Chapter Leadership & Inclusion Strategy

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Goals, Objectives

- In this interactive session, participants will explore Inclusion Best Practices as part of a chapter’s Strategic Plan and impacting the areas of:
  - College Relations
  - Diversity
  - Marketing
  - Membership
  - Programming, Professional Development
  - Sponsorship

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• Incorporate inclusion that is natural for your chapter, your community;
• Expand the brand of your chapter;
• Recruit and engage new members, strengthen succession planning;
• Increase program attendance; and,
• Elevate your game!
Sample JDs

CLA section of Volunteer Leader Resource Center” under the “COMMUNITIES” tab includes:

- JDs for chapter positions
Diversity Dir. JD can include

Responsibilities:

• Develop, distribute info/materials to chapter members
• Share w/ chapter examples of successful diversity efforts
• ID individuals w/ diverse backgrounds in local area who might be interested in joining chapter.
• Identify current chapter members w/ diverse backgrounds for volunteer leadership opportunities.
• Present, ID diversity programs, speakers, ID speakers w/ diverse backgrounds
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• Network w/ other diversity directors Develop diversity initiatives
• Participate in SHRM Diversity CLA conference calls and webcasts.
• Develop, implement short-term, long-term strategic planning for the chapter.
• Represent chapter in HR community.
• Attend monthly membership, BOD meetings.
Diversity is > Race

SHRM’s Definition of Diversity

At SHRM, we define diversity as “the collective mixture of differences and similarities that includes for example, individual and organizational characteristics, values, beliefs, experiences, backgrounds, preferences, and behaviors.”

Visible Diversity Traits
- Skin color
- Physical Traits
- Age
- Body Size/Type
- Physical Abilities
- Gender
- Religion
- Military Experience
- Geographic Location
- Personality
- Functional Specialty
- Work Background
- Education

Invisible Diversity Traits
- Socio-economic Status
- Sexual Orientation
- Ethnicity
- Culture
- Thinking Styles
- Marital Status
- Habits
- Native born/non native
- Parental Status
- Communication Style

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Starting Point

- “Diversity” versus “Inclusion”
- Diversity & Inclusion – not just race
- Compliance versus HCM or Change, Culture M’gmt
- National Demographics, Trends; Global Influence
- What are your Chapter’s goals, goals of your BOD?
Strategic Planning

• BOD should have strategic planning session before start of year, mid-year, …..
• Diversity & Inclusion goals and initiatives should be part of the chapter’s Strategic Plan
• Example and actions speak louder than words
• Inform, promote, sell (using varying media, format)
10 Strategies: 1 - 5

Ten Strategies for Achieving a More Diverse Membership

1. Set up a diversity task force or committee
2. Examine the demographics of your organization
3. Develop written materials that visually reflect the diversity that you wish to attain
4. Develop a diversity statement, set goals, and design diversity strategies
5. Include articles on diversity in your publications and presentations on the topic at meetings
10 Strategies: 6 - 10

6. Ensure that speakers are aware of and respectful to diverse participants
7. Design mentoring programs for potential members of all backgrounds
8. Reward, recognize diversity efforts of your members
9. Make your chapter visible in minority communities
10. Share your achievements with other chapters and w/ SHRM Headquarters
Resources

SHRM

- www.shrm.org

Volunteer Leader Resource Center
Ten Strategies for Achieving a More Diverse Membership

HR FL State Council

- www.hrflorida.org
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