

Equity & Your Organization: Gaining Buy In

Presented by La NRC
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Welcome!

What type of pushback do you experience with your organization?

This isn't how it's been done before

It's too political

"We don't have a problem."

Leadership is not receptive to idea or new perspectives because it is not their idea. No support!

Resources - finding the funding and/or time to put in the work

Too many other priorities

Open. Looking to add diversity.

Extremely cautious

Leadership that wants to do it right, so it takes a long time, and hasn't truly started

What type of pushback do you experience with your organization?

We should not move too fast. It's better to be more accurate in our approach

Micromanagement. No support.

agree cautious

Working against COVID-19, how to move forward

Denial of the problem. Other priorities- like financial.

Lots of uncertainty/anxiety

in a large organization, top leadership is needed and lots of red tape

mix

The Pushback...

- ▶ Statements made like: “ We can’t tell people what to do or think in their private lives.”
- ▶ Don’t want to get too “woo-woo” or emotional in a professional setting
- ▶ Fear of loss of funders/money
- ▶ Fear of loss of other types of support/resources
- ▶ Individuals not in agreement this type of work is needed

The Business Case

- ▶ Positive impact on the bottom line
- ▶ Talent retention
- ▶ Staying relevant! → *desire of authenticity & integrity by the public*
- ▶ Connect to new/growing markets

THE NUMBERS DON'T LIE.

Companies in the top quartile for **racial and ethnic diversity** are **35% MORE LIKELY** to outperform their respective national industry medians.

