



# 2023 Fall DEI Council Meeting

## Agenda

October 16, 2023

3:15 – 4:30 PM EDT

U.S. Chamber of Commerce  
Washington, D.C.

- |      |   |                             |
|------|---|-----------------------------|
| I.   | Welcome and Introductions                                     | Dexter Freeman II, IOM, MBA |
| II.  | Approval of <a href="#">Minutes</a><br>May 4, 2023 Meeting    | Dexter Freeman II, IOM, MBA |
| III. | <a href="#">DEI Strategy Document</a> Discussion              | Dexter Freeman II, IOM, MBA |
| IV.  | Action Item Assignment  | Dexter Freeman II, IOM, MBA |
| V.   | Adjourn<br>Next In-Person Meeting: Fall 2024, Washington D.C. | Dexter Freeman II, IOM, MBA |



# 2023 Spring DEI Council Meeting

## Minutes

May 4<sup>th</sup>, 2023

3:00 – 4:00 PM EST

VIRTUAL MEETING

I. Welcome Cici Francisco  
Cici Francisco welcomed everyone to the call and took note of attendance.

II. Discussion Cici Francisco  
John Harmon, IOM, Founder, President and CEO of the African American Chamber of Commerce of New Jersey (AACCNJ), addressed the council to provide context of DEI efforts and U.S. Chamber of Commerce programs.

Discussed and approved purpose statement in DEI Strategy document:  
To build capacity in the Association and Chamber industry by being intentional in identifying and encouraging diverse talent in all aspects of our program – Curriculum, Faculty, Board, Class Advisors, Attendees, Scholarship Recipients, and Kickoff & Graduation Speaker Selections. By thoughtful recruitment and inclusivity on-site, this will elevate and create a strong talent pipeline to remain relevant to the industries and communities we serve.

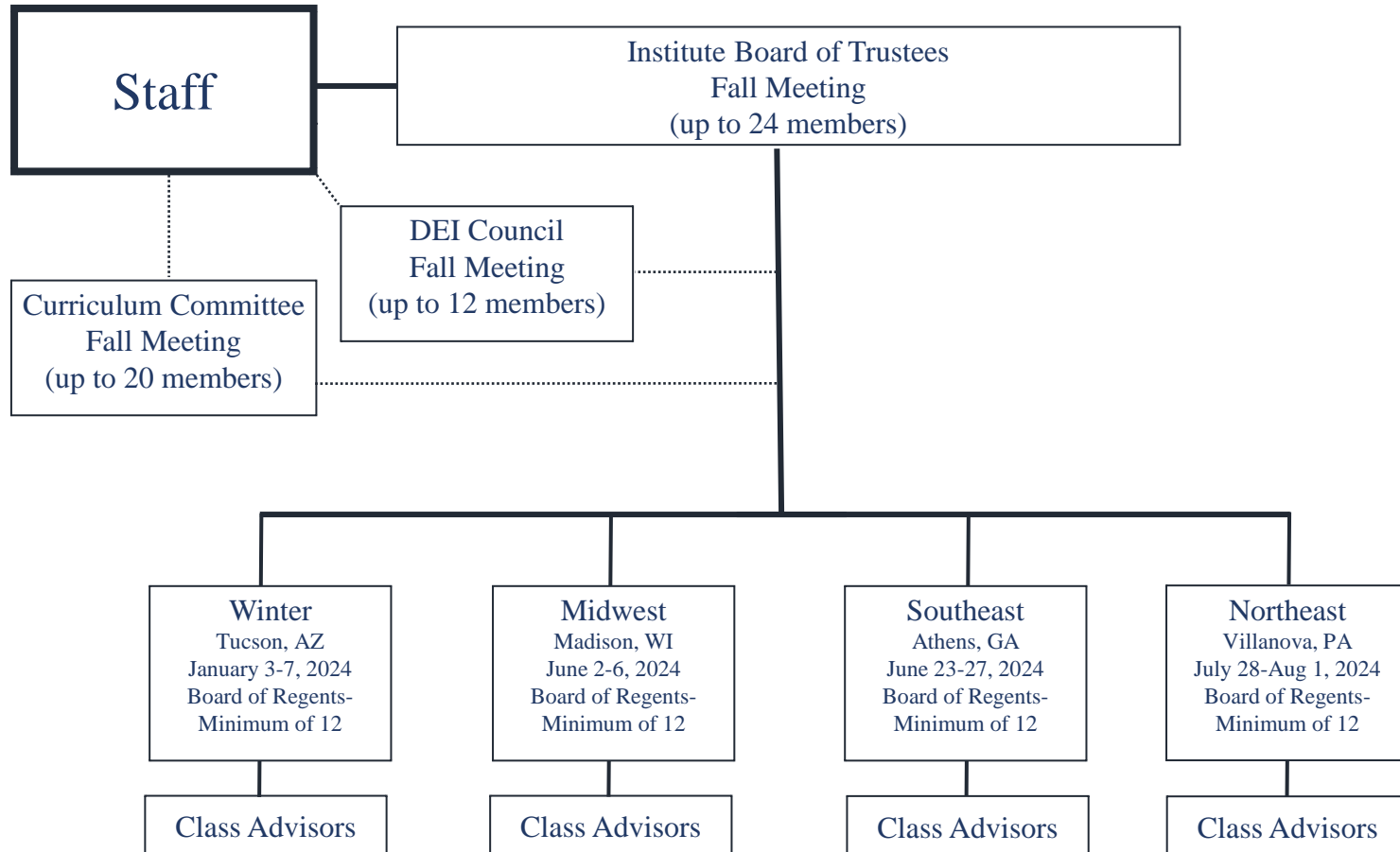
Discussed DEI Strategy document, including discussions on:

