

A top-down view of a workspace with a dark wooden desk. In the upper right, a smartphone lies next to a pencil. Below them is a laptop keyboard and a pair of black-rimmed glasses. In the bottom right corner, a white cup of coffee sits on a matching saucer.

How to Have DEI Conversations in the Workplace

with Gennean M. Scott

Gennean M. Scott

VP of Human Capital & Inclusion
Omaha Performing Arts

Newly appointed head of EDI for
The Broadway League

Co Founder of BALA (Black Arts
Leadership Alliance)

Member of (WOCA) Women of
Color in the Arts

EDI Consultant for Boise State –
Morrison Performing Arts Center

Founder & Director of I AM Dance



From his Letter from a Birmingham Jail, Dr. King wrote:

“I have almost reached the regrettable conclusion that the Negro’s great stumbling block in his stride toward freedom is not the White Citizen’s Council-er or the Ku Klux Klanner, but the white moderate, who is more devoted to ‘order’ than to justice; who prefers a negative peace which is the absence of tension to a positive peace which is the presence of justice; who constantly says: ‘I agree with you in the goal you seek, but I cannot agree with your methods of direct action’; who paternalistically believes he can set the timetable for another man’s freedom; who lives by a mythical concept of time and who constantly advises the Negro to wait for a ‘more convenient season.’ Shallow understanding from people of good will is more frustrating than absolute misunderstanding from people of ill will.”

Discussion

What We Will Discuss

Recruitment &
retention of diverse
staff, donors and
Board members

Importance of
diversifying donor
base

Donor diversity
plan

Terminology

- **Diversity** is the representation of all our varied identities and differences
- **Equity** seeks to ensure fair treatment, equality of opportunity, and fairness in access to information and resources for all.
- **Inclusion** builds a culture of belonging by actively inviting the contribution and participation of all people.

Why inclusive recruitment is important



We serve a diverse group.



Diversity of thought and experiences



Builds reputation of valuing differences



IT'S THE RIGHT THING TO DO!

Ideas to prepare work environment for retention

- Training – Ex: Implicit Bias & Ally training
- Form a taskforce or small committee
- Create diversity goals to recruit from marginalized groups
- Develop and share report
- Use job boards & sites strategically



CEO involvement is key



Model this
commitment



Look at
organizational
policies and
act



Set aside
actual dollars



Discuss the
uncomfortable topics of
equity, diversity and
inclusion

Board and Donor Diversity

- How does your organization recruit your Board?
- How does your organization cultivate new donors?
- What is the population your mission says it is to serve & how does that translate into Board and donors?
- How does your community know about you?
- Are there assumptions being made?



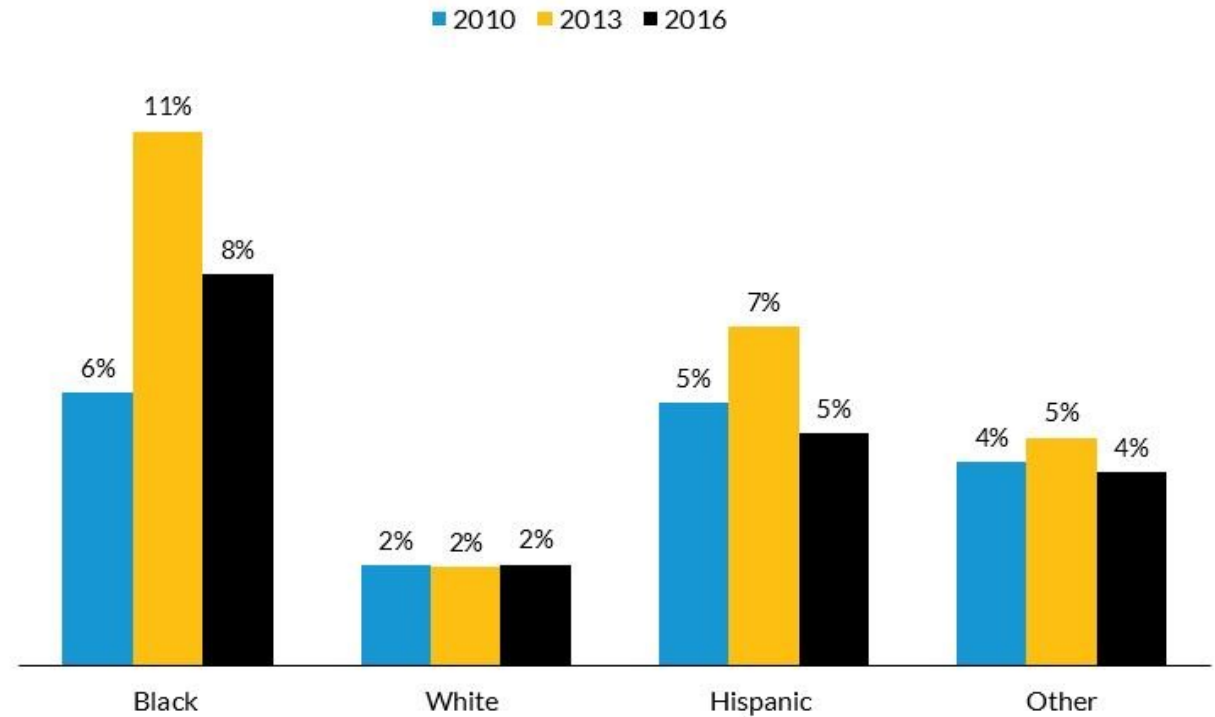
Facts & Figures

- 90% of Boards are White.
- 85% of Senior Staff are White.
- 73% of Donors are White.
- In 2045, 54% of the population will be BIPOC.
- In 2019 for the first time more than half of the US population, 16 and under identified as racial or ethnically diverse.
- Since 2010 the White population has declined in all 50 states.

Historical giving & BIPOC communities

- Historically White giving has hovered around 2%.
- BIPOC communities average giving at a much higher percentage despite the wealth gap.

Charitable Giving as a Share of Median Family Wealth, 2010–16



Source: Calculations from Survey of Consumer Finances. Percentages are rounded to the nearest whole number.

URBAN INSTITUTE

The real reason why we haven't diversified

We fundraise
from who we
know

Implicit bias

Intentionality

Lack of
knowledge about
changes in wealth

Victimization

Programs don't
interface with
BIPOC community



So now what? Donor Diversity Plan

- Look at your demographics.
- Surveys of community leaders.
- Who are the influencers?
- What Affinity Circles exists?
- Where is the wealth held in the community?
- What businesses or organizations are staples?
- Form a sub campaign committee utilizing mix of staff and community.

Philanthropy is commendable but it must not cause the philanthropist to overlook the circumstances of economic injustice which make philanthropy necessary.

- Dr. Martin Luther King Jr.

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