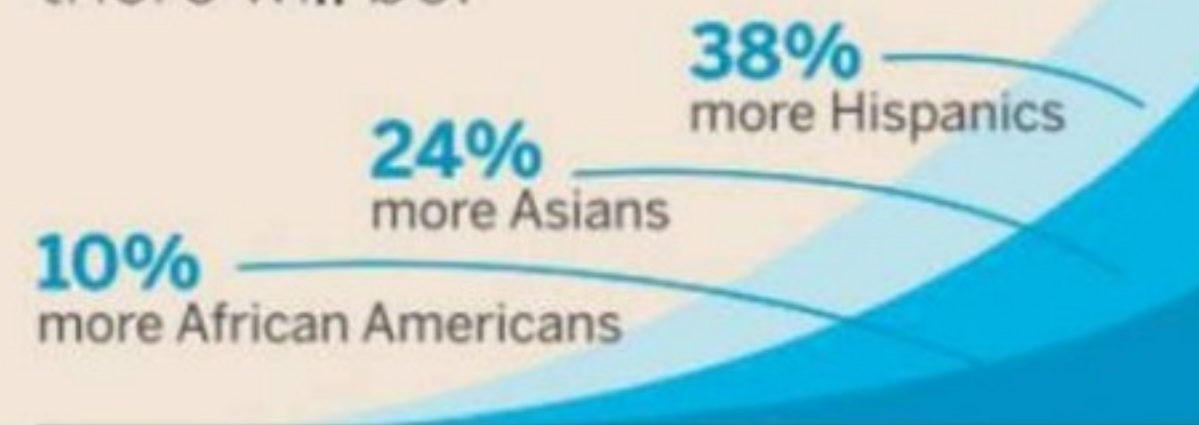


Source: *State of the Work*, D5, 2016



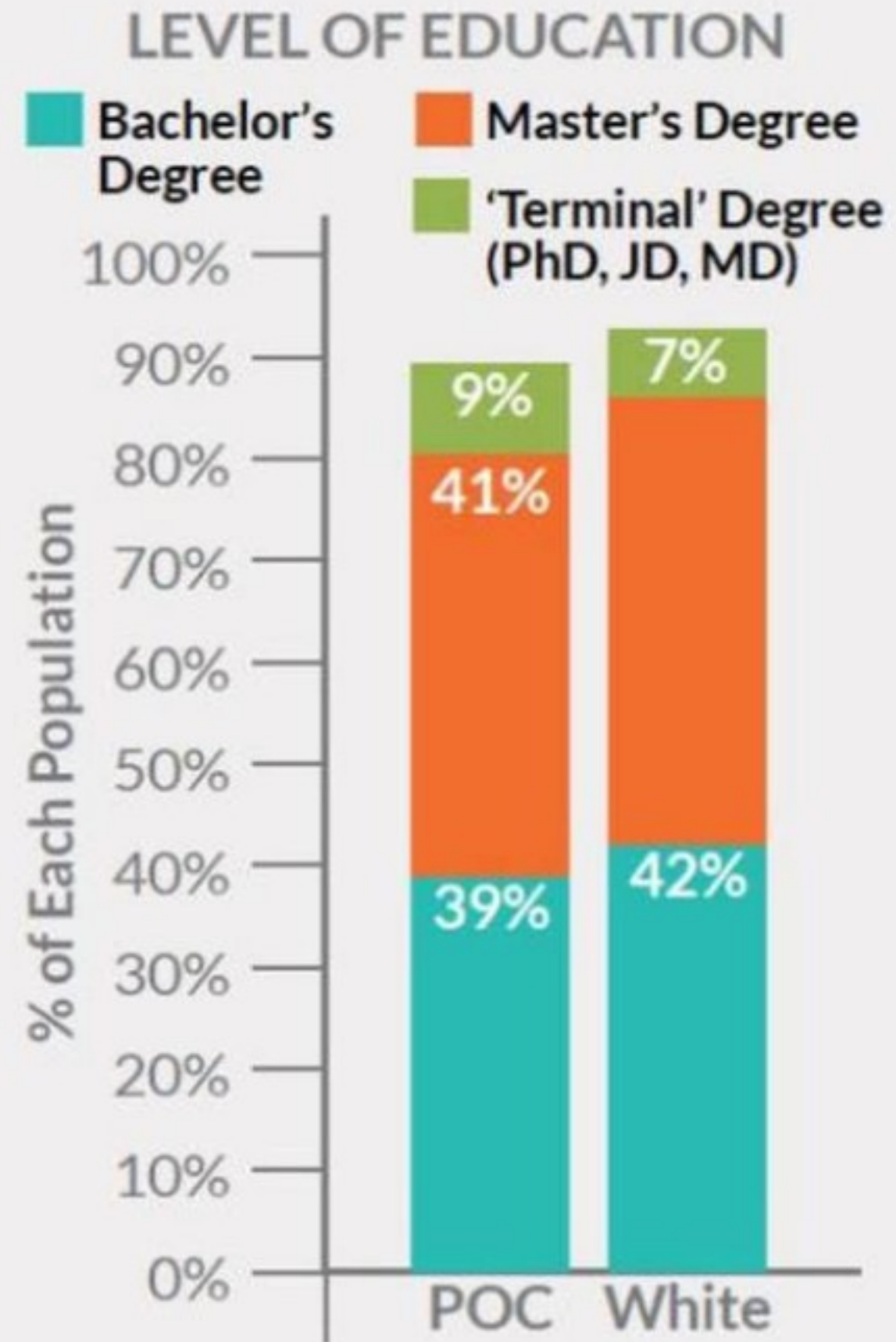
The median white family had a net worth of roughly **\$142,000** in 2013, while the median net worth of non-white families was just **\$18,100**²

