

From: [Campus Climate Proposal form](#)
To: [Libby Peterek](#); [Carrie Olson](#)
Subject: New submission from Campus Climate Proposals
Date: Monday, April 04, 2016 11:53:59 AM

First name:

Gail

Last name:

Ford

Email address:

[REDACTED]

Phone number:

[REDACTED]

What is your affiliation with UW-Madison? For group submissions, please respond for main contact.

- Academic Staff

Describe the concept. If already in use here or elsewhere, please indicate this.

POP-UP Challenge your Bias Video or Presentation
A 30 minute interactive POP-UP presentation that forces students to challenge their own bias. These presentations will be presented, unannounced in random classes, residence halls, cafeteria's, and student union spaces. It should be impromptu and disruptive. Incidence of Hate and Bias are disruptive to our campus so the response has to be disruptive.

How would this affect cultural change on campus?

I believe it would facilitate a shock effect for attendees to feel the disruption and an opportunity for sporadic growth, and not allow them to set-up the mental road blocks and rationalize or justify their bias ahead of attending a planned diversity event or training.

For new ideas, how would you propose piloting this idea to see if it would work? If the idea is already in use at UW-Madison, how would you propose expanding or altering this program for greater impact?

Put together a committee. A social scientist, someone from the arts community, First Wave students, and a student government representative to create a couple POP-UP Challenge Your Bias presentation's and pilot three of them in a semester, and gather feedback for improvement. It CANNOT be stuffy and loaded, it must be REAL authentic and edu-taining!

What resources would be needed to implement your suggestion?

Time and funding to pay a lead person. I believe the university already has the resources for the other items needed. ie. studio's to record video's

If this proposal was developed in partnership with any other organizations, please list them below.

First Wave, Theatre Department, Student Organizations.

Please use this space for any additional information about your proposal that you wish to share:

UW-Madison must be innovative in it's approach. It's different, we want different results, we have multiple things to tackle this problem and it has to be new and fresh.