

# 5 Reasons to Support DEI

Companies that embrace diversity have improved financial performance (Richard et al., 2003), general performance (Dezdo & Ross, 2012), sales revenue (Herring, 2009), and customer base (Herring, 2009).

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Involvement in diversity-related experiences in college is associated with increased campus engagement (Kinzie et al., 2004) and educational and career preparedness (Hu & Kuh, 2003).

Institutions of higher education that embrace diversity produce higher quality research with increased citations, impact factors, and references; they also produce more accurate information (Sommers, 2006; Freeman & Huang, 2014).

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According to a recent SGA survey at UNF, 80% of students approved of DEI courses being offered at UNF, and 80% of students disagreed with eliminating DEI coursework and programming.

Diversity within an environment encourages deeper thought (Antonio et al., 2004; Loyd et al., 2013) and requires people to consider alternatives prior to interaction (Phillips et al., 2014).

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