

# Key Focus Areas and Recommendations

In every step of Chapter operations, there are critical moments where diversity and inclusion can come to life and take an important role. We have provided recommendations on how to be more diverse and inclusive throughout key components of your Chapter's activities.



## Chapter Leadership

Chapter leadership is comprised of a) who is on your leadership team and b) how your leadership is publicly making issues around diversity and inclusion a Chapter priority. Below are five recommendations to get you on your way.

1

**Recommendation:** Recruit diverse leadership

**Rationale:** A diverse leadership team enables you to develop more effective approaches to some of the problems your Chapter is trying to address and also helps demonstrate to your members that you truly value diversity.

**How to get started:** Critically reflect on how diverse your leadership team is and remember that diversity is not always visible. Does it reflect the diversity of your campus or community? What additional kinds of perspectives would your Chapter benefit from? Who is being left out of these leadership conversations? You may consider reaching out to faculty and student organizations on your campus to support your efforts in recruiting new leadership members so that you can broaden your pool of potential Chapter Leaders and better reflect the campus and community you work in.

2

**Recommendation:** Facilitate leadership development

**Rationale:** It's not enough to just have a diverse leadership team. It's crucial to invest in the growth and development of the leadership team that you recruit so that they can apply their full selves to the Chapter.

**How to get started:** Go to your career development department or student affairs office and see if they are offering any leadership training programs or workshops that your leadership team could attend. Net Impact Central also offers a number of great ways to develop leadership skills through our programs [here](#). Another suggestion is to research local leadership development organizations and see if there are any workshops that your leadership team could attend together. Additionally, consider arranging a leadership retreat to strengthen your relationship with each other.

# 3

**Recommendation:** Develop your Chapter's mission, values, and goals

**Rationale:** Develop a mission statement, list of values, and goals that include your intention on building a diverse and inclusive Chapter. This is important for your leadership team to do (along with other Chapter members if possible) because it communicates to members and external parties your Chapter's intention in addressing diversity and inclusion.

**How to get started:** Developing a meaningful and succinct mission statement, list of values, and goals (or adapting the content that you currently have), can take time and effort. Schedule dedicated time in your leadership team meetings to draft a mission statement that includes your commitment to diversity and inclusion. Before finalizing it, send it to your members for review at a Chapter meeting or online. Create a safe space where members can give feedback on the statement. We recommend reading mission statements from other organizations to get inspired. Examples can be found [here](#). It's also important to note that the conversations that your leadership team will have about your commitment to diversity and inclusion will be equally as fruitful as the final product itself.

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# 4

**Recommendation:** Solicit feedback from members

**Rationale:** Receive honest and confidential feedback from your membership about how they perceive and feel about your diversity and inclusion efforts. Soliciting this feedback from your membership will give you insight into how diverse and inclusive your members perceive your Chapter to be. This is important because you may think that your Chapter is diverse and feels inclusive to members, but this may not be the case. Through this process, you will learn which specific areas your Chapter can improve upon.

**How to get started:** First, we recommend creating an entrance survey for new members that includes collecting demographic information which allows you to have a better sense of the current diversity of your Chapter (note: these questions should be optional for members who don't feel comfortable sharing this information). Next, incorporate anonymous surveys into regular Chapter meetings and/or share surveys via your newsletter or social media outlets. You may consider including questions where participants can state how much they agree with statements like: "My Chapter creates opportunities for all members, regardless of x," "I feel like my voice and perspective are included in Chapter decision making," "I feel like my Chapter makes its commitment to diversity and inclusion clear to members and beyond."

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# 5

**Recommendation:** Invest in the long game

**Rationale:** Play the long game by understanding that diversity and inclusion is not a destination but a journey. When entering into this work we all need to understand that change will not happen overnight. Prioritizing what kinds of changes your Chapter is ready to make and holding yourselves accountable to those changes is an important first step.

**How to get started:** Be specific in selecting and articulating your team's plan for progress and how you will measure success. We recommend that you identify 3-5 main areas of growth and then rank them by feasibility. Begin with the "low hanging fruit" or changes that you can start making right away while beginning to have conversations and conduct research about how to strive towards more ambitious goals.