- Awareness and access issues.
  - a. Potential for strategic outreach plans *to organizations representing diversity and potential barriers to entry.*
- Create goals around attendee and volunteer representation.
- Potential for local organizations to sponsor attendees.
- Focus on internal and external-facing work.

III. Adjourn Cici Francisco  
There being no other business, the meeting was adjourned.  
Next in-person meeting: October 17, 2023 in Washington, DC



# Institute Organization Chart





## 2023 DEI Council Roster

Role	First Name	Last Name	Credentials	Title	Organization	State	Email	Term
Lead	Dexter	Freeman II	IOM, MBA	Senior Director, Education Business Coalitions	UNITE-LA	CA	dfreeman@unitela.com	2023-2025
Chamber Liaison	John	Harmon	IOM	Founder, President and Chief Executive Officer	African American Chamber of Commerce of New Jersey	NJ	jharmon@aaccnj.com	2023-2024
BOT	Kelle	Marsalis	IOM, CCE	President and CEO	Plano Chamber	TX	kellem@planochamber.org	2023-2024
CC	Ryan	Evans	IOM	Executive Director	Chambers for Innovation and Clean Energy	TN	revans@chambersforinnovation.com	2023-2024
Faculty	Terence	Johnson		Chief Diversity and Leadership Development Officer	National Youth Advocate Program	GA	tdjohnson@nyap.org	2023-2024
Attendee	Phillip	Dunn	CCSA, CFE	Programs Manager & Chamber Liaison	U.S. Black Chambers, Inc.	TX	phillip@usblackchambers.org	2023-2024
Winter	Rodolfo	Flores	IOM	Executive Director	Lincoln Square Ravenswood Chamber of Commerce	IL	rudy@lincolnsquare.org	2023-2024
Midwest	Lisa	Hermes	IOM, CCE	President and CEO	McKinney Chamber of Commerce	TX	lhermes@mckinneychamber.com	2023-2024
Southeast	Tiffany	Garling	IOM, CCE, FCCP	President and CEO	Jackson County Chamber of Commerce	FL	tiffany@jacksoncounty.com	2023-2024
Northeast	Andrea	Wong	IOM, Ph.D.	Senior Vice President, Scientific & Regulatory Affairs	Council for Responsible Nutrition	DC	awong@crnusa.org	2023-2024
ACCE	Amy	Shields		Executive Director, ACCE Foundation and Vice President, Programs	Association of Chamber of Commerce Executives	VA	ashields@acce.org	Standing
ASAE	Debra	Zabloudil	FACHE	Vice President, Learning	ASAE: The Center for Association Leadership	DC	dzabloudil@asaecenter.org	Standing



# Institute for Organization Management

## Diversity, Equity & Inclusion

### Strategy and Action Plan

#### Introduction

Previously, the Board of Trustees and each individual Board of Regent had separate DEI Recruitment committees. To create a more focused strategy, [we combined representatives from the committees](#) into one [DEI Council](#).