In the workforce in 2022, there will be:³



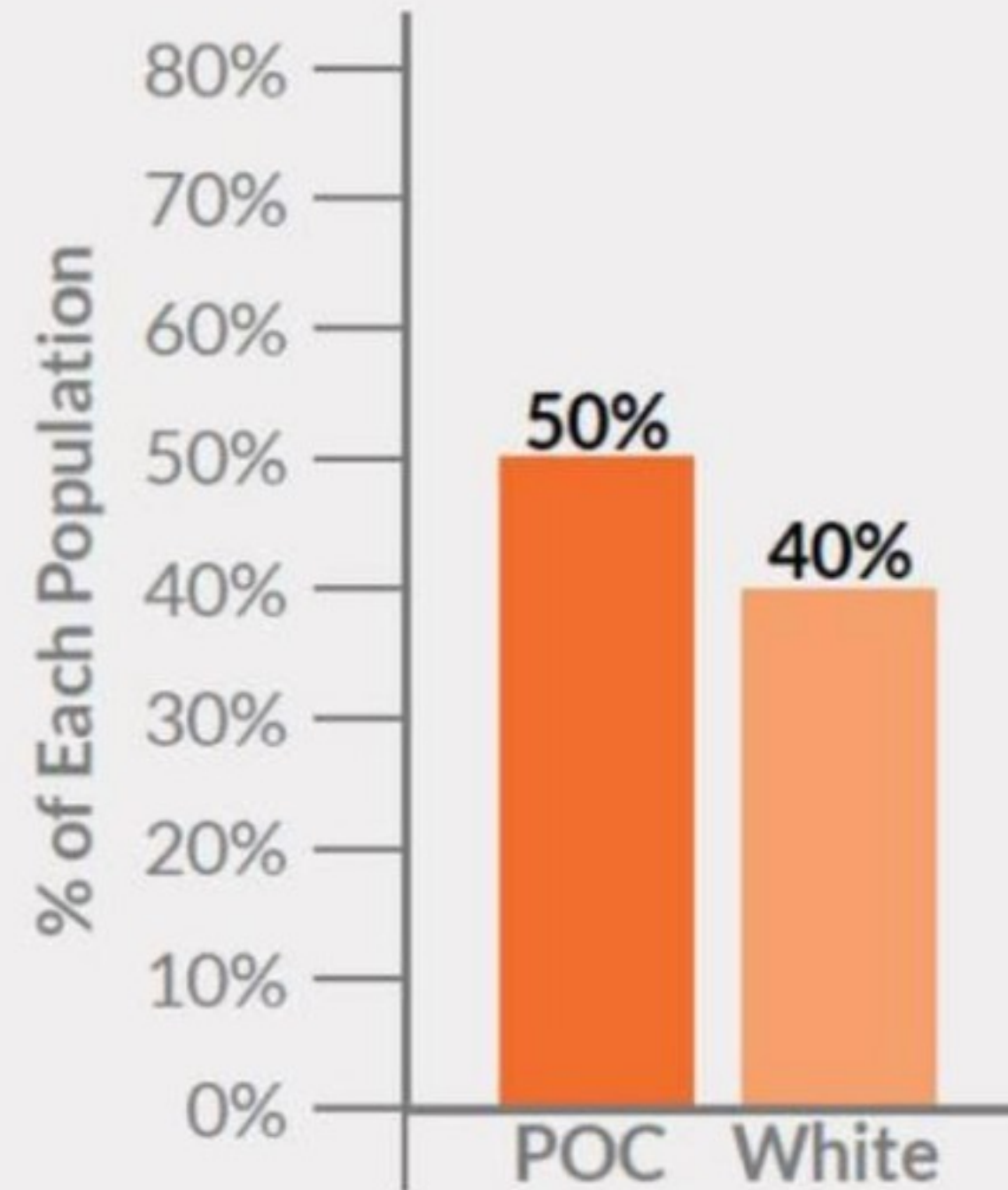
Source: *State of the Work*, D5, 2016

America is changing. Is the social sector?



