**Tool No. 2**

**Action Ideas for Defining DE&I for your Member Association**

Step 1 Defining the GOAL of DEI for your MA.

* Action idea:
  + Develop a list of leading questions/worksheet to help the MA Board understand goals DEI initiatives could help with. For example, is the primary need growing membership? Reactivating membership? Bringing in people to build a membership and leadership that better reflects the population served by the MA?
* Questions:
  + What does Diversity mean to you?
  + What does it mean to feel Included?
  + Are there places within our organization that do not have equal access?
  + How are DEI represented in your organizations mission, vision, values?
  + What metrics are you tracking related to diversity in your MA?

Step 2 Identify Barriers and Ideas for Tackling

* Action idea:
  + Fact sheet for common barriers and ways to overcome. For example:
    - General “we don’t need DEI” attitude - what can leadership do to help highlight value of initiatives that drive DEI?
    - Resistance to buzzwords. Political/vocal minority opposition.
    - Fear/fear of change.
    - Interest but need direction/don’t know where to start – See toolkit activities for committee development or programs (INFLOW, WaterPalooza)
    - Ignorance/lack of awareness towards the issue/importance/impact. Don't have the data to support the need.
    - We’ve always done it this way. Unknown unconscious bias. Apathy.
    - Availability of volunteers/champion.
  + Provide help on storytelling/framing conversations
  + Identified Challenges:
    - We match our demographics so why do we need to do any more than we already do?
    - Do not understand the need.
    - Do not understand what Diversity is. Diversity is more than just skin color; it is anything that affects the way you function/exist as a human.
    - Committee volunteer availability/commitment
    - Addressing work/life balance – lack of time/not a priority
    - Old guard attitude
    - Resistance to take part in “buzz word” initiatives Don’t like change, am comfortable with current set-up
    - Tried to address DEI in the past, and it didn’t go so well so want to avoid a potential for upsetting the workplace
    - This will make staff feel uncomfortable and we can’t ‘afford’ to be uncomfortable

Step 3 Identify initiatives or small steps that make sense for individual MAs

* Masterlock example: when covid hit, masterlock donated bluetooth lock boxes to help frontline workers and small businesses protect their PPE and important supplies. They stayed within their ‘powerhouse’ and thought about how their strengths could serve during the pandemic.
* Action Ideas
  + Initiatives, etc. DO NOT have to have the words DEI in them
  + The GOAL and OUTCOMES are the important pieces to keep in mind
* Host events/setup programs using WEF or other MA frameworks
  + Waterpalooza
  + Mentorship Program
  + InFLOW
  + Student Chapters
  + Resume Workshops
  + Empathy Mapping for Boards and/or committee leadership