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INSIGHT Into Diversity®
INSIGHT Into Diversity is the oldest and largest diversity magazine and website in higher education today. For almost 50 years, INSIGHT Into Diversity has connected potential employees with institutions and businesses choosing to embrace a workforce more reflective of our local and national communities.

In recent years, the magazine has striven to advance the national conversation about diversity and inclusion through thought-provoking articles on current trends and relevant news; interviews with innovators, thought leaders, and experts; exploration of best practices; and profiles of successful programs and initiatives. We engage readers in the goal of achieving a more diverse and inclusive culture at institutions of higher education.

We also serve as a comprehensive recruiting vehicle for our advertisers because our definition of diversity goes beyond race and ethnicity. Our pool of job seekers is broad and vast, in part because we’ve formed strategic partnerships with organizations representing a wide range of talented individuals.
INSIGHT Into Diversity’s distribution is vast and broad.

IN HIGHER EDUCATION

- Academic/Professional/Diversity Associations
- AA/EEO/Diversity Offices
- Accredited Postsecondary Minority-Serving Institutions
- Administrative Leadership
- Business School Deans
- Campus Disability Offices
- College Libraries
- Communications/PR
- Directors of Human Resources
- Dental School Deans
- Education School Deans
- Engineering School Deans
- Faculty Personnel
- Graduate School Career Centers
- Healthcare Workers
- Hispanic Associations of Colleges and Universities
- Historically Black Colleges and Universities
- Law School Career Centers
- Law School Deans
- Medical School Deans
- Medical School Libraries
- Nursing School Deans
- Pharmacy School Deans
- Public Affairs Offices
- Presidents/Chancellors
- Schools of Science Deans
- Tribal Colleges
- University Medical Centers
- Veterinary School Deans

OUTSIDE HIGHER EDUCATION

- Agencies
- Diversity consultants
- Employees of non-profit associations
- Fortune 500 leadership/diversity
- Hospital personnel (private and veteran)
- Individual career seekers
- Military personnel
- Members of our partner organizations

CIRCULATION

Print Subscribers: 20,000
Online Subscribers: 50,000
Total Readership: 350,000
Online Monthly Visitors: 750,000

ONLINE AND PRINT AUDIENCE

- 45% Faculty Members
- 18% Deans and Department Chairs
- 13% Directors of Diversity, AA/EEO, Disability Services
- 12% Presidents, Chancellors, Provosts
- 6% Directors of Human Resources
- 4% Staff
- 2% Other
Prestigious institutions, businesses, and organizations advertise with *INSIGHT* to find employees from underserved populations. Below is just a small sample.

