Building a ‘business case’ for equality and diversity for Higher Education
Why build a ‘Business Case’ for equality and diversity in HE?
What are the reasons why people should engage with the equality and diversity agenda?

What do we mean by a ‘Business Case’ for Diversity in HE?
It is generally accepted in the business world that diversity is a strategic enabler.

Benefits for business include:

• Greater access to different perspectives and sources of information
• Greater understanding of customers
• Better communication with customers
• Increased legitimacy
It is generally accepted in the business world that diversity is a strategic enabler.

Effective diversity policies have been linked to:

- **Enhanced reputation** which helps to attract talent and customers
- **Recruiting and retaining** the best people for the job
- **Improved innovation and creativity** in responding to changing environment, and product design
- **Enhanced productivity** where staff feel organisations value diversity and are committed to their well being
- **Mitigating organisational risks** from legal challenges and costly awards
“Inclusive environments are good for business”

Diversity’s dividend
What’s the likelihood that companies in the top quartile for diversity financially outperform those in the bottom quartile?¹

- 15% more likely to outperform (gender-diverse companies)
- 35% more likely to outperform (ethnically diverse companies)

Why diversity matters

By Vivian Hunt, Dennis Layton, and Sara Prince
Diversity in STEMM: establishing a business case

Report of research by the University of Westminster for the Royal Society’s diversity programme
‘Leading the way: increasing diversity in the scientific workforce’
JUNE 2014
Can we build a ‘Business Case’ for equality and diversity in HE?

1. Who would it be aimed at – who do we need to engage?
2. What are the key messages for each group?
3. How can we best communicate those key messages?
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Who would it be aimed at – who do we need to engage?

Activity: what is the current level of engagement within your department / institution?
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What are the key messages for each group?

Why should people engage with the equality and diversity agenda?

What messages could you give to explain why equality and diversity are important for them?
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How might you best communicate those key messages?

What media might work best? How might you use events and other activities? Are there existing communication channels you could use?
The Case for Diversity at Newcastle University

• Social justice
• Our civic status
• Core values
• Attracting talented staff globally
• Attracting and inspiring an increasingly diverse student body
• Better morale
The Case for Diversity at Newcastle University

- E&D success brings kudos
- The benefits of difference
- Changing demographics and societies
- The funding imperative
- The legal imperative