#### Vision Statement

To build capacity in the Association and Chamber industries through the intentional identification and inclusion of diverse talent in all aspects of our program.

#### Goals

1. Increase representation of diversity in demographics for Institute in:
  - a. Attendees
  - b. Volunteers
  - c. Faculty
2. Provide a deeper understanding of DEI imperatives and how to implement strategies to address local needs through Institute curriculum and marketing.

#### Role Expectations

The Council creates strategy, structure, and resources to support individual site DEI recruitment efforts. The Council will execute the strategy to cultivate an environment of inclusivity through local, regional, and national partnerships and creating pathways for program completion.

The Board of Regent representative on the Council serves as a liaison between the Council and each site's Board of Regents. Each site's Board of Regents is responsible to set DEI representation goals for their specific site. Each site's Board of Regent representative on the Council communicates their Board's needs back to the Council.

The Institute Staff coordinates efforts between the Council members, the Curriculum Committee, and each site's Board of Regents. Institute Staff is responsible for implementing changes to marketing efforts.



## Strategies

**Goal: Increase representation of diversity in demographics for Institute Attendees.**

### Tactics:

1. Staff to:
  - a. Provide current demographics by individual site: [Overview](#) and [detailed](#).
  - b. Provide current program completion by individual site.
  - c. Provide representative marketing materials to Council and Board of Regent members for outreach efforts.
  - d. Coordinate with [Coalition to Back Black Businesses \(CBBB\)](#) to improve candidate selection process.
  - e. Explore potential for larger sponsorship opportunity, similar to CBBB.
2. Council and Board of Regent members to conduct outreach to diversity representative organizations by **Top-Down** and **Bottom-Up** approaches:
  - a. **Top-Down:**
    - i. Council members to strategically partner with national diversity representative organizations to:
      1. Build relationships to understand barriers to participation.
      2. Personalize invitations for participation in Institute Information Sessions, Webinars, Year-Round Industry Consultations, and on-site at Institute.
      3. Promote State Partner Scholarship program with relevant state organizations.
      4. Provide representative marketing materials for advocate partners to use in Institute promotional efforts within partner organizations.
      5. Maintain accountability of organizations and point of contacts established for consistency in communication.
  - b. **Bottom-Up:**
    - i. Council and Board of Regent members to reach out to local and regional diversity representative organizations to:
      1. Build relationship to understand barriers to participation.
      2. Personalize invitations for participation in Institute Information Sessions, Webinars, Year-Round Industry Consultations, and on-site at Institute.
      3. Promote State Partner Scholarship program with relevant state organizations.
      4. Provide representative marketing materials for advocate partners to use in Institute promotional efforts within partner organizations.
      5. Maintain accountability of organizations and point of contacts established for consistency in communication.



3. Each site's Board of Regents is invited to consider scholarship opportunities to minimize barriers to attendance. Potential solutions to overcoming barriers include:
  - a. Individual contributors or organizations may sponsor individuals.
  - b. Regent Scholarship
    - i. Board scholarship committees set aside funds specifically for scholarships awarded to diverse representative candidates.
    - ii. Board scholarship committees to continuously provide feedback to Institute staff on improving DEI consideration in application process.

**Goal: Increase representation of diversity in demographics for Institute Volunteers.**

**Tactics:**

1. Staff to begin to collect demographic information of volunteers.
2. Each site's Board of Regents is responsible to set representation goals for their specific board and succession plan considering diversity.

**Goal: Increase representation of diversity in demographics for Institute Faculty.**

**Tactics:**

1. Staff to begin to collect demographic information of faculty.
2. Curriculum Committee to proactively recruit diverse faculty members by requesting recommendations from the DEI Council, Boards of Regents, and Board of Trustees. Curriculum Committee to provide high-need areas of expertise.

