



*Charting  
Our  
Course*

# MSAE

Diversity & Inclusion  
Strategic Visioning Journey

Board and D&I Committee  
Orientation Meetings

## Summary

April 14, 2016

# Welcome!

*Amy Batiste, Founder & Catalyst in Chief*



*Charting  
Our  
Course*

**Design**

**Facilitation**

**Visualization**

*Helping Groups Navigate Learning, Planning & Change since 1998*

# Today...



## Purpose:

*Prepare for D&I Strategic Visioning Journey*

## Focus:

*Process Orientation & Framing*

## Objectives:

- *Learn about MSAE's D&I work, hopes, needs and expectations*
- *Create shared understanding about D&I*
- *Review D&I Strategic Visioning Process & Timeline*
- *Seek input and set project direction*

# Hopes & Expectations as we begin the D&I Planning Journey...

- Clarity
  - Focus
  - Roles
  - Tasks
- Everyone on same page
- Show Results
- Sustainability
- Grow
- Energy & Excitement
- Continuity & Momentum (Committee)
- What's Next? Tactics
- Model D&I for Members
- How do we bridge/align the Board, Committee, Staff & Members?
- How can we make a difference?

# Diversity:

- *Representation*
- *Counting People*

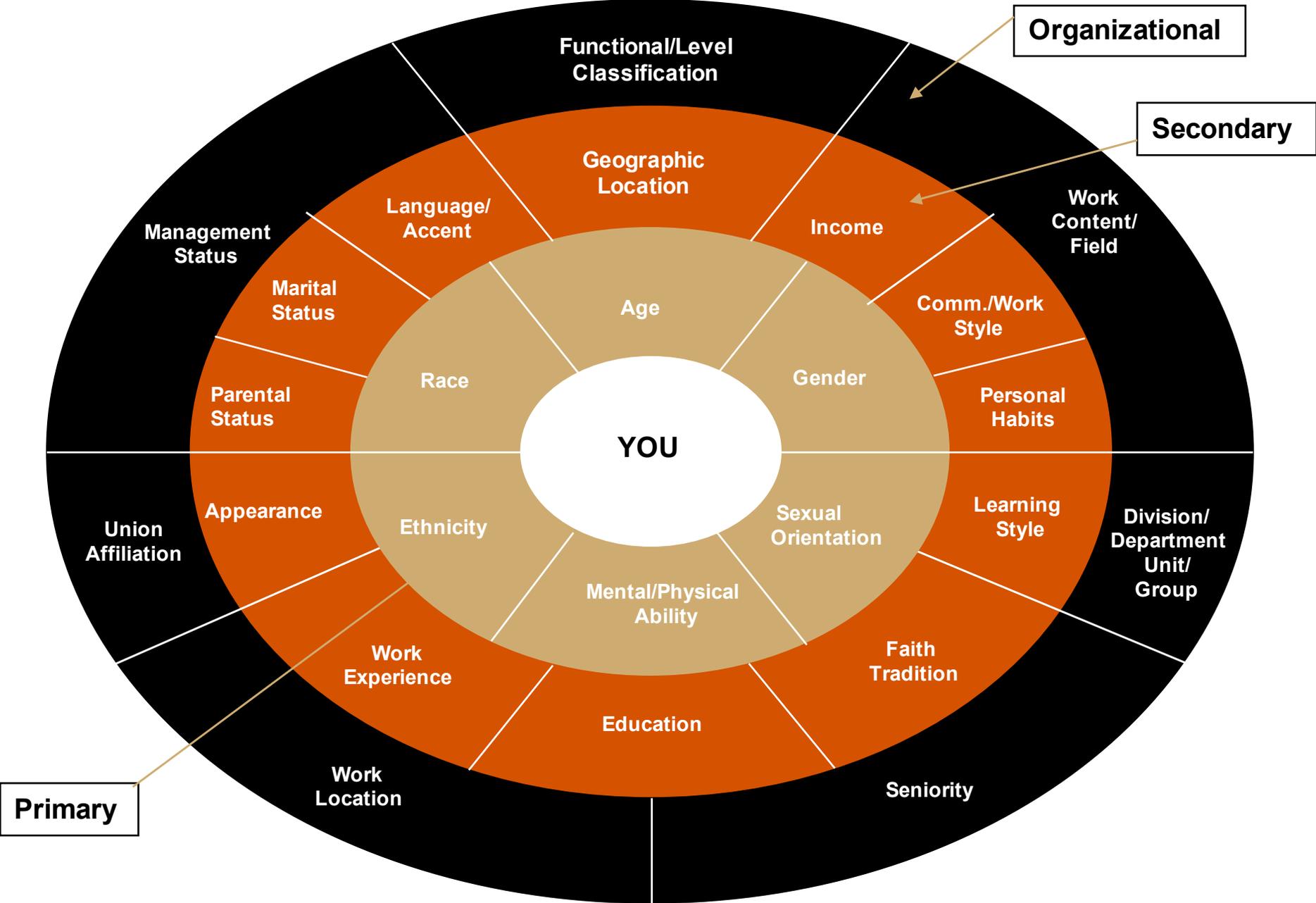


**We're a big fan of different.**

At Target, we believe that the most important part of our business is our people. The diverse backgrounds, ethnicities, experiences and lifestyles are what makes work fun, interesting and new. We applaud HACR's dedication to advancing the inclusion of Hispanics in corporate America. To learn more about the diverse team at Target, visit [target.com/diversity](http://target.com/diversity).

all together 

# Dimensions of Diversity



# Inclusion:

- *Actions & Behaviors*
- *People Count*



Be **in**novative.  
Be **in**spired.  
Belong.

3M is where individuality is celebrated. Where you'll connect and take risks. Where you can truly be yourself and be heard. Where you'll shine.

I'm **in**. Are you **in**?

**Connect with us**  
Explore opportunities at [3M.com/careers](https://www.3m.com/careers)

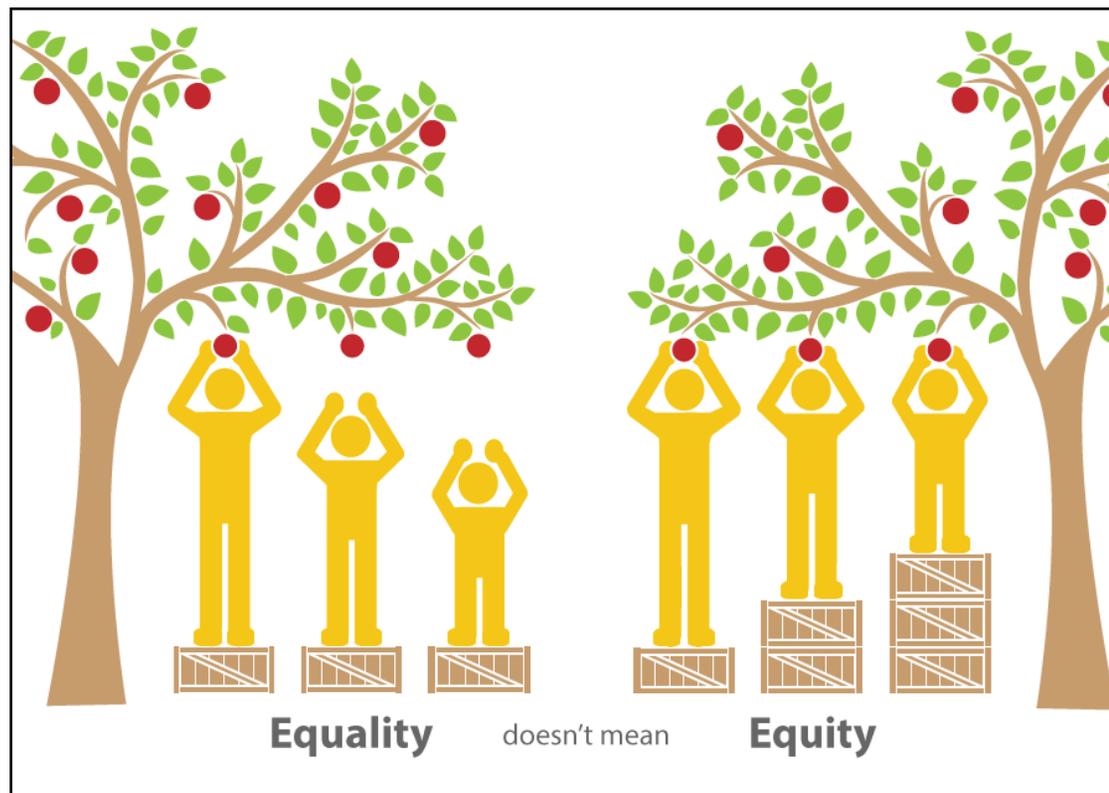
   

**3M**

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# Equity:

