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

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BoardSource,

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

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

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

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

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

4. **Where & how** do we find & develop diverse relationships?
## TARGET BOARD NEEDS

### Demographics & Expertise

<table>
<thead>
<tr>
<th>AREA</th>
<th>HAVE</th>
<th>NEED</th>
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<tbody>
<tr>
<td>PASSION + COMMITMENT to CAUSE</td>
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<tr>
<td>High, Medium, Low, None</td>
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<td>EXPERTISE</td>
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<tr>
<td>Board: Serves on other boards</td>
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<td>Accounting, Finance, Investment</td>
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<td>Customer Service</td>
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<td>Human Resources</td>
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<td>Legal, Risk Management</td>
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<td>Fundraising, Marketing, Sales</td>
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<td>Strategic Planning; Strategic Thinking</td>
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<tr>
<td>RESOURCE</td>
<td>CONNECTIONS</td>
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<td>Introductions/Ambassador to</td>
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<td>potential partners &amp; donors</td>
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<td>Open doors to funding sources</td>
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<td>Community outreach</td>
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<td>GEOGRAPHY</td>
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<td>N, S, E, W, Central</td>
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<td>AGE</td>
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<td>M, F</td>
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<tr>
<td>SEXUAL ORIENTATION</td>
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<td>GENDER IDENTITY</td>
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<td>RELIGION</td>
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<td>RACE/ETHNICITY</td>
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IDENTIFY BOARD PROSPECTS

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


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

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

- 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
RECRUIT
TAKE TIME TO BUILD AUTHENTIC, NEW RELATIONSHIPS

• 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
ARE WE REALLY WELCOMING & INCLUSIVE?
DEI SELF-ASSESSMENT

Welcoming & inclusive *(Are We Really???)*

3. If special ACCESSIBILITY accommodations are required to fulfill committee or Board service, could your nonprofit provide accommodations?

4. Our nonprofit has...

   included DEI aims within our strategic plan

   policy aims for staff diversity (recruitment, retention)

   policy aims for volunteer diversity (recruitment, retention)

   policy aims for committee diversity (recruitment, retention)

   policy aims for board diversity (recruitment, retention)

   policy aims for vendor diversity (assessment, terms)

   policy aims for constituent diversity (assessment, satisfaction, impact)

5. Our nonprofit...

   has a targeted pipeline of increasingly diverse potential committee members

   reviews communications and marketing for appropriate messaging to diverse groups

   reviews programs and services to understand how to close gaps where disparities appear

   has mechanisms for staff accountability for DEI performance issues

6. Overall, as a whole, our board and committee members

   want to be more comfortable talking with people who are different from them

   tend to have open, candid discussion in smaller committee meetings

   tend to welcome newcomers and mingle easily at our larger special events

   are flexible and embrace change

   readily talk with new people who are different from them

   have a tendency to mostly talk to people they already know at our larger special events

7. When it comes to DEI, overall, our board and committee members

   are aware that our nonprofit has diversity issues, and agree that our nonprofit needs to be more diverse

   want to expand their understanding of diversity issues and situations

   want to more comfortable speaking about diversity issues and situations

8. On a deeper group process level, overall our board and committee members

   appreciate how various dimensions of diversity intersect and intersect

   understand ways in which DEI inequities are produced and maintained

   understand that unconscious bias and microaggressions can impact diverse groups

   have a self-reflective bent, looking at the process as well as the outcomes of deliberations

   are open and accepting of feedback, on an individual and group basis

https://www.surveymonkey.com/r/NPOGetOnBoardDEI

We will customize a version of the DEI Self-Assessment for your Nonprofit
- send you the link
- you send the link to survey board & staff
- We will email you customized survey summary ppt FREE
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://chescoxcf.org/social-justice/](https://chescoxcf.org/social-justice/)

<table>
<thead>
<tr>
<th><strong>Referrals/Introductions</strong> from diverse people who already serve on other nonprofit Boards, committees &amp; who volunteer</th>
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<tbody>
<tr>
<td><strong>Fast-tracked middle managers</strong> in larger businesses &amp; corporations</td>
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</tbody>
</table>
| **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
    - West Chester University esp.
      - WCU Black Alumni Association
        - [https://www.wcualumni.org/bac](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-chesco/](https://www.unitedwaychestercounty.org/leadership-chesco/)
  - **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/](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](http://www.cedartreebooks.com)
NEW PILOT PROGRAM TO RECRUIT & SUPPORT EMERGING DIVERSE COMMUNITY LEADERS IN CHESCO...START W/COMMITTEES

GetOnBoard ChesCo
TRAIN • CONNECT • SUPPORT

We train, connect, and support emerging leaders with the nonprofits they wish to serve throughout Chester County.

ChesCoCF.org/GetOnBoard-ChesCo • 610.696.8211

Promotional Partners

https://chescocf.org/getonboard-chesco/
We know how to do this.

It takes awareness.
It takes planning.
It takes commitment.
It takes time.
UPCOMING

https://chescocf.org/getonboard-monthly-trainings/

https://chescocf.org/explore/food-for-thought/

Zoom in at noon
April 18, 2023 – Environmental Justice
May 16, 2023 – Healthcare
June 13, 2023 – Juneteenth