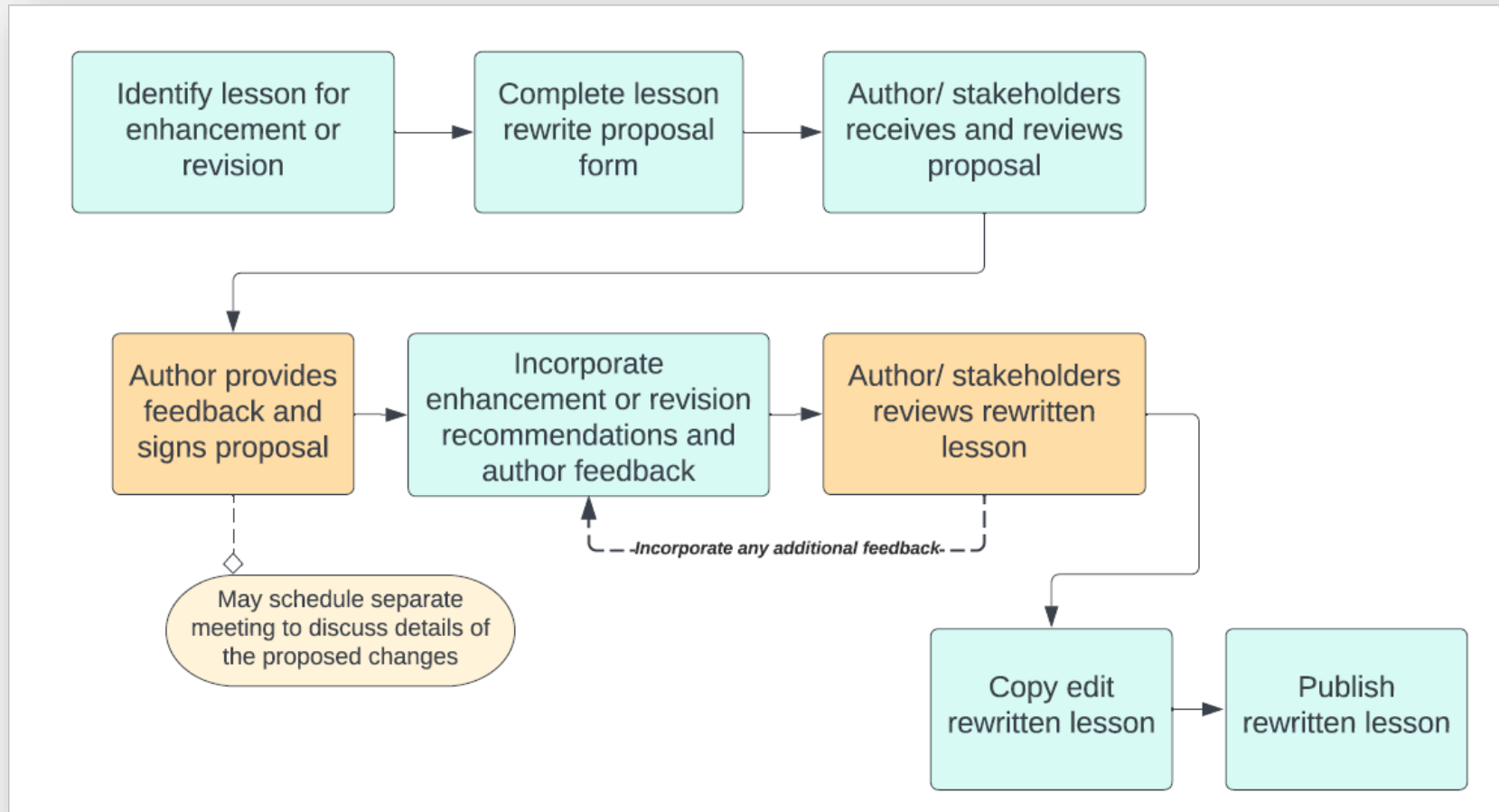
# Content review

## Identified 15 lessons for enhancement or revision

- **Enhancement** – opportunity to add a RESJ workflow component
- **Revision** – contained narratives or terminology that could be received as insensitive and tone-deaf to impacted communities



