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# COMMUNICATING FOR EQUITY

*Strategies to Build a More Diverse  
Volunteer Leadership*



Friday, January 8, 2021

**THINK – ACT – MAKE A DIFFERENCE**

*Transforming the PRSA D&I Landscape*

# AGENDA

## PRSA D&I Strategic Plan

*(Objectives and Strategies)*

**Communicator Responsibilities & Opportunities for Change**

**Strategies & Resources for a More Diverse Leadership**

**Question/Answer**

**Close**

# Overarching goal

**Position PRSA as a model for the communications profession, reflecting exemplary leadership in diversity and inclusion (D&I).**

[https://www.prsa.org/docs/default-source/about/diversity/d-i-strategic-plan-20-22.pdf?sfvrsn=e259e47b\\_0](https://www.prsa.org/docs/default-source/about/diversity/d-i-strategic-plan-20-22.pdf?sfvrsn=e259e47b_0)



# PRSA D&I Strategic Plan

# Strategic Plan Objectives

**Objective 1: Increase awareness and understanding of PRSA as a diverse and inclusive organization among its members and staff by 15% by 2023.**

- Strategy 1: Develop and execute programs and activities that advance awareness of D&I with internal PRSA stakeholders including, but not limited to, Chapters, Districts and Sections.
- Strategy 2: Elevate D&I best practices that advocate and celebrate diversity and inclusion activities within PRSA.

**Objective 2: Increase diverse representation among leadership throughout all levels of PRSA by 25% by 2023.**

- Strategy 1: Build a pipeline of diverse leaders across Chapters, Districts and Sections.
- Strategy 2: Promote mentorship and support as a way to grow and motivate diverse leaders.

**Objective 3: Increase awareness of PRSA as a diverse and inclusive organization among external stakeholders by 15% by 2023.**

- Strategy 1: Develop and execute programs and activities that advance awareness of D&I with external PRSA stakeholders.
- Strategy 2: Seek authentic opportunities to “tell the D&I story” using PRSA’s current thought leaders in D&I.
- Strategy 3: Serve as a resource to the Board of Directors on matters of diversity and inclusion.

**Objective 4: Increase and retain the number of multicultural students in PRSSA and new multicultural professionals into PRSA by 15% by 2023.**

- Strategy 1: Advance efforts for attracting and retaining diverse students through outreach to Historically Black Colleges and Universities and Hispanic Serving Institutions.
- Strategy 2: Create an endowment, increase scholarships and develop other means for reducing expenses for diverse students.
- Strategy 3. Infuse New Professionals Section with more diversity and engagement strategies.



Communicators help others find their voice, advance dialogue and discussion and get beneath the surface to understand real issues and challenges.

# Being Mindful

- **Recognize that we all have biases...but let's MITIGATE them!**
- **What “not” to do**
- **Engage Students**
- **National events and celebrations**

# Annual Events Celebrating Diversity & Inclusion

<b>February</b>	Black History Month (in USA and Canada)
<b>March</b>	Women's History Month
	National Developmental Disabilities Awareness Month
<b>April</b>	Deaf History Month
<b>May</b>	Asian Pacific American Heritage Month
<b>June</b>	LGBTQ Pride Month
<b>September</b>	Hispanic Heritage Month
<b>October</b>	National Disability Employment Awareness Month
<b>November</b>	Native American Heritage Month
<b>December</b>	Hanukkah; Kwanzaa; Christmas; etc...



# USE INCLUSIVE LANGUAGE

## *Inclusive language Guides*

- [National Association of Black Journalists Style Guide](#)
- [Asian American Journalists Association Handbook](#)
- [Native American Journalists Association Reporter's Indigenous Terminology Guide](#)
- [Religion Newswriters Association's Religion Stylebook](#)
- [What an Inclusive Language Toolkit Should Cover](#) [Resources for Employee Resource Groups](#)
- [Implicit Association Test](#)

# Recruiting Volunteers with a D&I Focus

# Considerations

- There is no shortage of exceptionally-qualified minority candidates.
- Plenty of us suffer from affinity bias, in that we unconsciously gravitate toward people who look like us and share the same work background
- Having a homogenous network will not serve you in building a diverse board and diverse organization.
- A great board can have an outsized impact in your ability to succeed, helping you navigate difficult decisions, making sure you have the right strategy and helping you be successful for the long-term. (*Better input and solutions...improved productivity.*)
- **Building diverse boards takes time and intention...so make it part of your mission**

## ***Don't focus on one group.***

Start going out of your way to connect with people who are dissimilar to you  
Find events to attend that wouldn't normally be on your radar. Ask people you know to  
connect you with folks they know who might add a unique perspective

***Avoid recruiting for diversity in order  
to “check the box.”***

***Board recruitment and leadership development must be intentional***

# *Think beyond current networks to diversify board members.*

Engage in deep networking with community organizations

Tap your member's volunteer networks to identify potential leaders

Ask members of your current or past client community, who they would recommend as a board member

Use a nonprofit board matching services

***Embrace diversity in your external engagement activities.***

Host conferences/events to attract diverse individuals

# *Always be recruiting.*

Engage in deep networking with community organizations  
Tap your volunteer network to identify potential leaders



***Use social media to highlight  
your diversity goals.***

***Build a board that makes you proud.  
View your board as a strategic asset.***

# Resources

1. <https://www.councilofnonprofits.org/thought-leadership/10-steps-more-diverse-board>
2. <https://boardsource.org/resources/building-diverse-inclusive-board/>
3. <https://www.uschamber.com/co/run/human-resources/how-to-create-a-more-diverse-board>
4. <http://theboardmatch.net/about-us/>
5. <https://www.shrm.org/resourcesandtools/hr-topics/behavioral-competencies/global-and-cultural-effectiveness/pages/a-dozen-ways-boards-can-become-more-diverse.aspx>

# Thank you!

## *Questions?*

**Please contact me:**

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