## COLLEGES/UNIVERSITIES
(Undergraduate, Graduate, Professional Schools)

<table>
<thead>
<tr>
<th>College/University</th>
<th>College/University</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.T. Still University</td>
<td>Rochester Institute of Technology</td>
</tr>
<tr>
<td>Arkansas State University</td>
<td>Southern Illinois University Edwardsville</td>
</tr>
<tr>
<td>California State University, Fresno</td>
<td>Stanford University</td>
</tr>
<tr>
<td>California State University, Los Angeles</td>
<td>SUNY System (64 campuses)</td>
</tr>
<tr>
<td>California State University, Northridge</td>
<td>Swarthmore College</td>
</tr>
<tr>
<td>California State University San Marcos</td>
<td>Texas A&amp;M University</td>
</tr>
<tr>
<td>Christopher Newport University</td>
<td>Texas Christian University</td>
</tr>
<tr>
<td>Clemson University</td>
<td>Texas Tech University</td>
</tr>
<tr>
<td>Colorado Mountain College</td>
<td>Tufts University</td>
</tr>
<tr>
<td>Columbia University</td>
<td>Tulane University</td>
</tr>
<tr>
<td>Cornell University</td>
<td>Union College, New York</td>
</tr>
<tr>
<td>DePaul University</td>
<td>The University of Alabama at Birmingham</td>
</tr>
<tr>
<td>Duke University</td>
<td>University of California, Berkeley</td>
</tr>
<tr>
<td>East Carolina University</td>
<td>University of Cincinnati</td>
</tr>
<tr>
<td>Emory University</td>
<td>University of Delaware</td>
</tr>
<tr>
<td>Florida Gulf Coast University</td>
<td>University of Florida</td>
</tr>
<tr>
<td>Florida State University</td>
<td>University of Georgia</td>
</tr>
<tr>
<td>Georgetown University</td>
<td>University of Houston</td>
</tr>
<tr>
<td>Harvard University</td>
<td>University of Illinois at Chicago</td>
</tr>
<tr>
<td>Indiana University - Bloomington</td>
<td>University of Kansas</td>
</tr>
<tr>
<td>Indiana University-Purdue University Indianapolis</td>
<td>University of Kentucky</td>
</tr>
<tr>
<td>Johns Hopkins University</td>
<td>University of Maryland, Baltimore</td>
</tr>
<tr>
<td>Kansas State University</td>
<td>University of North Florida</td>
</tr>
<tr>
<td>Louisiana State University</td>
<td>University of North Texas</td>
</tr>
<tr>
<td>Medical University of South Carolina</td>
<td>University of Pittsburgh at Bradford</td>
</tr>
<tr>
<td>Metropolitan State University of Denver</td>
<td>University of Texas Southwestern Medical Center</td>
</tr>
<tr>
<td>Millersville University</td>
<td>University of Virginia</td>
</tr>
<tr>
<td>Northwestern University</td>
<td>University of West Florida</td>
</tr>
<tr>
<td>Ohio University</td>
<td>University of Wisconsin</td>
</tr>
<tr>
<td>Oklahoma State University</td>
<td>Virginia Commonwealth University</td>
</tr>
<tr>
<td>Oregon State University</td>
<td>Virginia Tech</td>
</tr>
<tr>
<td>Philadelphia College of Osteopathic Medicine</td>
<td>West Virginia University</td>
</tr>
<tr>
<td>Princeton University</td>
<td>Western Michigan University</td>
</tr>
<tr>
<td>Purdue University</td>
<td>Whitworth University</td>
</tr>
<tr>
<td>Quinnipiac University</td>
<td>Yale University</td>
</tr>
<tr>
<td>Rice University</td>
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</tbody>
</table>
The INSIGHT Into Diversity Higher Education Excellence in Diversity (HEED) Award, the only annual recognition of its kind, recognizes an institution’s superior achievement and commitment to making diversity and inclusion on campus a top priority.

In 2021, we were proud to honor 101 award recipients.

