The first step in reducing and eradicating Unconscious Bias is acknowledging that it exists. In this workshop we will take the IAT, the implicit-association test that measures attitude and beliefs that people may be unable or reluctant to consider as their own. In small groups we will explore how and where these biases might show up and determine how to minimize and ultimately eliminate the impact of Unconscious Bias.

CSUN has embarked on a University wide effort to diversify the faculty. With that comes an inherent challenge that may hamper this effort. The culprit? Unconscious Bias. Unconscious Bias can show up at any point during the selection and hiring process including within search committees, at the College level and ultimately as new faculty join CSUNs various departments.

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Biography Workshop Facilitators:

Meryl Marshall-Daniels, President of Two Oceans Consulting Group works to resolve conflicts and manage transitions through facilitation, mediation and executive coaching in both corporate and academic settings. She initiated and led diversity efforts as President of the Academy of Television Arts and Sciences consulting with psychologists and experts to engage individuals and organizations in the ongoing path of self-discovery and institutional change. Throughout her career she has challenged herself and others to understand and confront unconscious bias in their professional and personal lives.

Marcella De Veaux is an Associate Professor of Journalism and co-Chair of the Civil Discourse and Social Change Initiative at CSUN. She regularly consults with media companies on diversity-related initiatives including Unconscious Bias. She holds a doctorate in Depth Psychology, a discipline concerning underlying motives of what lies "below the surface" of conscious awareness. She is a partner with BSDC.biz Communications, a transformational communications and professional development company.