- *Access to Resources & Opportunities*
- *People Can Engage, Thrive & Succeed*



- *Race*
- *Gender*
- *Education*
- *Employment*
- *Health*

Source: [60millionsdefilles.org](http://60millionsdefilles.org)



# What do we mean?

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## Diversity:

- Representation
- Counting People

*What are examples of strengthening diversity?*

### *Examples Discussed:*

- Race
- Language
- Age
- Mindset
- Happens over time
- A bridge to inclusion

## Inclusion:

- Actions & Behaviors
- People Count

*What are examples of actions and behaviors that are meaningfully and measurably inclusive?*

### *Examples Discussed:*

- Intention
- Reaching Out
- Welcoming Feeling
- Communication

## Equity:

- Access to Resources & Opportunities
- People Can Engage, Thrive & Succeed

### *Examples Discussed:*

- Scholarships
- Opportunities

*DEI = can be a continuum or cycle*

# Getting to Know You



The Midwest Society of Association Executives (MSAE) is the 'association for associations' in the Midwest. Our mission is simple: to advance and serve associations in Minnesota, North Dakota and South Dakota. MSAE is your resource for professional development, continuing education, career growth, and connecting you with other association professionals. MSAE is a community of more than 1,000 association members from nearly 300 Midwest associations.

#### **Mission**

To advance and serve the association management profession in Minnesota, North Dakota and South Dakota.

#### **Vision**

MSAE, our members and their associations will thrive and grow.

#### **Values**

Integrity, Passion, Connection, Responsive, Inclusive

#### **Value Proposition**

For association executives and their staff in the upper Midwest, who need to stay informed of trends, meet organizational challenges and obtain opportunities for professional development, MSAE is the key resource they can count on to meet their needs.

MSAE offers cost-effective programs and resources specifically targeted to association executives. MSAE is a full-service organization devoted exclusively to the promotion, advancement and development of association professionals and the organizations they serve.

#### **Goals**

- MSAE members will have the necessary education, information and other resources to thrive and grow.
- MSAE members will be engaged to ensure their associations can thrive and grow.
- MSAE is a well-run organization positioned to serve it's members.

#### **Diversity & Inclusion**

In principle and in practice, MSAE values and seeks diversity and inclusiveness within the association management industry. MSAE advocates for and promotes involvement, innovation, and expanded access to leadership opportunities that maximize engagement across underrepresented groups in MSAE's membership. MSAE will provide leadership and commit time and resources to accomplish this objective while serving as a model to other associations.

*Source: [msae.com](http://msae.com)*

# What is already under way?

## MSAE 2016 – 2018 Strategic Plan:

Develop D & I Resources for Members	D & I Committee	On-going	D & I	Minimum of 2 new resources
Incorporate Diversity into education, publicity, presentations	D & I Committee to help identify potential diverse speakers	On-going	D & I	Committee recommends 6 possible speakers & serves on other committees

Explore opportunities to be more inclusive and representative of community.				
Cultures	D & I	Committee est. 4/9/15	Diversity Task force	Sustainability
Generations	Staff		Staff	New members
Dakotas	Staff	July 2016	Staff	New members

D & I sponsor funding program to fund D & I efforts		Info out to current participants for 2016	D & I	D & I projects are funded via sponsor \$
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# Getting to Know You

*Why is D&I a strategic priority for MSAE?*

*What might MSAE gain by focusing on diversity and inclusion?*

# Getting to Know You

*What is the D&I Committee's Charge?*

*What big questions does this process need to help you answer?*

# Getting to Know You

*What have you accomplished?*

*What have you learned?*

*Where are you stuck?*

## **Committee Activities:**

- Reach out to identity groups
- Demographics
- Member Survey
- Dues Structure Analysis
- Welcoming Promotions
- D&I Presentations
- Provide Tools
- Create Awareness
- Diverse Presenters
- Scholarship
- Mentorship
- Board Training
- Diversity Leadership
- Other Committees
- Diverse Thought
- Assess Ourselves

# Recommended Process Objectives

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## Build Knowledge

- *Identify areas of organization need and impact.*
- *Learn the fundamentals of diversity, equity and inclusion.*



## Increase Effectiveness

- *Engage the Board and staff in a strategic dialogue to generate new insights and explore how cultural competency and D&I align with organization effectiveness.*