<table>
<thead>
<tr>
<th>Adelphi University</th>
<th>Millersville University</th>
<th>Union College</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agnes Scott College</td>
<td>Mississippi State University</td>
<td>University at Albany</td>
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<tr>
<td>Arkansas State University</td>
<td>Mount Holyoke College</td>
<td>University of California System</td>
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<tr>
<td>Ball State University</td>
<td>North Hennepin Community College</td>
<td>UC Office of the President</td>
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<tr>
<td>Binghamton University</td>
<td>Northern Illinois University</td>
<td>University of California, Merced</td>
</tr>
<tr>
<td>Broward College</td>
<td>Northwestern University</td>
<td>University of Central Florida</td>
</tr>
<tr>
<td>California State University Fullerton</td>
<td>Ohio University</td>
<td>University of Cincinnati</td>
</tr>
<tr>
<td>California State University San Marcos</td>
<td>Oklahoma State University</td>
<td>University of Dayton</td>
</tr>
<tr>
<td>California State University, Fresno</td>
<td>Oregon State University</td>
<td>University of Georgia</td>
</tr>
<tr>
<td>Case Western Reserve University</td>
<td>Pikes Peak Community College</td>
<td>University of Houston</td>
</tr>
<tr>
<td>Central Washington University</td>
<td>Regis College</td>
<td>University of Houston Law Center</td>
</tr>
<tr>
<td>Clemson University</td>
<td>Rice University</td>
<td>University of Illinois Chicago</td>
</tr>
<tr>
<td>Columbia University in the City of New York</td>
<td>Rochester Institute of Technology</td>
<td>University of Illinois Urbana-Champaign</td>
</tr>
<tr>
<td>Cuyahoga Community College</td>
<td>Rockland Community College</td>
<td>University of Kentucky</td>
</tr>
<tr>
<td>Davenport University</td>
<td>Rowan University</td>
<td>University of Louisiana at Lafayette</td>
</tr>
<tr>
<td>East Carolina University</td>
<td>Santa Clara University</td>
<td>University of Louisville</td>
</tr>
<tr>
<td>El Paso County Community College District</td>
<td>Santa Rosa Junior College</td>
<td>University of Memphis</td>
</tr>
<tr>
<td>Florida Atlantic University</td>
<td>Seminole State College of Florida</td>
<td>University of Missouri-St. Louis</td>
</tr>
<tr>
<td>Florida State University</td>
<td>Shippensburg University</td>
<td>University of North Florida</td>
</tr>
<tr>
<td>Georgia Institute of Technology</td>
<td>Southern Illinois University Edwardsville</td>
<td>University of North Texas</td>
</tr>
<tr>
<td>Georgia State University</td>
<td>Southwestern Law School</td>
<td>University of Oklahoma</td>
</tr>
<tr>
<td>Grand Valley State University</td>
<td>Stetson University</td>
<td>University of Oregon</td>
</tr>
<tr>
<td>Hillsborough Community College</td>
<td>Stetson University College of Law</td>
<td>University of Pittsburgh</td>
</tr>
<tr>
<td>Hudson County Community College</td>
<td>Stockton University</td>
<td>University of Rochester</td>
</tr>
<tr>
<td>Indiana University - Purdue</td>
<td>Suffolk University</td>
<td>University of West Florida</td>
</tr>
<tr>
<td>University Indianapolis</td>
<td>SUNY Old Westbury</td>
<td>Virginia Commonwealth University</td>
</tr>
<tr>
<td>Indiana University Bloomington</td>
<td>Swarthmore College</td>
<td>Virginia Polytechnic Institute</td>
</tr>
<tr>
<td>James Madison University</td>
<td>Texas A&amp;M University</td>
<td>and State University</td>
</tr>
<tr>
<td>Johns Hopkins University</td>
<td>Texas Christian University</td>
<td>Virginia Wesleyan University</td>
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<tr>
<td>Kansas State University</td>
<td>Texas Tech University</td>
<td>West Chester University of Pennsylvania</td>
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<tr>
<td>Kent State University</td>
<td>The University of Alabama at Birmingham</td>
<td>West Virginia University</td>
</tr>
<tr>
<td>Lehigh University</td>
<td>The University of Texas at Arlington</td>
<td>William &amp; Mary</td>
</tr>
<tr>
<td>Metropolitan State University</td>
<td>The University of Texas at Austin</td>
<td>Worcester Polytechnic Institute (WPI)</td>
</tr>
<tr>
<td>Metropolitan State University of Denver</td>
<td>The University of Tulsa</td>
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<tr>
<td>Miami University</td>
<td>Towson University</td>
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<tr>
<td>UNC Greensboro</td>
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</tbody>
</table>
The INSIGHT Into Diversity Health Professions Higher Education Excellence in Diversity (HEED) Award recognizes U.S. medical, dental, pharmacy, osteopathic, nursing, veterinary, and allied health schools as well as medical centers that demonstrate an outstanding commitment to diversity and inclusion on their campuses.

In 2021, we were proud to honor 51 award recipients.