# Rewriting enhancements and revisions





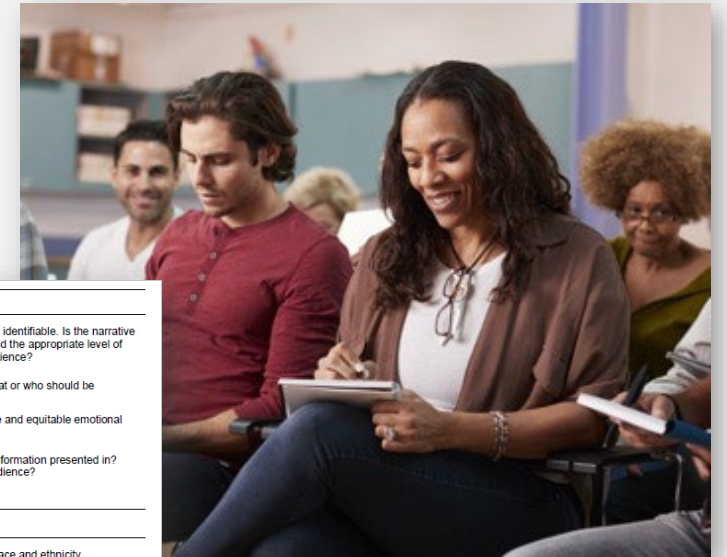
# Guidance document and review committee

## Guidance document

- Require authors with new proposals for RESJ related workflows to review document
- Includes considerations for narrative, tone, and voice

## Review committee

- Authors are notified that proposed lessons with RESJ component will undergo a review process
- Committee made up of Learn and RESJ members