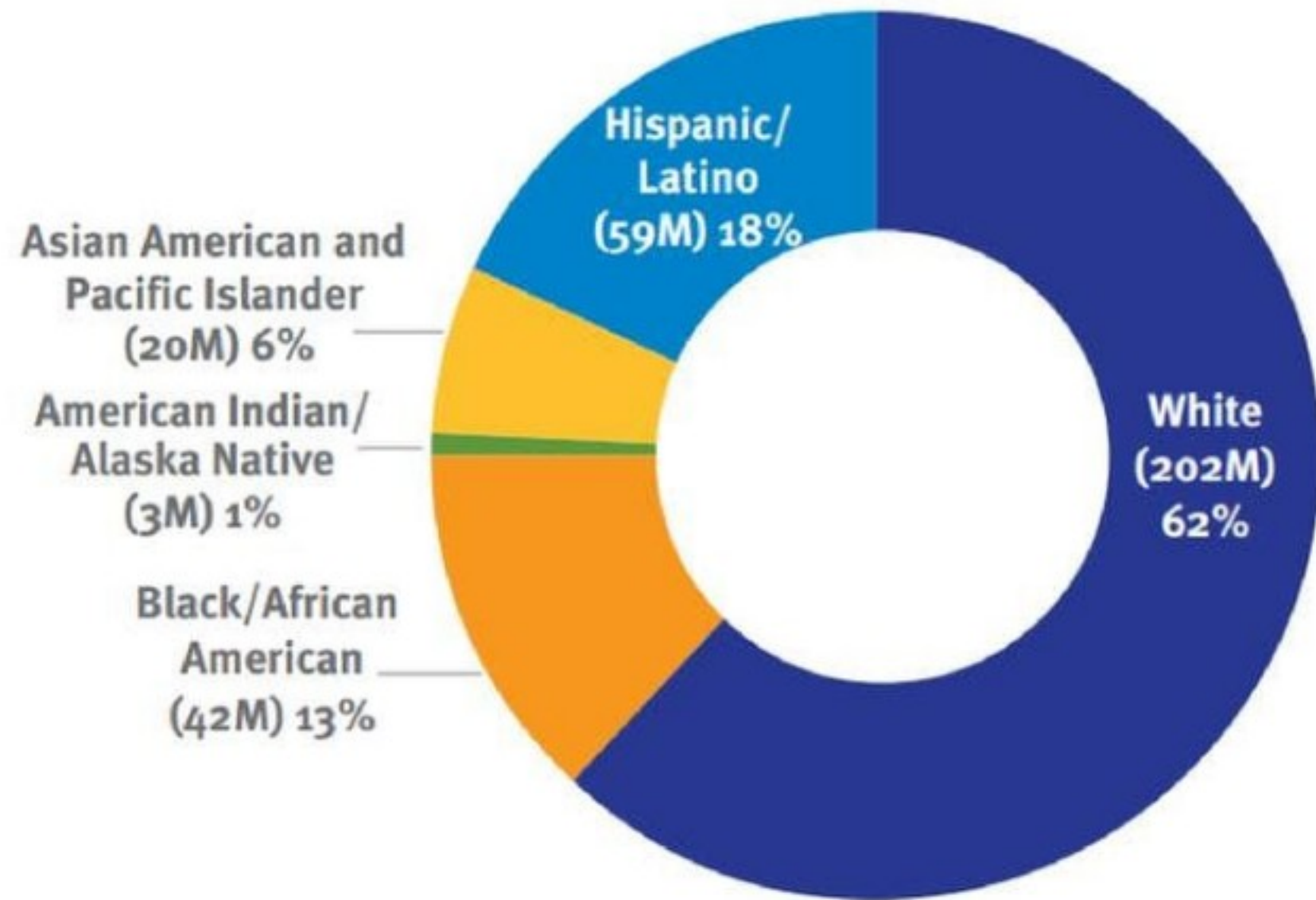
Source: *Race to Lead: Confronting the Nonprofit Racial Leadership Gap*, Building Movement Project, 2017