**THE 2021 HEALTH PROFESSIONS HEED AWARD RECIPIENTS**

Albert Einstein College of Medicine  
A.T. Still University of Health Sciences  
Columbia University College of Dental Medicine  
Duke University School of Nursing  
Florida State University College of Medicine  
Frontier Nursing University  
Johns Hopkins University School of Nursing  
Kansas State University College of Veterinary Medicine  
Louisiana State University School of Veterinary Medicine  
Medical College of Wisconsin  
The Medical University of South Carolina  
MGH Institute of Health Professions  
Michigan State University College of Veterinary Medicine  
New York University Rory Meyers College of Nursing  
The Ohio State University College of Medicine  
The Ohio State University College of Nursing  
The Ohio State University College of Optometry  
The Ohio State University College of Public Health  
The Ohio State University College of Veterinary Medicine  
Oklahoma State University Center for Health Sciences  
Philadelphia College of Osteopathic Medicine  
Purdue University College of Veterinary Medicine  
TCU and UNTHSC School of Medicine  
Texas A&M University College of Veterinary Medicine & Biomedical Sciences  
Texas A&M University Irma Lerma Rangel College of Pharmacy  
The University of Alabama at Birmingham School of Public Health  
The University of Arkansas for Medical Sciences  
University of California, Davis Betty Irene Moore School of Nursing  
University of California, Riverside School of Medicine  
University of Cincinnati College of Nursing  
University of Cincinnati College of Allied Health Sciences  
University of Cincinnati James L. Winkle College of Pharmacy  
University of Florida College of Dentistry  
University of Florida College of Pharmacy  
University of Houston College of Nursing  
University of Kentucky College of Medicine  
University of Louisville Health Sciences Center  
University of Maryland School of Nursing  
University of Miami Miller School of Medicine  
University of Michigan Medical School  
University of Minnesota School of Nursing  
University of Mississippi Medical Center  
UNC Gillings School of Global Public Health  
University of Rochester School of Nursing  
University of Texas Health Science Center at Houston, McGovern Medical School  
UT Southwestern Medical Center  
University of Virginia School of Medicine  
University of Wisconsin-Madison School of Nursing  
Vanderbilt University School of Nursing  
Virginia Tech Carilion School of Medicine  
Weill Cornell Medicine
Diversity Champions exemplify an unyielding commitment to diversity and inclusion throughout their campus communities, across academic programs, and at the highest administrative levels.

A limited number of colleges and universities have been selected for this honor.

Known for visionary leadership, Diversity Champions are institutions that set the standard for thousands of other campus communities striving for diversity and inclusion. They develop successful strategies and programs, which then serve as models of excellence for other institutions. Diversity Champion schools exceed everyday expectations, often eclipsing their own goals.

Selected institutions rank in the top tier of past Higher Education Excellence in Diversity (HEED) Award recipients. The HEED Award is presented annually by INSIGHT Into Diversity to recognize colleges and universities that are dedicated to creating a diverse and inclusive campus environment.
We partner with many highly respected organizations in an effort to reach all underserved populations. Members are jobseekers and readers of *INSIGHT into Diversity* magazine.
Institute for Diversity in Health Management

Leadership Education for Asian Pacifics, Inc

National Association of Diversity Officers in Higher Education

National Center for Women & Information Technology

The Steve Fund

Institute for Higher Education Policy

National Action Council for Minorities in Engineering

National Association of Medical Minority Educators

Out & Equal Workplace Advocates

The PhD Project

Student Veterans of America

National Association of Educational Procurement

Women in Higher Education

International Consortium of Minority Cybersecurity Professionals

National Black MBA Association, Inc.

US Business Leadership Network
Our editorial board is made up of distinguished professionals committed to furthering all aspects of diversity and inclusion.

Linda Akutagawa  
President and CEO, Leadership Education for Asian Pacifics, Inc. (LEAP)

Kenneth J. Barrett  
Chief Diversity Officer, General Motors

LeManuel “Lee” Bitsóí  
Vice President of Diversity, Equity, and Inclusion, Brandeis University

Venessa A. Brown  
Associate Athletic Director for Diversity, Equity and Inclusion and Chief Diversity Officer, Southern Illinois University Edwardsville

Elissa H. Buxbaum  
National Director, College & University Programs, ADL

Lynette Chappell-Williams  
Chief Diversity Officer and Associate Dean for Diversity and Inclusion at Penn State Health Milton S. Hershey Medical Center and Penn State College of Medicine

Karen A. Clinton Jones  
Vice President, Diversity, Equity and Inclusion, Franklin & Marshall College

Deborah Dagit  
Former Chief Diversity Officer, Vice President, Global Diversity & Inclusion, Merck; President, Deb Dagit Diversity LLC

Sonja Feist-Price  
Provost and Vice Chancellor for Academic Affairs, University of Michigan-Flint

Gretchen Hathaway  
Vice President for Diversity, Equity and Inclusion, Franklin & Marshall College

Erika Henderson  
Associate Provost for Faculty Recruitment, Retention, Equity, and Diversity, University of Houston

Lisa McBride  
Associate Dean of Diversity and Inclusion, Texas Christian University School of Medicine

Nereida (Neddy) Perez  
Global Head of Diversity, McCormick & Company, Inc.

