## Association Forum

## WELCOMING ENVIRONMENT® ${ }^{\circledR}$ BEST PRACTICES

## STRATEGIC PRIORITIES:

- Make diversity part of the strategic plan for the entire organization.
- Create a formal diversity \& inclusion plan with metrics and hold staff and members accountable.
- Incorporate diversity and inclusion sensitivity training for volunteer leadership and organizations staff.
- The Profiles in Diversity Journal, is a bimonthly emagazine focusing on diversity/inclusion in business, government, nonprofit, higher education and military settings. The focus of the journal is senior leadership, best practices, workforce diversity strategies, and recognition of employee contribution.
- Focus on outreach globally, both cultural and language.
- Benchmark your internal organizational metrics to the industry's metrics.
- Offer products and services in global languages and delivery methods.


## GOVERNANCE STRUCTURE:

- Ensure that the diversity of your membership is reflected in your organization's membership.
- Showcase the organization's diverse leaders.
- Have succession planning for the organization's diversity plan.
- Create a diverse nominating committee for board nominations with formal written guidelines.
- Standardize requirements and interview questions for potential board members.


## MEMBERSHIP AND PROGRAMS:

- Identify the point at which individuals become interested in the field your association represents and reach out to diverse populations at that time (high school, undergraduate, etc.).
- Go to where diverse members are and recruit those members.
- Establish affinity groups or Shared Interest Groups that cater to various shared interests within the membership.
- Match less involved members with more involved members for mentoring purposes.
- Partner with more diverse organizations on programs and events.
- Include diverse faces in marketing materials including the organizations website.
- Invite diverse speakers as faculty to education programs.

