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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)

A.T. Still University  
Arkansas State University  
California State University, Fresno  
California State University, Los Angeles  
California State University, Northridge  
California State University San Marcos  
Christopher Newport University  
Clemson University  
Colorado Mountain College  
Columbia University  
Cornell University  
DePaul University  
Duke University  
East Carolina University  
Emory University  
Florida Gulf Coast University  
Florida State University  
Georgetown University  
Harvard University  
Indiana University - Bloomington  
Indiana University-Purdue University Indianapolis  
Johns Hopkins University  
Kansas State University  
Louisiana State University  
Medical University of South Carolina  
Metropolitan State University of Denver  
Millersville University  
Northwestern University  
Ohio University  
Oklahoma State University  
Oregon State University  
Philadelphia College of Osteopathic Medicine  
Princeton University  
Purdue University  
Quinnipiac University  
Rice University  
Rochester Institute of Technology  
Southern Illinois University Edwardsville  
Stanford University  
SUNY System (64 campuses)  
Swarthmore College  
Texas A&M University  
Texas Christian University  
Texas Tech University  
Tufts University  
Tulane University  
Union College, New York  
The University of Alabama at Birmingham  
University of California, Berkeley  
University of Cincinnati  
University of Delaware  
University of Florida  
University of Georgia  
University of Houston  
University of Illinois at Chicago  
University of Kansas  
University of Kentucky  
University of Maryland, Baltimore  
University of North Florida  
University of North Texas  
University of Pittsburgh at Bradford  
University of Texas Southwestern Medical Center  
University of Virginia  
University of West Florida  
University of Wisconsin  
Virginia Commonwealth University  
Virginia Tech  
West Virginia University  
Western Michigan University  
Whitworth University  
Yale University
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.

THE 2021 HEED AWARD RECIPIENTS

Adelphi University
Agnes Scott College
Arkansas State University
Ball State University
Binghamton University
Broward College
California State University Fullerton
California State University San Marcos
California State University, Fresno
Case Western Reserve University
Central Washington University
Clemson University
Columbia University in the City of New York
Cuyahoga Community College
Davenport University
East Carolina University
El Paso County Community College District
Florida Atlantic University
Florida State University
Georgia Institute of Technology
Georgia State University
Grand Valley State University
Hillsborough Community College
Hudson County Community College
Indiana University – Purdue University Indianapolis
Indiana University Bloomington
James Madison University
Johns Hopkins University
Kansas State University
Kent State University
Lehigh University
Metropolitan State University
Metropolitan State University of Denver
Miami University
Millersville University
Mississippi State University
Mount Holyoke College
North Hennepin Community College
Northern Illinois University
Northwestern University
Ohio University
Oklahoma State University
Oregon State University
Pikes Peak Community College
Regis College
Rice University
Rochester Institute of Technology
Rockland Community College
Rowan University
Santa Clara University
Santa Rosa Junior College
Seminole State College of Florida
Shippensburg University
Southern Illinois University Edwardsville
Southwestern Law School
Stetson University College of Law
Stockton University
Suffolk University
SUNY Old Westbury
Swarthmore College
Texas A&M University
Texas Christian University
Texas Tech University
The University of Alabama at Birmingham
The University of Texas at Arlington
The University of Texas at Austin
The University of Tulsa
Towson University
UNC Greensboro
Union College
University at Albany
University of California System
UC Office of the President
University of California, Merced
University of Central Florida
University of Cincinnati
University of Dayton
University of Georgia
University of Houston
University of Houston Law Center
University of Houston-Downtown
University of Illinois Chicago
University of Illinois Urbana-Champaign
University of Kentucky
University of Louisiana at Lafayette
University of Louisville
University of Memphis
University of Missouri-St. Louis
University of North Florida
University of North Texas
University of Oklahoma
University of Oregon
University of Pittsburgh
University of Rochester
University of West Florida
Virginia Commonwealth University
Virginia Polytechnic Institute and State University
Virginia Wesleyan University
West Chester University of Pennsylvania
West Virginia University
William & Mary
Worcester Polytechnic Institute (WPI)
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
- 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
Student Veterans of America

International Consortium of Minority Cybersecurity Professionals
National Association of Educational Procurement
National Black MBA Association, Inc.
The PhD Project
US Business Leadership Network

Women in Higher Education
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” Bitsói  
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 for 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 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)

Gigi Secuban  
Vice President for Diversity and Inclusion at Ohio University

Shirley J. Wilcher  
Executive Director of the American Association for Access, Equity, and Diversity
## COMPARE INSIGHT PRICING TO THE COMPETITION

