SEEK and SERVE
Identifying and engaging underserved populations

Promising Practices in Domestic Violence Services Conference
1. Did you consciously decide that you wanted to work in this field? When and why?

2. What is your most significant memory of working with a client?

3. Can you think of a time when you have benefited from the services of a non-profit or charitable organization? Did you appreciate this contact? Were there challenges?
Big 8 Social Identifiers

1. Ability (physical and mental)
2. Age
3. Ethnicity
4. Gender
5. Race
6. Religion
7. Sexual Orientation
8. Socio-economic Status (Class)
Other Social Identifiers

- Appearance and Body Image
- Family Origin and Family Structure
- Geographic/Regional Background
- Language
- Learning Style/Behavior
- Academic/Social Achievement
- Beliefs (political, social, religious)
Demographic Trends in Virginia

• Residents of color account for three of every four new Virginia residents.

• One in every 10 residents was born in another country.
  • 40 percent is from Asia
  • 36 percent is from Latin America

• The majority of the under 18 population were people of color in 22 localities in 2000, rising to 32 localities in 2010

From the Center for American Progress
Who?

• On the left side:
  • Think of your community. Write down the groups that you know are present in your community. Be exhaustive.

• On the right side:
  • Think of your common clients. Write down the identity groups that they belong to.

  • Circle the groups on the left side that are not also listed on the right side.
Contact Us

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