

Building blocks to D.E.I. Success

Maine Outdoor
Economy Summit 2022

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Session Overview

- What is diversity?
- Why do the work?
- How D.E.I. helps you grow
- What does a D.E.I. initiative look like for my organization?
- Q & A



Who is in the room? Menti-Meter



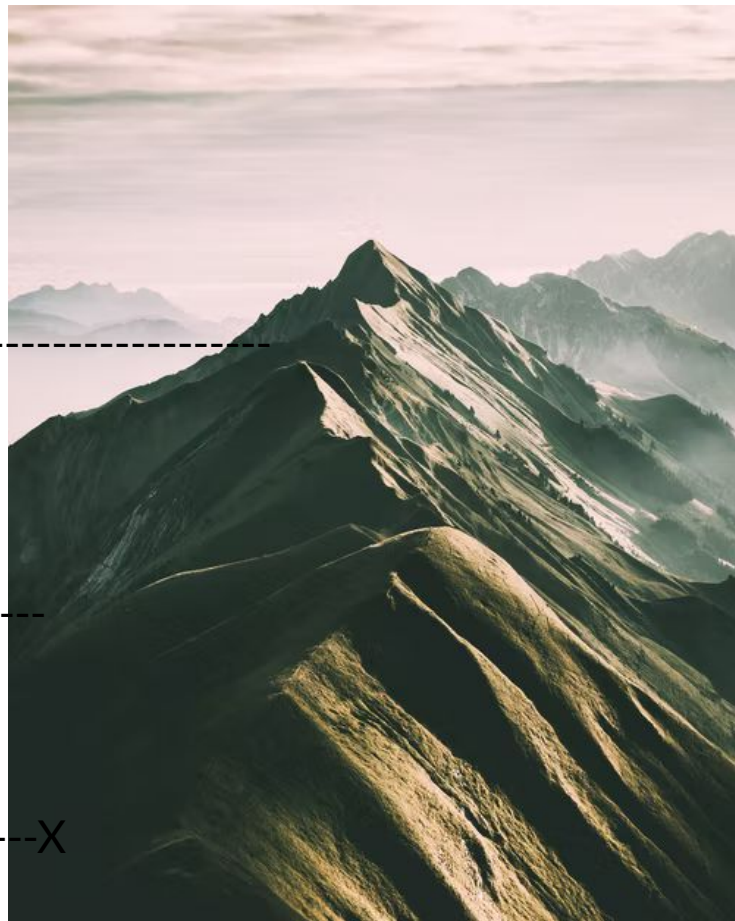
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How today will look:

Session 3-Metrics &
Tracking-----

Part 2-Growth & Expansion
Strategies-----

Part 1- What is
DEI?-----X



Part 1: What is DEI?



Terminology



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Diversity in your own words...

What does this mean for your organization- Know where you are going!

JEDI, DEIB, DEIAB...

