AMWA’s 2024-2027 Diversity, Equity, and Inclusion Strategy

Preface

This is AMWA’s initial strategic plan to foster diversity, equity, and inclusion (DEI) efforts for the organization. While this is an ongoing commitment, the Board of Directors (BOD) has laid out the following goals and objectives for 2024-2027.

To support many of these goals and objectives, we will establish a DEI Committee. The committee will:

- Collect, review, and analyze the available DEI-related data and resources in order to help identify AMWA’s trends, gaps, and needs.
- Recommend initiatives and actions for BOD consideration.

The board’s long-term goal is to create DEI initiatives in support of AMWA’s mission. This strategic plan covers the organizational areas outlined below.

Governance and Volunteerism

1. The AMWA BOD will take a proactive approach to DEI. The BOD will:
   a. Determine the resources, budget, task forces, or committees needed to support DEI strategy execution on an annual basis.
   b. Communicate current goals and provide updates on the implementation of the DEI strategy to AMWA members.
   c. Audit AMWA’s key governance documents and statements to determine where DEI principles could be included and update as needed.

2. The AMWA BOD will foster an inclusive and equitable volunteer experience in order to diversify our volunteer community in accordance with the principles in AMWA’s DEI statement. The BOD will:
   a. Use reports on the demographics of medical communicators, members, and volunteers to identify trends and gaps that need to be addressed.
   b. Incorporate AMWA DEI definitions, goals, and general education in training for staff and volunteer leaders.
   c. Review and update leadership recruitment processes to identify members’ barriers to volunteering and remedy these barriers whenever possible.

Education and Career Development

1. Integrate DEI content and a diverse group of content leaders into AMWA meetings, programs, publications, and events. This will include:
a. Identifying the skills and competencies needed to be an inclusive medical communicator and updating as needed.

b. Creating processes that encourage and engage a diverse group of presenters and subject matter experts in AMWA meetings, events, and content development programs.

c. Incorporating content into AMWA educational offerings that share DEI best practices for medical communication.

**Membership Value and Experience**

1. Create a diverse, inclusive, and equitable experience for all AMWA members. This will include:
   a. Establishing a sustainable method for assessing member demographics and needs.
   b. Assessing how our programs are delivered and improve accessibility.
   c. Examining our marketing and recruitment efforts to determine where the AMWA DEI principles could be included and incorporated.

2. Enhance awareness of opportunities for medical communication careers within underrepresented populations. This will include:
   a. Clarifying which populations are underrepresented in the medical communication field.
   b. Inviting members of underrepresented groups to share their needs and concerns to learn how AMWA can collaborate to improve the membership experience.