**Goal: Provide a deeper understanding of DEI imperatives and how to implement strategies to address local needs through Institute curriculum and marketing.**

**Tactics**

1. Curriculum Committee to review and update curriculum to:
  - a. Incorporate DEI elements throughout coursework.
  - b. Consider adding a DEI elective to build out business DEI strategies.
2. Faculty to assist in creating Additional Resource guide to offer attendees.
3. Staff to:
  - a. Hold faculty training call with faculty to coach incorporation of curriculum changes in classroom.
  - b. Highlight DEI Council efforts on Institute website.
  - a. Ensure marketing materials are representative of attendees.





# 2023 Fall DEI Council Meeting Reference Materials

## Demographic Information - 2023

Ethnicity	Winter	Midwest	Southeast	Northeast	Total
Hispanic or Latino	5.53%	5.93%	3.09%	0.78%	3.83%
White	82.55%	84.44%	88.80%	80.62%	84.10%
Black or African American	6.81%	5.19%	6.95%	9.30%	7.06%
American Indian & Alaska Native	0.85%	0.74%	0.39%	0.00%	0.50%
Asian	2.55%	0.00%	1.54%	3.10%	1.80%
Native Hawaiian & Other Pacific Islander	0.43%	0.00%	0.00%	0.00%	0.11%
Other	0.43%	1.48%	0.39%	2.33%	1.16%
Prefer not to answer	0.00%	5.19%	0.77%	4.65%	2.65%

## Graduate Demographic Information- 2023

Ethnicity	Total	Percentage of Total
Black or African American	7	5.56%
Midwest	1	0.79%
Northeast	3	2.38%
Southeast	2	1.59%
Winter	1	0.79%
Hispanic or Latino	7	5.56%
Southeast	1	0.79%
Winter	3	2.38%
Other	2	1.59%
Midwest	1	0.79%
Winter	1	0.79%
Prefer Not to Answer	7	5.56%
Midwest	3	2.38%
Southeast	1	0.79%
Winter	3	2.38%
White	101	80.16%
Midwest	26	20.63%
Northeast	16	12.70%
Southeast	29	23.02%
Winter	30	23.81%
White, Black or African American	2	1.59%
Midwest	1	0.79%
Winter	1	0.79%
<b>Grand Total</b>	<b>126</b>	<b>100.00%</b>





# 2023 Fall DEI Council Meeting Reference Materials

## Demographic Information - 2022

Ethnicity	Winter	Midwest	Southeast	Northeast	Total
Hispanic/Latino	N/A	3.23%	5.33%	4.58%	4.38%
White	N/A	87.90%	87.56%	77.86%	84.44%
Black or African American	N/A	2.42%	5.78%	7.63%	5.28%
American Indian & Alaska Native	N/A	0.81%	0.89%	0.00%	0.57%
Asian	N/A	1.61%	0.44%	3.05%	1.70%
Native Hawaiian & Other Pacific Islander	N/A	0.81%	0.00%	0.00%	0.27%
Other	N/A	0.00%	0.00%	1.53%	0.51%
N/A	N/A	3.23%	0.00%	5.34%	2.86%

## Graduate Demographic Information- 2022

Ethnicity	Total	Percentage of Total
African American	1	0.65%
Winter	1	0.65%
American Indian	1	0.65%
Winter	1	0.65%
Asian	2	1.29%
Midwest	1	0.65%
Northeast	1	0.65%
Black or African American	3	1.94%
Midwest	1	0.65%
Northeast	1	0.65%
Southeast	1	0.65%
Hispanic	1	0.65%
Winter	1	0.65%
Hispanic or Latino	1	0.65%
Northeast	1	0.65%
Other	1	0.65%
Northeast	1	0.65%
Prefer Not to Answer	27	17.42%
Midwest	2	1.29%
Northeast	1	0.65%
Winter	24	15.48%
White	118	76.13%
Midwest	20	12.90%
Northeast	18	11.61%
Southeast	51	32.90%
Winter	29	18.71%
<b>Grand Total</b>	<b>155</b>	<b>100.00%</b>