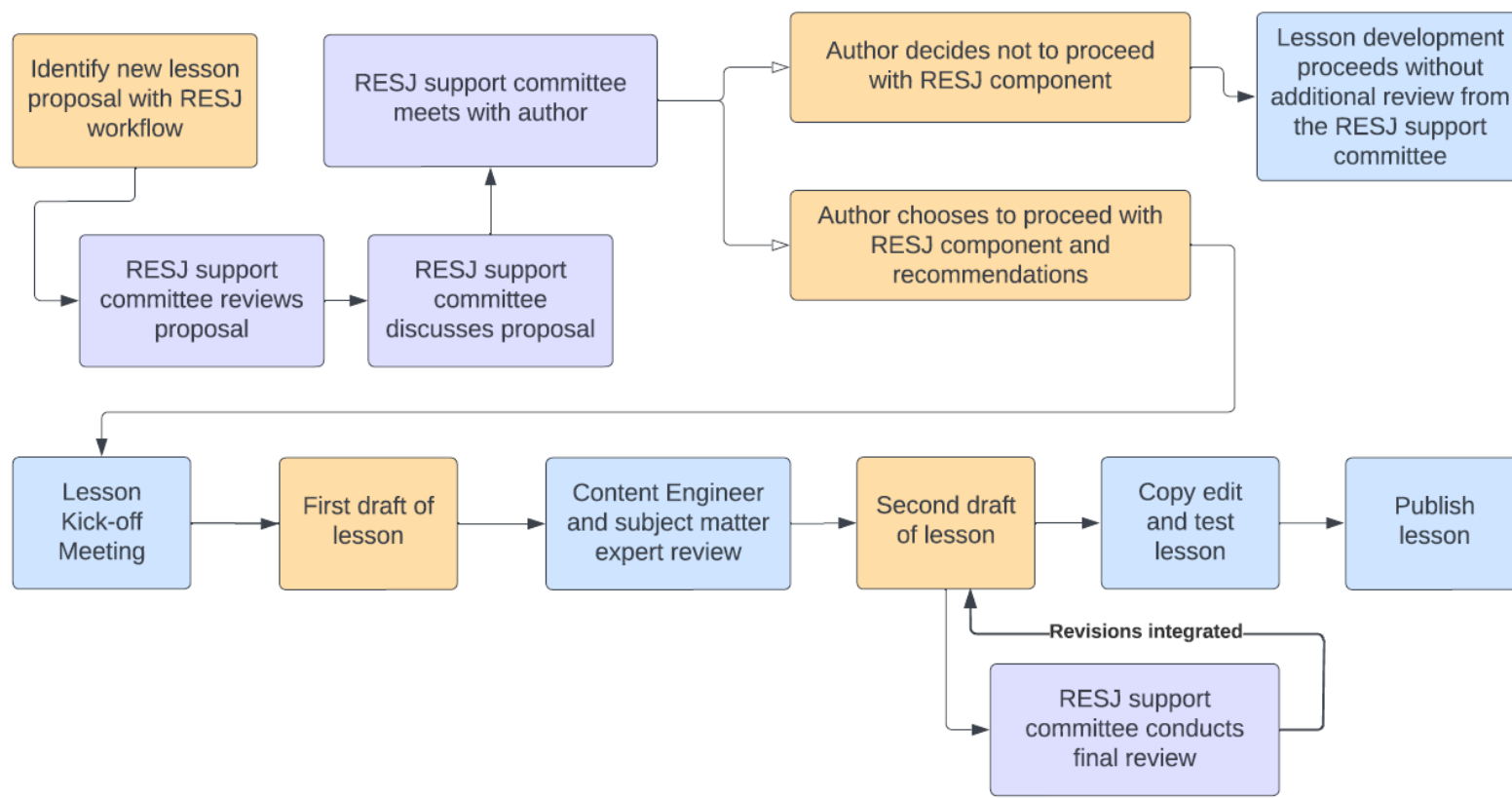


Narrative element	Description
Target Audience	The audience is specific and identifiable. Is the narrative relevant, understandable, and the appropriate level of complexity for the target audience?
Subject	Is it prosperity oriented? What or who should be included or excluded?
Tone	What is the most appropriate and equitable emotional undertone?
Perspective	Whose point of view is the information presented in? Does it consider a global audience?
Inclusivity element	Description
Race, Ethnicity, and Culture terminology	Uses appropriate terms for race and ethnicity categories, relevant to specific region.
Language	What types of words are best understood? Represent best/emerging practices? Is unbiased language used to describe identities and vulnerable communities?
Cultural Translation	Use of appropriate terminology, structure, stories and symbols for the audience.
Historical Context	Does the language use appropriately acknowledge any relevant historical context with credible sources, without minimizing potential impacts of those historical events/policies?
Limitations	Include acknowledgement of analysis limitations and offer additional workflows or questions to continue exploring equity dynamics in outcome.





# Review committee process



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# Responses

## Hesitant resistance

- Individual follow-up conversations sufficient
- Lay out what is at stake if content is not revised
- Providing draft of revised text can be helpful

## Strong resistance

- Discussion alongside a committee to provide diversity of perspectives
- Be ready to table continued development

## Enthusiastic gratitude

- Eager to include RESJ considerations with no reservations
- Express gratefulness for RESJ subject matter expert's feedback
- Recognizes the value for such considerations



# Results

RESJ lessons for training, conferences, curriculum packages

Supported 6 new lesson proposals this year

Vetted proposals not in line with standards

# Recommendations

Cross-cultural  
awareness and  
communication  
training

Develop team  
specifically for RESJ

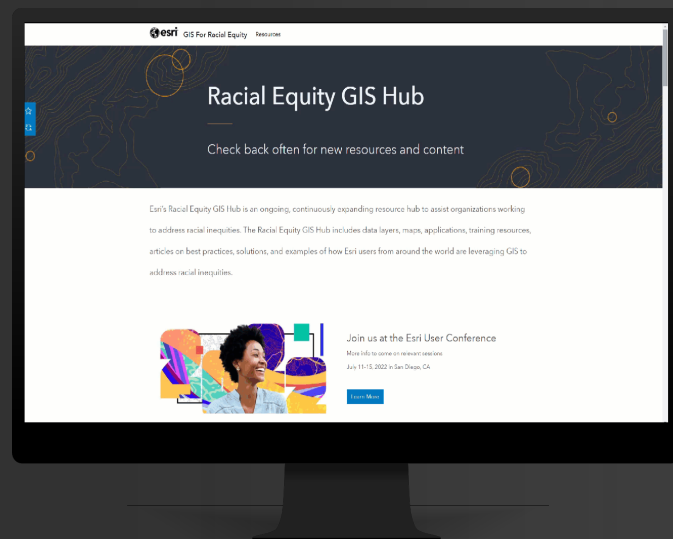
Model posture of  
learning

Establishing  
process upfront



# Thank you!

- ❖ Check out more learning resources on the Racial Equity and Social Justice hub



<https://gis-for-raciaequity.hub.arcgis.com/>

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