Everyone has their own way of defining these terms



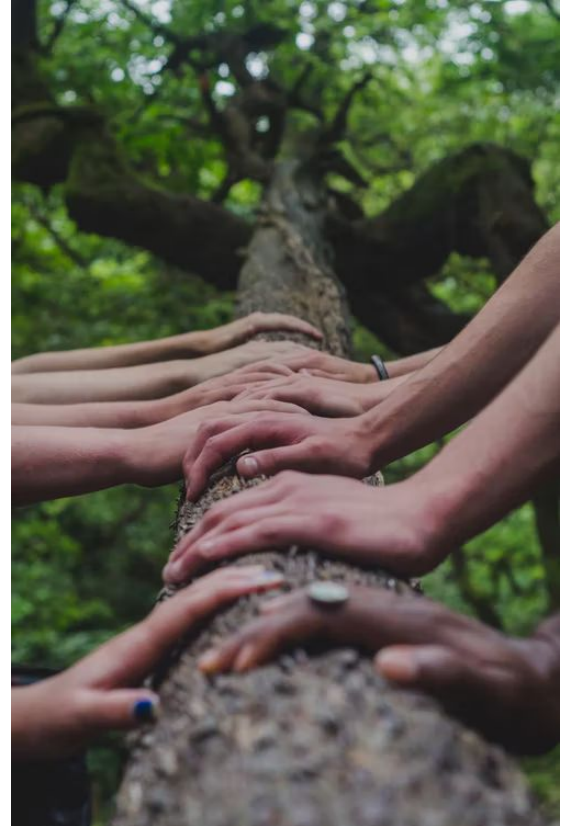
Terminology: Diversity

Diversity: Diversity is the practice or quality of including or involving people from a range of different social and ethnic backgrounds



Terminology: Equity

Equity: How can we support each individual person to give them what they need.



Inclusion vs Belonging

Inclusion = Actions

Belonging = Feelings

The actions (inclusion) create the feeling of belonging.



Terminology: Justice

Justice: Dismantling systems and structures that create inequality.

Replacing them with systems that promote fairness, and creating opportunities for diverse groups of people to thrive together



LEARN PRACTICE
IMPROVE

Part 2: Growth & Expansion Strategies

- How D.E.I. keeps your organization relevant.
- How D.E.I. feeds the bottom line.
- D.E.I. in hiring and retention.
- Increasing access for historically marginalized communities.



How D.E.I. keeps your organization relevant in changing times

Stay relevant & feed your bottom
line



How D.E.I. Feeds the bottom line.

OUTDOOR PARTICIPATION SNAPSHOT

KEY FINDINGS

Since the COVID-19 pandemic was declared in March of 2020, the number of new and returning (lapsed) outdoor participants has increased 26%. The growth in new participants and returning participants in 2021 was the highest ever recorded.

There was a reasonable expectation that during 2021, the second year of the pandemic, outdoor participation would return to 2019 levels as indoor activity including, dining, sporting events, and fitness centers and gyms, reopened. The 2021 data indicates that participation in outdoor recreation retained momentum in 2021. This data indicates that outdoor recreation is "sticky;" once someone begins to participate, they are likely to continue to participate.

OUTDOOR PARTICIPATION GROWTH TRENDS

2007 TO 2021



TOTAL, NEW/LAPSED, & LOST PARTICIPANTS (MILLIONS)



“New outdoor participants are more diverse than the overall outdoor participant base and are driving increasing diversity not only by ethnicity but also across age groups.”

- OIA Outdoor 2022 Outdoor Participation Trends Report

What's it take to make a “brave space”?

Representation:

The answer to “Exclusivity-Culture”.



A culture of learning:

Discovery & Compassion

Feedback



D.E.I. in hiring & retention

Blockers to inclusive hiring?



- Policy/Procedural
- Gatekeeping our job ads & Career pages
- Biased Interview Process
- Access to new, diverse talent
- So where do we start?

Inclusive Job Descriptions



Use inclusive language for hiring

- Gender-based language and terms
- industry jargon and preference
- Emphasize job responsibilities rather than requirements
- remove degree requirements where they are not essential

Inclusive Job Descriptions



Literacy inclusion

- Including people with different levels of literacy
- Keeping sentences short
- Keeping paragraphs short
- Use white space to reduce visual 'noise'

Jobs & Career Pages



Have your Careers/ Jobs Page be accessible to all candidates.

- Make sure language is inclusive and clearly states your workplace efforts to provide diversity and inclusion
- Use authentic images of your team
- Use dyslexia-friendly fonts
- Web Content Accessibility Guidelines (WCAG).

Interviews- Representation Matters



Establish diverse interview panels.

- Reduce bias and help see candidates from different perspectives
- Here is where your change agents can play a major role!
- Trusted community partners.

Inclusion is your Brand



Make inclusion a part of your employer brand.

