



# 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.