**We offer so much more for so much less!**

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

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**

<table>
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<tr>
<th>Size</th>
<th>Full Page</th>
<th>2/3-Page</th>
<th>1/2-Page</th>
<th>1/3-Page</th>
<th>1/4-Page</th>
<th>Back Cover</th>
<th>Inside Front/Back Cover</th>
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<tr>
<td>Specs</td>
<td>8.375”(w) x 10.875”(h) plus .125” bleeds</td>
<td>4.75”(w) x 10”(h) no bleeds</td>
<td>3.8”(w) x 10”(h) or 7.875”(w) x 4.8625”(h) no bleeds</td>
<td>2.5”(w) x 10”(h) no bleeds</td>
<td>3.8”(w) x 4.8625”(h) no bleeds</td>
<td>8.375”(w) x 10.875”(h) plus .125” bleeds</td>
<td>8.375”(w) x 10.875”(h) plus .125” bleeds</td>
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<td>$3,210</td>
<td>$2,605</td>
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<td>2x Rate (each)</td>
<td>$3,985</td>
<td>$3,045</td>
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<td>$1,555</td>
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<td>3x Rate (each)</td>
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<td>$2,015</td>
<td>$1,505</td>
<td>$4,250</td>
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**CAREER CENTER ADVERTISING**

**Single Job Postings**

- **60-Day Job Posting**
  - $399

- **Basic Posting + Print**
  - $549
  - Also lists your open position in the recruitment advertising section of the next print edition of INSIGHT Into Diversity magazine

**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 $7,550
  - 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
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<th>ISSUE</th>
<th>SPECIAL REPORT</th>
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<tr>
<td>SEPTEMBER 2022</td>
<td>STEM DISCIPLINES</td>
<td>Advertising Deadline: 8/8</td>
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<td>Inspiring Programs in STEM Awards</td>
<td>Online Publication: 8/16</td>
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<td>Print Publication: 8/22</td>
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<td>OCTOBER 2022</td>
<td>BUSINESS SCHOOLS, HOSPITALITY MANAGEMENT SCHOOLS</td>
<td>Advertising Deadline: 9/8</td>
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<td>SCHOOLS, SCHOOLS OF ARCHITECTURE</td>
<td>Online Publication: 9/19</td>
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<td>Print Publication: 9/22</td>
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<td>NOVEMBER 2022</td>
<td>2022 HIGHER EDUCATION EXCELLENCY IN DIVERSITY (HEED)</td>
<td>Advertising Deadline: 10/10</td>
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<td>AWARDS</td>
<td>Online Publication: 10/16</td>
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<td>Print Publication: 10/24</td>
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<td>DECEMBER 2022</td>
<td>2022 HEALTH PROFESSIONS HIGHER EDUCATION EXCELLENCE</td>
<td>Advertising Deadline: 11/8</td>
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<td>IN DIVERSITY (HEED) AWARDS</td>
<td>Online Publication: 11/16</td>
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<td>Print Publication: 11/24</td>
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<td>JANUARY/ FEBRUARY 2023</td>
<td>NURSING AND PHARMACY SCHOOLS</td>
<td>Advertising Deadline: 12/14</td>
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<td>Online Publication: 12/22</td>
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<td>Print Publication: 12/28</td>
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<td>MARCH 2023</td>
<td>COMMUNITY COLLEGES</td>
<td>Advertising Deadline: 2/3</td>
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<td>Colleges in Northeast U.S.</td>
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<td>Print Publication: 2/17</td>
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<td>BUSINESS SCHOOLS</td>
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<td>Inspiring Programs in Business</td>
<td>Online Publication: 3/16</td>
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<td>Print Publication: 3/22</td>
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<tr>
<td>MAY 2023</td>
<td>DENTAL, MEDICAL, AND VETERINARY SCHOOLS</td>
<td>Advertising Deadline: 4/10</td>
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<td>Print Publication: 4/24</td>
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<td>JUNE 2023</td>
<td>PERFORMING AND FINE ARTS SCHOOLS</td>
<td>Advertising Deadline: 5/8</td>
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<td>LGBTQ Pride Month</td>
<td>Online Publication: 5/16</td>
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<td>Print Publication: 5/22</td>
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<td>JULY/AUGUST 2023</td>
<td>SCHOOLS OF LAW</td>
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<td>Military Veterans</td>
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<td></td>
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<td>Print Publication: 7/3</td>
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CONTACT

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50 Crestwood Executive Center, Suite 526
St. Louis, MO 63126

Phone: 314.200.9955
Fax: 314.756.2036

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

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