CHESTER COUNTY
community
FOUNDATION

IDEA: Inclusion, Diversity, Equity & Access:
The Board's Leadership Role Across the Organization

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BOARD DUTIES

1. **Ensure Legal & Ethical Integrity**

2. **Build a Competent Board**

3. **Determine Mission & Purpose**
   Ensure Effective Planning
   Monitor & Strengthen Programs & Services

4. **Protect Assets & Provide Financial Oversight**

5. **Ensure Adequate Financial Resources**

6. **Enhance the Organization's Public Standing**

7. **Select, Support & Evaluate the Chief Executive**

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BUILDING A COMPETENT DIVERSE BOARD

1. Ensure Legal & Ethical Integrity

2. Build a Competent Diverse Board

3. Determine Mission & Purpose
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TARGET BOARD NEEDS
DEMOGRAPHICS & EXPERTISE

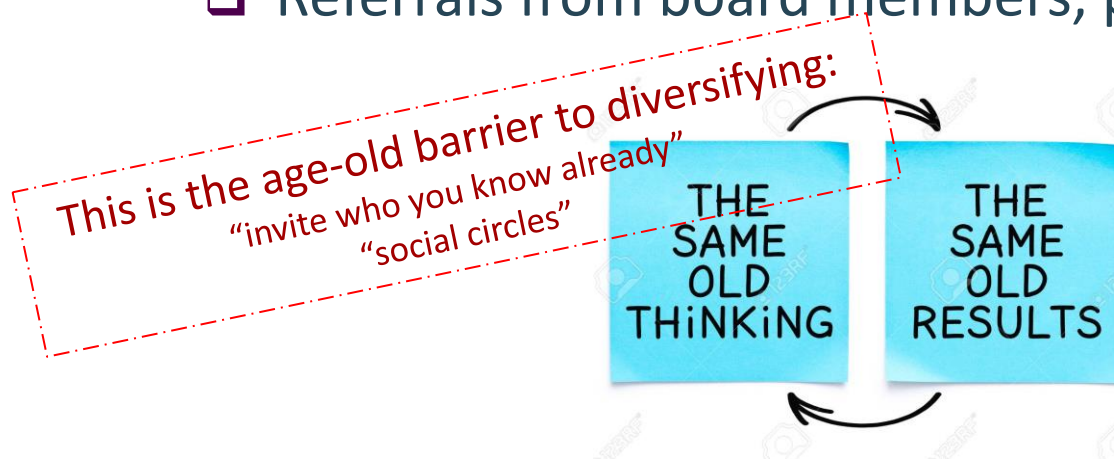"Diversity is about embracing differences, and recognizing the amazing things that are possible when it's woven into an organization's culture"

AREA	HAVE	NEED
PASSION + COMMITMENT to CAUSE		
High, Medium, Low, None		
EXPERTISE		
Board: Serves on other boards		
Accounting, Finance, Investment		
Customer Service		
Human Resources		
Legal, Risk Management		
Fundraising, Marketing, Sales		
Strategic Planning; Strategic Thinking		
RESOURCE | CONNECTIONS		
Introductions/Ambassador to potential partners & donors		
Open doors to funding sources		
Community outreach		

AREA		
GEOGRAPHY N, S, E, W, Central		
AGE 20s, 30s, 40s, 50s, 60s, 70s, 80s		
SEX M, F		
SEXUAL ORIENTATION GENDER IDENTITY		
RELIGION		
DISABILITY		
RACE/ETHNICITY		

IDENTIFY BOARD PROSPECTS

- Leverage existing organizational networks
  - ❑ Volunteers, donors, constituents, event attendees
  - ❑ Referrals from board members, partners

This is the age-old barrier to diversifying:
"invite who you know already"
"social circles"

THE SAME OLD THINKING

THE SAME OLD RESULTS

- Build new networks. Start. Give it time to develop.

