

MSAE Diversity and Inclusion Statement

- 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.

Diversity Definition

- People of all backgrounds, races, cultures, traits, ethnicities, genders, sexual orientations, ages, physical abilities, family structures and perspectives.

Inclusion Definition

- Creating an environment where differences are equally welcomed and valued.

Vision of Success

- MSAE will engage the association industry and affiliates in Minnesota and the Dakotas by being an inclusive community, providing opportunities for career development, networking and advancement for all members and participants.

Case for Change

- In order to be an inclusive community for the association industry in Minnesota and the Dakotas and provide relevant and essential education, MSAE must reflect diversity of thought and perspective.
- A more diverse membership will help to advance, develop and enrich the organization.
- Creating a strong culture of diversity and inclusion will help MSAE achieve its mission by:
 - Sustaining membership growth
 - Fostering valuable thought leadership
 - Driving advancement of diverse talent by offering development and engagement opportunities
 - Encouraging the industry to increase diverse representation

MSAE Strategic Areas of Focus and Goals

- Members
 - Grow membership and the quality of engagement through increased diversity.
 - Increase the diversity of event attendees and presenters.
- Industry
 - Support initiatives that communicate the benefits of a diverse workforce and leadership in the industry.
- Leadership (Volunteers & Staff)
 - Offer D&I education and tools for MSAE leaders and staff.
 - Support increased diversity in MSAE leadership ranks

Goals	Actions	Priority/Timing	Resource Needs
Grow membership and the quality of engagement through increased diversity	Outreach to identity based groups – step one is for volunteers to look at their professional and personal relationships and identify who they know who might have a connection with such groups	2015-16	Volunteer and staff time
	Encourage members to voluntarily provide demographic data	2016	Staff time, perhaps costs for changing database
	Survey members and non-members [what questions do we ask and who do we ask?]	2016	Staff time, perhaps costs for changing database
	Consider a new membership and/or dues structure to attract young professionals and volunteer leaders from small organizations w/o staff	2016-17	Staff time
Increase the diversity of event attendees and presenters	Use more diverse photographs in marketing messages in order to show inclusiveness	Immediately	Staff time
	Develop D&I sessions at MSAE events – utilize relationships	2016 (started)	Volunteer engagement and staff time
	Work with members, affiliates and outside organizations to identify potential diverse speakers	Ongoing (started)	Volunteer engagement and staff time
	Create a scholarship program for underrepresented demographic groups to attend MSAE events	2016-17 FY	5 attendees at each – per person costs: Expo = \$65, Leadership Conf = \$135, Holiday Party = \$35

Goals	Actions	Priority/Timing	Resource Needs
Share information about the D&I plan	Share information on the MSAE D&I plan and facilitate best practices with links to existing outside resources (tool box for members)	Ongoing (started)	Volunteer engagement and staff time
Support initiatives that communicate the benefits of a diverse workforce and leadership in the industry	Present more information about the value of diversity via MSAE communications	2015 (started)	Volunteer engagement and staff time
	Gather industry demographic statistics	2016 (or part of survey)	Staff time
	Offer a diversity mentorship program	Longer-term	TBD
	Offer “how to be inclusive” resources to member associations	Ongoing	Volunteer engagement and staff time

LEADERSHIP: Volunteers on the Board, committees, work groups and staff

Goals	Actions	Priority/Timing	Resource Needs
Offer D&I education and tools for MSAE leaders	Complete the ASAE inclusion index assessment	2015 (done)	Minor cost – done
	Utilize outside training consultant to raise D&I awareness of the Board, committees and staff	2016 (started)	Board authorized RFP and expense for consultant
Support increased diversity in MSAE leadership ranks	Proactively promote diverse ethnic representation in MSAE leadership	2016	Nominations Committee commitment
	Work with committees to institute D&I plans throughout the organization	2016	Volunteer engagement and staff time
	Encourage diversity of thought	Always	Commitment by all leaders