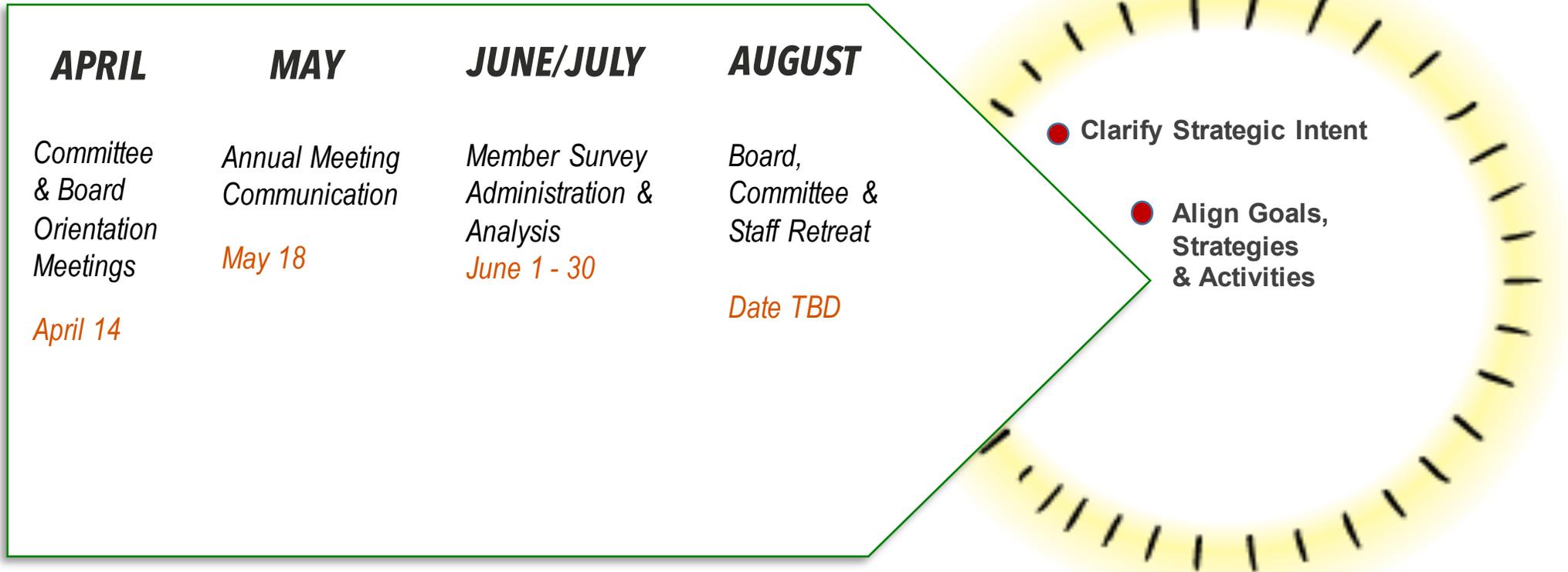
## Create Value

- *Engage the Board and staff in a strategic dialogue to generate new insights and explore how cultural competency and D&I create value for MSAE and its members.*

# THE STRATEGIC VISIONING PROCESS

**DURATION:** April – August 2016

**DESTINATION? OUTCOMES?**



**CRITICAL SUCCESS FACTORS??**

**BOARD NEEDS??**

**COMMITTEE NEEDS??**

# Elements of D&I Strategy

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- Business Case
- Hiring
- Retention
- Recruitment
- Employee Development
- Learning (Training & Development)
- Employee Involvement
- Social Responsibility
- Outreach
- Supplier Diversity
- Marketing
- Communications

## Hopes & Aspirations

- *Clarity*
- *Progress*
- *Results (Measure & Define)*
- *Everyone at table in same conversation*
- *Grow*



## Cautions & Challenges

- *Requires personal mind shift*
- *A Plan*
- *Limited Resources*
- *Means Change*
- *Limited Diversity (Racial)*

## Beliefs & Principles

- *Lead*
- *Stay true to mission*
- *Be good stewards of members \$\$*
- *Be visionary*
- *Be inclusive*
- *Be open-minded*
- *Be brave enough to have honest conversation*

## What's Emerging... Issues & Questions to Explore

- *Who do we need to become to do what needs to be done?*
- *How do we define success?*
- *What does success look like?*
- *What elements under our control should we leverage to maximize our effectiveness?*
- *How do we know if members see the value of this work?*
- *How do we involve all of our members?*
- *How do we create a mind shift for members?*
- *What opportunities do our members need?*
- *How can we be a model? Talk the talk & walk the walk?*
- *What resources can we provide?*
- *How do we make it stick?*
- *How do we measure progress?*
- *How do we utilize limited resources to make a difference?*

# Wrap Up & Next Steps



## **Purpose:**

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