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GOVERNOR

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TIM LONGMEYER
SECRETARY

Dear Principals,

I am pleased to announce the 14th Annual Governor's Diversity Day is scheduled for **May 3, 2011**. On this day, the Commonwealth of Kentucky strives to raise diversity awareness and cultural competency among Kentucky's students.

Conscientious of budget restraints across both state government and Kentucky's school systems, this year's Governor's Diversity Day is designed to help you promote diversity while keeping costs at a minimum. Continuing with the successful reformatting of the past two Governor's Diversity Days, we are asking you to take some time on **May 3** to foster discussion of diversity within your institutions. Your participation in this program could take the form of an assembly, a forum, an in-class discussion or whatever design best suits your situation. The main goal of the Governor's Diversity Day is to get students thinking about and discussing the importance of diversity.

We recognize that for diversity education to be most effective, it has to be relevant to the students participating. Therefore, we encourage you to take advantage of the Governor's Diversity Day to proactively address any diversity concerns you may have at your schools. To assist with this endeavor, the Office of Diversity & Equality will provide your coordinator, via email, a Diversity Day Toolkit. This toolkit will provide resources to help plan your customized diversity day event. The toolkit will also be available online at www.personnel.ky.gov/diversityday.

In these months leading up to the Governor's Diversity Day, the Office of Diversity & Equality will again sponsor a video contest. The Governor's Diversity Day Video Project is a unique chance to foster dialogue on diversity among some of Kentucky's students. Today's technological climate has altered the way information is presented to the Commonwealth's younger generations. Video is the new effective medium for presenting information to a generation that is increasingly reliant on visual, as opposed to textual, expressions of ideas. The visual representation of ideas could significantly increase students' comprehension of diversity issues. The planning stages of producing a video will encourage detailed discussions of the meaning of diversity among participants and advising faculty. A video project may also illicit participation from students who would have no interest in participating in a traditional essay contest.

This year's video project theme is **“Why Should I Care? *Putting an End to Bullying.*”** Student(s) can submit a 3-5 minute video, in accordance with guidelines provided by the Office of Diversity & Equality (see attached), to be reviewed by a Governor's Diversity Day Video Project Selection Committee. Videos will be due to the Office of Diversity & Equality on **April 19**. The entries will be scored by a panel of judges and Governor Beshear will introduce the winning video(s) in a recorded message to students on Diversity Day.

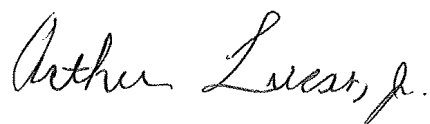
Additionally, this year will bring a new component to our Diversity Day program. The Personnel Cabinet, in coalition with the Department of Education's Division of Career & Technical Education, will be sponsoring a programming competition for Career & Technical Student Organizations across the Commonwealth (DECA, FBLA, FCCLA, FFA, HOSA, SkillsUSA & TSA). For diversity education to be most effective, it is imperative that student led programming be a component. Participating organizations will be encouraged to develop programming on this year's theme (above) for their members or fellow students. Programming summaries will be scored by a panel of judges and winners from each organization, and one overall winner, will be recognized for Outstanding Diversity Day Student Programming.

If you have any questions regarding the Governor's Diversity Day program or the Video Project, or would like any future information to go directly to an appointed faculty/staff member at your school, please contact the program's coordinator, Clinton Morris at (502) 564-5313 or Clinton.Morris@ky.gov.

We are confident that with your help we can make the 14th Annual Governor's Diversity Day a great success!

Thank you for your time. We look forward to working with you to educate our children on diversity and equality.

Sincerely,



Arthur B. Lucas, Jr.
Executive Director

Enclosure: Video Project
Guidelines
Entry Form
Affirmation of Eligibility
Video Release Form

Student Career & Technical Programming Competition
Guidelines
Entry Form

2011 Diversity Day Toolkit