- Find ways to communicate your commitment to inclusion to different groups of applicants
- Be honest



Want to engage the current market? -
Engage with the community!

How do we engage with the
community way out here in....?

A pipeline to hiring: Provide Formative Access

From backpacks to Boardrooms.

We are creating the next
generation of outdoor leaders. How
will our boardrooms and leadership
teams look in 30 years?



A pipeline to hiring: Become a Host Organization

Structure your internship programs in a way that diverse youth who will foster connection within the community can participate.

This means PAID
internships.



Internships-Talking in Dollars & Sense

Currently, about 43% of internships at for-profit companies are unpaid.

Reconcile the inequities of the industry with the desire to learn and grow.

Working unpaid internships takes privilege.

This can contribute to the lack of diversity and the perpetuation of underrepresentation in the outdoor community.

Community Events



Host events for those you want to see represented in your programs.

Go to the community and **ask!** Seek the input of the market you are wanting to attract!

Partner with local community advocates.

Stewardship



Climbing Concierge

Crag-Access/ Route Liaisons.

Trail map committees / resource
development committees.

LNT Training & First aid/CPR
free to the community.

Let's take a break

Metrics & Action Steps are
coming next!



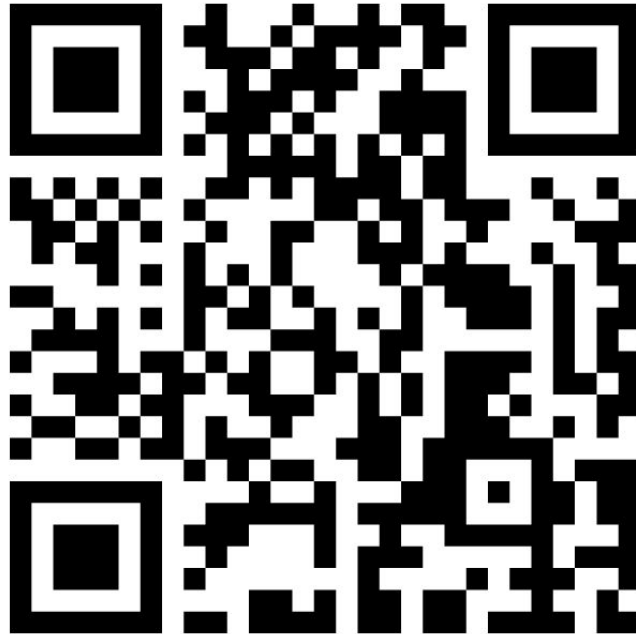
Part 3: Metrics & Action!

Making Change Happen/Goal setting
in D.E.I.

- Tracking metrics
- Communicating commitment to inclusion
- Action planning



How do you track diversity?



A formula for tracking diversity...

$$\mathbf{I + D = E}$$

Inclusion + Diversity = Equity

People belong that are statistically or numerically growing, then you can start to say whether or not that experience is equitable

It's easy to say let's increase people into a certain position, but can we retain them?

Measuring diversity

How do we measure diversity?



Diversity and Inclusion is Input
and Equity is the outcome.

Diversity- a numbers game.

Inclusion-How is that person
feeling, interacting, and able to
show up (or not show up) in the
workspace?

Metrics- D.E.I. Data



You are not your results!

What gets measured gets done.

D.E.I. Metrics can be a threat or a road map.

Measuring belonging

Engagement surveys: A diversity, equity, and inclusion survey aims to collect demographic data and analyze the lived employee experience.



What do we look for?



- People
- What we Practice- Culture
- Programs- Internal & External
- Power
- Policies

Tracking

- Pay equity & career growth
- Representation in Leaderships & Promotion rates
- Exit & retention Tenure
- Discrimination & harassment compliants.



The Value of Data Points



- No one data point will tell the full story!
- You must pull multiple data points!

Metrics & Accountability

Define: Who will be working toward these goals?

This is holistic work.