Menah Pratt-Clarke  
Vice President for Strategic Affairs and Diversity at Virginia Polytechnic Institute and State University (Virginia Tech)

Karen A. Clinton Jones  
Vice President, Diversity, Equity and Inclusion, Franklin & Marshall College

Shirley J. Wil彻er  
Executive Director of the American Association for Access, Equity, and Diversity

Gigi Secuban  
Vice President for Inclusive Excellence at Texas State University
We offer so much more for so much less!

<table>
<thead>
<tr>
<th>Comparison</th>
<th>INSIGHT Into Diversity</th>
<th>Diverse</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Print Readership Per Issue</td>
<td>350,000</td>
<td>100,000</td>
</tr>
<tr>
<td>Shelf Life Per Issue</td>
<td>4-6 weeks</td>
<td>2 weeks</td>
</tr>
<tr>
<td>60-Day Online Posting Cost</td>
<td>$399</td>
<td>$595</td>
</tr>
<tr>
<td>Ten 60-Day Online Postings Cost</td>
<td>$3,190</td>
<td>$5,150</td>
</tr>
<tr>
<td>Unlimited Job Posting Subscription¹</td>
<td>$4,450 - $6,950</td>
<td>$5,950 - $8,225</td>
</tr>
</tbody>
</table>

¹ Includes FREE print advertising in INSIGHT Into Diversity magazine, a discount on Viewfinder® Campus Climate Survey administration, and the annual Higher Education Excellence in Diversity (HEED) Award Data Report.
PRINT IMAGE ADVERTISING

• Magazine editorial section and premium placements

RECRUITMENT ADVERTISING

• Magazine career section

ONLINE CAREER CENTER

Our Career Center at insightintodiversity.com is user-friendly and receives 750,000 job views monthly!

• Easy-to-use job board for employees and job seekers
• Online-only job postings
• Unlimited posting subscriptions
• Employers can view resumes for free
• Banner advertising
• Easy upgrades
• Added value for jobseekers
  - Post resumes
  - Job alert emails
  - Thousands of job opportunities
• Featured Careers of the Week
• Featured Employers of the Month
• Scraping of your job board is available for a small development fee

BANNER ADVERTISING

• Website banner ads
• Career Center banner ads
• eNewsletter banner ads
• Website popup ads
• Sidebar ads
AD RATES AND SPECS

PRINT ADVERTISING

Size | Full Page | 2/3-Page | 1/2-Page | 1/3-Page | 1/4-Page | Back Cover | Inside Front/Back Cover
---|---|---|---|---|---|---|---
Specs | $4,190 | $3,210 | $2,605 | $2,060 | $1,610 | $4,720 | $4,450
1x Rate | $3,985 | $3,045 | $2,560 | $2,040 | $1,555 | $4,480 | $4,230
2x Rate (each) | $3,770 | $2,885 | $2,530 | $2,015 | $1,505 | $4,250 | $4,005
3x Rate (each) | $3,375 | $10.875”(h) plus .125” bleeds | 8.375”(w) x 10.875”(h) | 3.8”(w) x 10”(h) or 7.875”(w) x 4.8625”(h) no bleeds | 2.5”(w) x 10”(h) no bleeds | 3.8”(w) x 4.8625”(h) no bleeds | 8.375”(w) x 10.875”(h) plus .125” bleeds | 8.375”(w) x 10.875”(h) plus .125” bleeds