Looking ahead,
it isn't about WHO you know,
it's about who you NEED to know

RECRUIT BY DESIGN, NOT BY ACCIDENT

- **Recruit affirmatively** by identifying diverse people whose specific skills, abilities, qualifications & experiences meet your nonprofit's needs

- Recruit a **critical mass** of diverse people
  - Be wary of tokenism
  - Rule of 3

Tokenism: The Wrong Path to Diversity

- Respect **non-traditional backgrounds** & experiences

- **Seek out diverse networks** & **intentionally** follow up for guidance & assistance—new experiences, new connections, new perspectives, new knowledge of others, new referrals
  - Attend community events which include & honor diverse people
  - Personally patronize restaurants & businesses owned by diverse people

- Initial interactions & tone
    - Visits, events, programs
    - Welcoming & inclusive *(Are We Really???)*
- Deepen interactions
    - Committees / Task Force service first
    - Then decide whether Board service is appropriate
        - Commitment to mission
        - Place nonprofit's needs ahead of own
        - Hold confidences & private info
        - Respect group process & organizational protocols
        - Serve as strong ambassador

RETAIN DIVERSE LEADERS

Retention is grounded in good group process
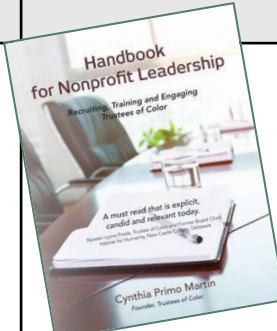
- Satisfying authentic relationships

- Mutual benefit & exchange

- Effective leadership

- Substantive work

- Celebrate accomplishments

RECRUITING DIVERSE LEADERS IN CHESCO...A START
LISTING & LINKS AT HTTPS://CHESCOCF.ORG/SOCIAL-JUSTICE/

REFERRALS/INTRODUCTIONS from diverse people who already serve on other nonprofit Boards, committees & who volunteer	**FAST-TRACKED MIDDLE MANAGERS** in larger businesses & corporations	**ORGS REPRESENTING DIVERSE GROUPS** NAACP – West Chester, Phoenixville, Coatesville Black Light Projects, Phoenixville Black Women of Chester County in Action Casa Guanajuato, Kennett Diversity in Action, Phoenixville LGBT Equity Alliance of ChesCo, Phoenixville
COLLEGES & UNIVERSITIES ALUMNI, FACULTY & STAFF Cheyney University Delaware County Community College Lincoln University Penn State https://www.facebook.com/psuchesco/ West Chester University esp. WCU Black Alumni Association https://www.wcualumni.org/bac	**EXECUTIVE LEADERSHIP TRAINING PROGRAMS** **Leadership ChesCo** UW + WCU + CCCBI @8 trainings over 8 mos, 20 alumni/yr https://www.unitedwaychestercounty.org/leadership-chester-county/ **DiverseForce on Boards** Univ of PA + William Penn Fdtn/Lenfest /Knight board training & matching program for emerging & senior leaders of color. 6 wk training, 100 alumni/yr https://www.diverseforceonboards.com/	**RELIGIOUS COMMUNITY GATHERINGS** St Paul's Baptist Church, West Chester Bethel AME, West Chester Bethel AME, Kennett Square Grimes AME, Phoenixville Kesher Israel, West Chester St Agnes Latino mass, West Chester Tabernacle Baptist Church, Coatesville
PROFESSIONAL, TRADE OR FRATERNAL ASSOCIATIONS Latino Lunch Club – monthly meet up West Chester & Virtual	**CHAMBER OF COMMERCE GATHERINGS**	**SERVICE CLUBS** Rotary Clubs Lions Clubs Kiwanis Clubs
		CCCF version adapted from Cynthia Primo Martin Founder, Trustees of Color, DE **Recruiting, Training & Engaging Trustees of Color, 2021** www.cedartreebooks.com

MISSION ~~IM~~POSSIBLE?

How / Do we authentically diversify **everything** throughout our entire nonprofit?

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4. **Where & how** do we find & develop diverse relationships?

3. What **mistakes** tend to be made
   in **cultivating & recruiting**?
   in **retaining**?
   o What can be done to address these things? What works **well**?

2. **Self-examination**: What practices & processes at our nonprofit are **impediments** to bringing & retaining diversity throughout our organization's operations & personnel?
   o What can be done to address these things? What works **well**?

1. **Self-reflection:** Are Chester County's nonprofit board members <u>**really**</u> ready for more diversity throughout the entire nonprofit organization:
   - programs & services   -communications, marketing, fundraising
   - vendors -partners   -volunteers, committees, board, staff
   o What can be done to improve this?
   o What are some examples of where this is working **well?**

We know how to do this.

It takes *awareness.*
It takes *planning.*
It takes *commitment.*
It takes *time.*