

ICLA



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Promoting Diversity, Equity and Inclusion in Collegiate Licensing

Civil rights activists, lobbyists, city, national and local governments have been working diligently to rectify the diversity, equity and inclusion issues that have plagued the nation and continue to divide.

Professional and collegiate athletes, through their foundations, and activist organizations, have shown their commitment to equality for all regardless of their religion, race, sexual orientation, etc. Many exercise their freedom of speech through peaceful demonstrations such as taking a knee during sporting events or

wearing merchandise to support a cause.

In January, the ICLA Board of Directors looked closely at the Association's efforts surrounding Diversity, Equity & Inclusion (DE&I) and formed a DE&I Committee.

This year's Committee members included Kamesha Hill (Jackson State University), Cole McGinnis (Jostens), ICLA President Nikki Goodenow (West Virginia University), Past President Samantha Stevens (Michigan State University), 3rd Vice President Dexter LaMont (Florida Atlantic University), and Adam Ojeda (Northern Arizona University). Through thoughtful discussion and action, the Committee guided the Board of Directors and ICLA membership in Diversity, Equity, and Inclusion.

ICLA Initiatives – In April, the DE&I Committee held its first webinar, entitled "Promoting Diversity and Inclusion in Collegiate Licensing, presented by CLC." Panelists included Cory Moss (CEO, CLC), Ben Emmons (VP Marketing, CLC), and Kelly Connolly (Recruiter, Urban Outfitters).

Collaborating with our partner CLC, ICLA member institutions can take advantage of unique programs to celebrate the various cultures, races, and nationalities on our campuses. During the webinar, CLC and Urban Outfitters highlighted their commitment to DE&I and their inclusive

efforts to unite vendors/partners and the colleges and universities served.

In addition, through the ICLA and CLC partnership, smaller institutions and Historically Black Colleges & Universities (HBCUs) are afforded the opportunities to showcase the rich history and traditions surrounding their campuses.

CLC Inclusive Initiatives – CLC has been busy working with vendors to show its commitment to DE&I. CLC inclusive initiatives include but are not limited to: Hispanic Heritage Program; Purdue Asian Cultural Program; and HBCU Programs: Carter's, NBA All-Star Game (HBCU player introductions), Urban Outfitters x Alife, Alife for HBCUs, Hillflint x Bleacher Report Collection, Legacy History Pride x Scholarship Program, G-III's HBCU Program with/ Michael Strahan and increased retail presence at Academy and Dick's Sporting Goods.

Looking Ahead – Diversity, Equity and Inclusion efforts are never complete and ICLA pledges its long-term commitment. ICLA's continued efforts include putting a DE&I statement on the website, continuing to educate members about DE&I and offering DE&I resources on the website and in online community discussions.

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