CAREER CENTER ADVERTISING

Single Job Postings
- 60-Day Job Posting: $399
- Enhanced Posting: $499
  - Your 60-Day job posting will stay near the top of the search results for the duration of the posting ensuring that is one of the first opportunities job seekers see.
- Passive Job Seeker Package: $549
  - TalentBoost upgrade distributes job to network of 1,000+ national, niche, and local job boards
  - Job emailed to qualified professionals
  - Remains high in search results
  - Highlighted to stand out

Bulk Job Posting Packages
- 5 Pack of 60-Day Job Postings: $1,695
- 10 Pack of 60-Day Job Postings: $3,190
- One Year of Unlimited Job Postings*: $4,450 to $6,950
  - Including one image ad in INSIGHT magazine (value of $1,610 to $4,190). Also includes the HEED Award Data Report (value of $395) and a 10% discount on Viewfinder® Campus Climate Surveys (includes surveys and administration).

*Price based on student population. Daily job scraping service is available for an additional one-time fee of $500.

WEBSITE BANNER ADVERTISING

Homepage Banner Ads
- Rate: $999 for 30 days
- Rate: $1,699 for 60 days
- Rate: $2,499 for 90 days
- Specs: 730 x 150 pixels

Pop-Up Ads
- Rate: $2,999 for 30 days
- Specs: 925 x 580 pixels

Career Center Banner Ads
- Rate: $999 for 30 days
- Rate: $1,699 for 60 days
- Rate: $2,499 for 90 days
- Specs: 728 x 90 pixels

Sidebar Ads
- Rate: $799 for 30 days
- Rate: $1,399 for 60 days
- Specs: 254 x 254 pixels

ENEWSLETTER ADVERTISING

eNewsletter Banner Ads
- Our weekly eNewsletter is sent to subscribers on Thursday of each week. We also send out frequent promotional emails for events and offers that you can also purchase ad space in.
  - One placement: $649
  - Two or more: $599 each
  - Specs: 305 x 305 pixels
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL REPORT</th>
<th>SCHEDULE</th>
</tr>
</thead>
</table>
| NOVEMBER 2022              | 2022 HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS | Advertising Deadline: 10/10  
Online Publication: 10/19  
Print Publication: 10/24 |
| DECEMBER 2022              | 2022 HEALTH PROFESSIONS HIGHER EDUCATION EXCELLENCE IN DIVERSITY (HEED) AWARDS | Advertising Deadline: 11/8  
Online Publication: 11/16  
Print Publication: 11/24 |
| JANUARY/FEBRUARY 2023      | NURSING AND PHARMACY SCHOOLS                                | Advertising Deadline: 12/14  
Online Publication: 12/22  
Print Publication: 12/28 |
| MARCH 2023                 | COMMUNITY COLLEGES                                          | Advertising Deadline: 2/3  
Online Publication: 2/14  
Print Publication: 2/17  |
| APRIL 2023                 | BUSINESS SCHOOLS                                            | Advertising Deadline: 3/8  
Online Publication: 3/16  
Print Publication: 3/22  |
| MAY 2023                   | DENTAL, Medical, and Veterinary Schools                     | Advertising Deadline: 4/10  
Online Publication: 4/18  
Print Publication: 4/24  |
| JUNE 2023                  | Performing and Fine Arts Schools                            | Advertising Deadline: 5/8  
Online Publication: 5/16  
Print Publication: 5/22  |
| JULY/AUGUST 2023           | Schools of Law                                              | Advertising Deadline: 6/19  
Online Publication: 6/27  
Print Publication: 7/3  |
| SEPTEMBER 2023             | STEM Disciplines                                            | Advertising Deadline: 8/8  
Online Publication: 8/18  
Print Publication: 8/22  |
| OCTOBER 2023               | Hospitality Management Schools, Schools of Architecture     | Advertising Deadline: 9/8  
Online Publication: 9/19  
Print Publication: 9/22  |
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Phone: 314.200.9955
Fax: 314.756.2036

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linkedin.com/company/insight-into-diversity
facebook.com/insightintodiversity

ADVANCING THE CONVERSATION ON DIVERSITY AND INCLUSION IN HIGHER EDUCATION AND BEYOND