D.E.I. work is Organizational Culture

How do we make this a part of everything they do?

The metrics only matter if there is accountability.

So what/now what?

Feeling hesitant about doing the work of diversity, equity, & inclusion?

Start anyway!

Surveys, focus group, and listening sessions...

You don't have to go it alone!



Take Action!-The D.E.I. Detective

- Set up a clear process to start:
- Define what diversity means to your organization.
- Choose which metrics you will track.
- Collect the data through surveys, listening sessions, and focus groups.
- Decide the focus by quarter, and collect the data **only** if you are going to take action!



How will you communicate?

- Be transparent.
- Get into a cadence of sharing on a quarterly basis about your D.E.I. initiative.
- Own the numbers and be clear about actions.
- Communicate how important the work is to the organization and make it a natural part of your communication.

Making Change Happen

Goal Setting in D.E.I.

1. What is diversity to our organization?
2. In what ways do we want to begin tracking our efforts in regards to D.E.I.?
3. Which Metrics will we track per quarter?

Making Change Happen

Goal Setting in D.E.I.

1. What are 3 D.E.I. goals for our organization? By when will we accomplish these goals?
2. Who is accountable for the goals?
3. How will we communicate this to our staff/community/team?

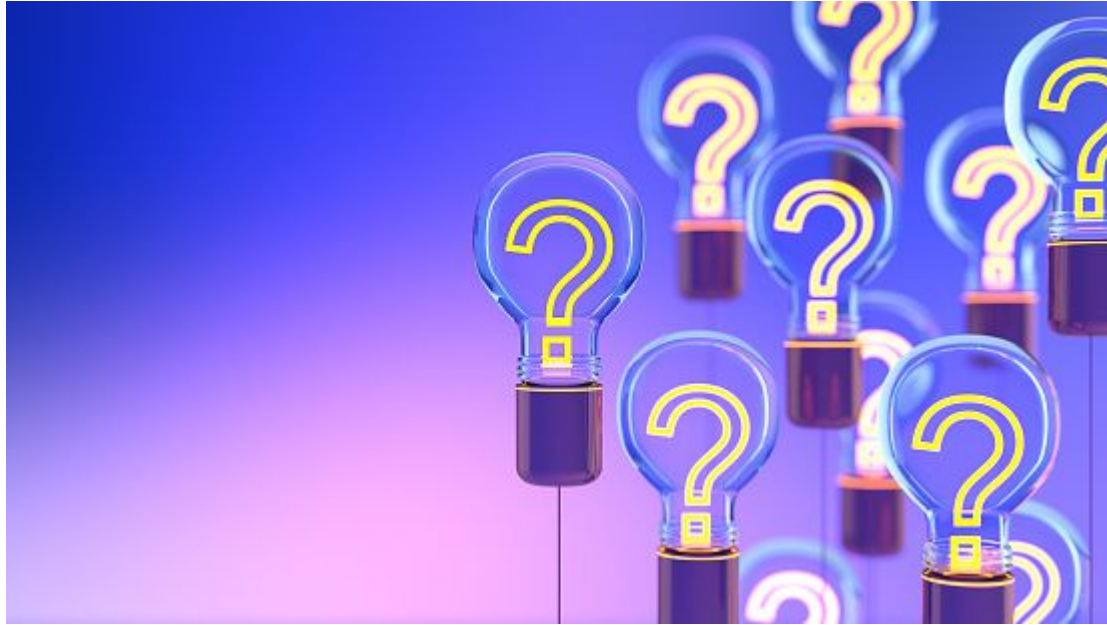
Making Change Happen

Goal Setting in D.E.I.

- How do we create buy-in?
- How do we “stay on message” in multiple locations?
- Rapport
- Trust?



What Questions do you have?



Thank you!

Ready to level up?

Set up an
exploration call
with our team!

Scan the QR Code or sign up at
<https://deioutdoors.com/contact>