DEFINITE/PROBABLE INTEREST IN NONPROFIT ED/CEO ROLE

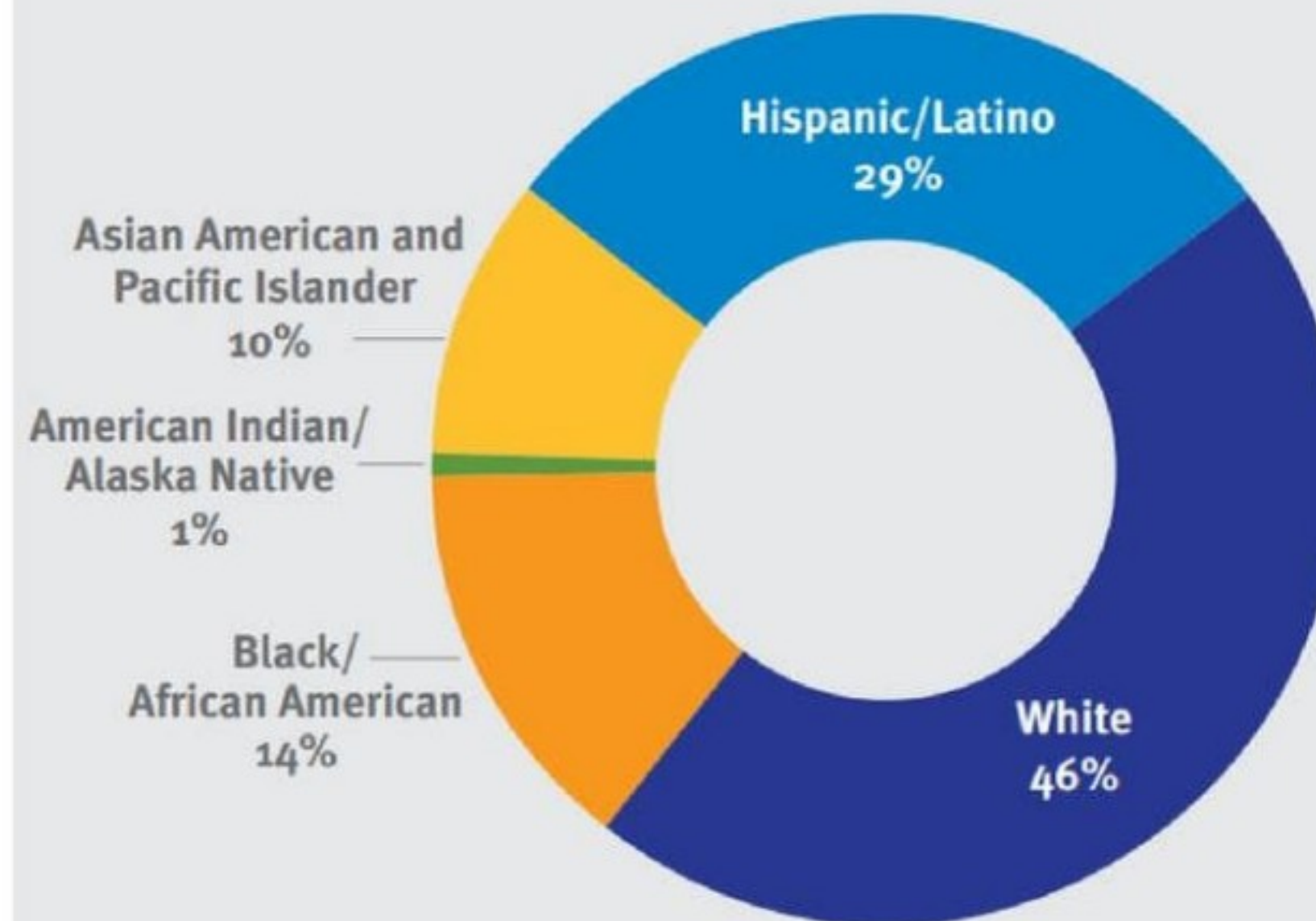


Source: *Race to Lead: Confronting the Nonprofit Racial Leadership Gap*, Building Movement Project, 2017

Current Composition of U.S. Population



2050 Working Age Population



By 2050, our country stands to realize an \$8 trillion gain in GDP by closing the U.S. racial equity gap.

“Closing the gap” means lessening, and ultimately eliminating, disparities and opportunity differentials that limit the human potential and the economic contributions of people of color.

Beyond an increase in economic output, advancing racial equity can translate into meaningful increases in consumer spending, as well as federal and state/local tax revenues, and decreases in social services spending and health-related costs.

