

# Roberto Quiñones

- United Way – Project Blueprint
- AT&T, AARP, ASAE – Diversity Committees, ERGs
- Wyndham, Red Cross – Nat’l Diversity Advisory Councils
- AAM

# Sandbox Ground Rules

- Safe zone for discussion
- There are no dumb questions
- No offense at assumed language
- Seek to understand first, clarify
- What happens in Vegas....
- Others?

# FOUR PILLARS of Diversity Focus

(Based on National Hispanic Corporate Council Model)

- INTERNAL
- EXTERNAL
- PHILANTHROPIC
- SUPPLIER DIVERSITY

# INTERNAL to your org's operations

What are the demographics of your:

- Board
- Leadership
- Staff
- Committees
- Volunteers

# INTERNAL to your org's operations

How are you developing an inclusive culture:

- Recruiting, employment statements
- Celebrations, holidays, recognition
- “Special” projects and committees
- The “voice” of your internal messages

# INTERNAL to your org's operations

Do you have targeted groups:

- Employee resource groups
- Affinity member groups
- Diversity & Inclusion committees
- Advisory councils

# EXTERNAL view of how your org looks and acts

What are the “optics” of:

- Your website
- Collateral materials
- Marketing & outreach programs
- Recruiting
- Fundraising programs
- Communication channels

# EXTERNAL view of how your org looks and acts

Who are the people:

- Representing the museum
- Speaking at the museum
- What types of events



## EXTERNAL view of how your org looks and acts

What targets diverse audiences:

- Ongoing programs
- Special celebrations/events – heritage, veterans, +baby
- Visitor benefits
- What do you track?
- How accessible is your facility?

## EXTERNAL view of how your org looks and acts

Targeted participation of org and staff:

- Community organizations
- Associations – civic, professional, business
- Chambers
- Colleges, universities

## PHILANTHROPIC efforts and community

- What programs/events target specific audiences and facilitate their inclusion?
- How do you partner to provide a benefit to their needs?
- In-kind support?
- Scholarships, fellowships, internships, discounts/fees structure
- Creative corporate – community – museum partnerships

## SUPPLIER DIVERSITY: leveraging purchasing power

- Are you buying products and services from targeted companies, consultants, or even other nonprofits?
- What diversity metrics do you request in an RFI, RFP, or include in your contracts?
- Oscars “inclusion rider”

# **REFLECTIONS**

## **on Board Diversity**

# WHY do you need to do this?

- Beyond “doing the right thing” and “doing things right”
- Documented business case and ROI for diverse teams (*Forbes, HBR, consulting and recruiting top 4*)
- Demographic population, labor force, customer and donor base trends (*Pew Research and others*)
- Survival in light of global inertia

# WHO do you consider?

- Community “usual suspects”?
- Solving “world hunger” or your museum’s needs?
- Token representatives or functional subject matter experts
- Perceived level of acculturation versus community ties
- Track record as change agent

# WHERE are they now?

- Corporate employee affinity groups
- Diverse professional industry/field/community organizations
- Government advisory councils
- Fraternities, sororities, alumni societies, leadership development programs
- In other cultural organizations



# WHAT do you need to consider?

- Are your Chair, Director and “silent stakeholder” on the same page?
- What is your onboarding and support process?
- Is this a “safe” sandbox

# **HOW do you start to engage, foster and leverage?**

- Ad hoc needs, advisory panels, volunteer programs
- Heritage or specialty day/month events
- Relationships and trust earned over time
- Leverage involvement in their communities

# *Roberto Quiñones*

- Thank You for participating!
- Constructive feedback welcome
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- Let's connect on LinkedIn