



Associations North Diversity & Inclusion Toolkit

With myriad articles, videos and other resources online about diversity and inclusion (D&I), finding the tools most relevant to your association can seem an overwhelming task. Associations North has done the homework for you to curate content from other D&I materials online to offer you a one-stop-shop for finding and comparing resources by relevant topic area. These resources are aimed at helping association leaders like you to:

1. Increase D&I in your own organization's practices/culture.
2. Build D&I in the industries and professions you serve.

EXAMPLE DIVERSITY TOOLKITS

- [Association Forum Welcoming Environment Resource Kit](#)
- [ASAE Diversity & Inclusion Resource Site](#)
- [National Inclusive Excellence Webinar](#)
- [MN State Bar Association Toolkit](#)

TALKING POINTS ON THE BUSINESS CASE FOR DIVERSITY & INCLUSION

- Diverse and inclusive business practices help connect your association's message, services, and membership opportunities with a larger and more diverse population of professionals.
- Diverse teams with varied perspectives bring better, more profitable solutions to the table.
- Affective diversity [and inclusion] programs are associated with an 18% increase in productivity. (National Urban League).
- D&I initiatives, practices, and policies help avoid discrimination liability.

EXAMPLES:

- [American Veterinary Medical Association](#)
- [Huffington Post article on the business case of D&I](#)
- [Interview with Deloitte Executives on the business case for diversity and inclusion](#)

D&I FAQs

- [Association Forum](#)

DIVERSITY & INCLUSION RESEARCH & DATA

Vetted Solutions D&I Study showing the following statistics:

1. 81% of respondents view D&I as part of their association's core values.
2. 45% say they don't have an action plan for implementing D&I initiatives.
3. Nearly 55% of respondents said their top challenge in creating a diverse workforce is finding qualified diverse applicants. [Learn more.](#)

MORE:

- [National Diversity Council, Corporate Diversity Research](#)

DIVERSITY & INCLUSION STATEMENTS

Associations North:

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

MORE:

- [Association Forum](#)

DIVERSITY & INCLUSION IN PRACTICE - REAL WORLD EXAMPLES

- [Associations Forum](#)
- [MN State Bar Association](#)
- [American Dental Association](#)
- [For-Profit Examples](#)

OTHER RESOURCES

Associations North History Timeline:

Learn more about [Associations North D&I history](#) and find resources to get started on your own D&I journey.

Definition of Diversity, Equity and Inclusion

Associations North:

- Diversity – People of all backgrounds, races, cultures, traits, ethnicities, genders, sexual orientations, ages, physical abilities, family structures and perspectives.
- Inclusion – Creating an environment where differences are equally welcomed and valued.
- Equity – *no official statement*, key concepts:
 - Requires fair treatment, inclusion, justice, access and opportunity for all.
 - Differs from diversity and inclusion.
 - Acknowledges that historical and contemporary injustices and unequal outcomes exist.
 - Takes unbalanced conditions into account.
 - Ensures that concrete actions and steps are taken to customize policies, programs and practices to ensure that historically marginalized groups and individuals succeed.

MORE:

- [Equity definition](#) (page 20)
- [Diversity definition](#)
- [Human Rights Campaign Foundation](#)

Sources for more D&I continuing education:

- [University of St. Thomas Forum for Workforce Inclusion Webinars & Events](#)
- [American University Center for Diversity and Inclusion](#)

HAVE MORE RESOURCES TO SHARE?

Email us and we'll post!