

# NONPROFIT UPDATE ● ● ●



## Strategies for Big I.D.E.A.s An SVA/Settlers Bank Nonprofit Business Briefing

On June 15, 2017, SVA and Settlers Bank hosted an educational luncheon where the discussion centered on organizational change around inclusion, diversity, equity and access. By embracing these concepts as organizational values, one can create space where positive outcomes can flourish.

Our speaker, Sandra Bonnici of Madison Children's Museum, shared her insights on the keys to develop and implement inclusion, diversity, equity and access (I.D.E.A.s), as well as how to create and maintain strong community partnerships. Sandra also discussed how to plan, resource and advocate goals that support I.D.E.A.s and how to create vibrant visitor engagement and educational programs. The concepts discussed included the following:

- Diversity and inclusion: Diversity is a fact of life, it exists everywhere, and it encompasses all those differences that make us unique, including but not limited to, race, color, ethnicity, language, nationality, religion and gender. Inclusion is a choice and denotes an environment where each individual member of a diverse group feels valued, is able to fully develop his or her potential, and contributes to the organization's success.
- Inclusion statement: It is vital to create an inclusion statement and to have it be foundational to everyday work. The statement holds the organization accountable, the entire staff and board should be involved in developing the statement, and it must be specific. The statement should identify what inclusion, diversity, equity and access mean to the organization.
- I.D.E.A.s strategies presented at the luncheon included:
  - Asking your staff what they think of the organization's efforts in each area of I.D.E.A.s
  - Creating a board committee, a staff committee and a leadership team who are focused on the priorities of the inclusion statement and human resource protocols. Buy in from the top is crucial!
  - Dedicating staff resources to aligning, organizing and wrangling the work. Every individual of the organization from entry level to director level should have a voice. It can be a messy process and can be difficult to budget resources for this type of work
  - Investing in training and professional development

- Using data (i.e. Race to Equity Report) to leverage funding
- Joining with other organizations in a similar field to provide accountability and to share resources

When reviewing decisions and policies surrounding I.D.E.A.s, ask yourself a couple of questions.

- Are we doing to or with our community?
  - Who is impacted negatively by this decision and are they at the table. How do we minimize it, remove it or change it?
- The speaker provided resources and partnerships that can help in an organization's transformational change. One of the resources includes the training on creating equitable organizations and racial justice offered by YWCA Madison. The speaker talked highly about the training and how it benefited their organization and staff. An organization can join with another cohort with a similar plan or look to trusted partners in the community that it works and engages with regularly to form a partnership on this matter.

We hope our summary of this educational luncheon helps you to make your organization a champion for I.D.E.A.s!