For example, in consumer spending alone, closing the racial equity gap in the U.S. would generate an additional \$191 billion spent on food, \$500 billion on housing, \$52 billion on apparel, \$259 billion on transportation, and \$77 billion on entertainment each year. Federal tax revenues would increase by \$450 billion and state and local tax revenues would increase by \$100 billion annually.

What could this mean for the work you all do? How could this reality impact your organization?

I think it's less about money, but more about impact. Imagine if we could have ALL the collective wisdom included in our strategies. We could actually change the world.

We would reach more people.

Clients satisfaction and reach more at risk populations

Would be able to offer help and services to those who really need it without any waitlists.

Could see more strength in families

Hopefully it means the need for services will go down (assuming the gap begins to close); I've been so ready to be put out of business (because the need has gone away). May my successor be a POC or other hereto date marginalized demographic.

Our clients would receive better services. Maybe less people would need our services.

Our communities we serve would look different as well

Challenging to say. That said, I hope that women in charge can bring forth compassion, not to say men miss that but I think women relate better. Those in need may change too.

What could this mean for the work you all do? How could this reality impact your organization?

We have a food bank and our board has charged us with not only "feed the line but shorten the line"

My organization focus on racial/social justice and so I am viewing as more opportunity for projects to work with other organizations that do necessarily have a toe in this pool



- ▶ Awake: increased representation in organizations, focused on increasing the number of people of different race backgrounds
- ▶ Woke: greater inclusion, aimed at internal change in behaviors, policies, and practices so that everyone is comfortable sharing their experiences and equipped to talk about race inequities
- ▶ Work: consistent application of a race equity lens to examine how organizations and programs operate

Awake? Woke? Work? A mix?

Awake

mix

Awake

Mix more woke in personal life versus work

Work

Mix awake & woke

A mix

Awake

Between awake and work, baby steps happening

Awake? Woke? Work? A mix?

Mix

Awake moving into Awoke

A mix, staff diversity is wonderful but still working on ensuring inclusion is happening at the management level

Where to begin...

Awake to Woke to Work: Building a Race Equity Culture outlines five steps that senior leaders can take to get started:

- ▶ **1. Establish a shared vocabulary.** Create a common language around race equity work (see the glossary in our publication).
- ▶ **2. Identify race equity champions at the board and senior leadership levels.** Choose individuals who can influence the speed and depth at which race equity is embraced by the organization.
- ▶ **3. Name race equity work as a strategic imperative.** Demonstrate how it connects to the organization's mission, vision, organizational values, and strategies.
- ▶ **4. Open a continuous dialogue about race equity work.** Cultivate opportunities for colleagues to learn about and discuss race and race equity. Use research on the racial leadership gap to start conversations, or engage a facilitator to support dialogue around videos on structural racism and implicit bias.
- ▶ **5. Disaggregate data.** This is the most effective way to identify inequities and outcomes gaps both internally (e.g., compensation) and externally (e.g., program outcomes).

THANK
you!!



RESOURCE LINKS

- ▶ <https://www.equityinthecenter.org/>
- ▶ <https://racetolead.org/race-to-lead-revisited/>
- ▶ https://equityinthecenter.org/wp-content/uploads/2020/09/eic_aww-pub_wip_final.pdf
- ▶ <https://www.bridgespan.org/bridgespan/Images/articles/role-senior-leaders-building-race-equity-culture/the-role-of-senior-leaders-in-building-a-race-equity-culture-july-2018.pdf?ext=.pdf>
- ▶ <https://www.showingupforracialjustice.org/white-supremacy-culture-characteristics.html>
- ▶ https://www.dismantlingracism.org/uploads/4/3/5/7/43579015/okun_-_white_sup_culture.pdf
- ▶ <https://www.15percentpledge.org/>
- ▶ <https://www.wkkf.org/resource-directory/resources/2018/07/business-case-for-racial-equity>

Session Feedback - La NRC, natalia@lanrc.co; www.lanrc.co

How satisfied were you with today's session?