

MSAE Diversity & Inclusion Strategic Initiative

MSAE's mission is to serve the association management profession.

Through this initiative, MSAE answers the call of MSAE members to lead.

Board Commitment

At the MSAE Board October 2014 Strategic Planning Session, three strategic initiatives were determined for MSAE. Diversity and Inclusion (D&I) was one of them. ***The MSAE board understands the business case for diversity and inclusion.***

In 2015, the MSAE board formally voted in favor of establishing the D&I Committee.

The CEO of ASAE assigned a key employee to lead a planning session, and a key partner committed thousands of dollars to cover all costs of this planning session.



Our Work is Supported at the Local Level

Committee members represent large statewide associations throughout the MSAE membership.

Key leaders are at the table to support this initiative – including those who have not had past significant involvement with MSAE.

Our D&I initiative has already resulted in *GROWTH* for MSAE in membership, engagement, and funding.



MINNEAPOLIS AREA Association
of REALTORS®



And Our Work is Supported at the National Level

- ASAE supports MSAE's D&I Committee
- ASAE has OK'd our statement of purpose, based on their own statement
- 17-year DELP scholarship program
- 20+ year commitment to D&I
- Key executive dedicated to D&I
- D&I Party and activities at Annual Conference



MSAE D&I Committee Leadership with ASAE CEO John Graham at ASAE's D&I Party



ASAE 2015 Class of DELP Scholars



Current activities and Future Plans

Since the initiative was mandated by the board, these activities are under way:

Presentation to membership at Fall Leadership conference, and Annual meeting

Monthly 2-hour committee meetings

Two sub-committees formed and working on work plan and board-mandated D&I training

Article in Focus Newsletter

D&I Committee member on Fall Leadership Conference Committee

Inclusiveness Index (MSAE investment \$195)



Committee Statement of Purpose

In principle and in practice, MSAE values and seeks diversity and inclusiveness within the association management industry.

MSAE advocates for and promotes involvement, innovation, and expanded access to leadership opportunities that maximize engagement across underrepresented groups in MSAE's membership.

MSAE will provide leadership and commit time and resources to accomplish this objective while serving as a model to other associations.



Committee Approval - formally approved by committee on 8/3 to guide the development of a work plan for board approval



Board Support – Committee requests board approval of statement as a demonstration of support.

What do we
want our Legacy
to be?

Supporting Diversity and Inclusion leaves a lasting legacy of leadership, sustainability, and healthy organizational growth for MSAE.

