

## CULTURAL DIVERSITY ACTION PLAN



### STARTING POINT

Prompted by the new Dallas Cultural Plan, CCGD staff and board began analyzing organizational diversity. While the participants are diverse (55 percent non-white), the board was only 14 percent. The Board Chair, Executive Director, and Strategy Committee recognized that having a board with diverse perspectives is critically important and begun the process to develop a Cultural Diversity Action Plan.

### PURPOSE

Each person brings his or her own personal and professional contacts and life experiences to their service on a nonprofit board. With diverse perspectives, backgrounds, and expertise, a nonprofit is in a stronger position to plan for the future, mitigate risk, make prudent decisions, and take full advantage of opportunities. A diverse board that is sensitive to cultural differences is one that has a stronger capacity to be in touch with community needs.

A diverse board will improve CCGD's ability to identify and respond to external influences that are changing the environment in which it is working. We actively seek to become a model of diversity in board leadership as a means of tapping the value of each individual's perspective, which will in turn increase the effectiveness and impact of our programs and our influence on the community and the world.

### RESULTS

In less than one year, CCGD increased board diversity from 14 percent to 40 percent.

### PLAN ELEMENTS

- Define the purpose of the inclusion and diversity planning process
- Define “diversity”
- Establish a board diversity statement
- Determine accountability
- Identify a board composition model
- Develop an implementation timeline
- Establish objectives, goals, tactical approaches, primary stewards, and checkpoint targets
- Set measurable KPIs for each goal



## SAMPLE TACTICAL APPROACHES & ACTIONS

### TACTIC(S)

Increase board size from 20 to 25 to enable the board to retain current members while allowing flexibility to reach set goals.

Conduct a gap analysis of the existing board. A gap analysis will identify the perspectives, experience and competencies represented around the boardroom table—and those that are currently lacking.

Onboard board members with a thoughtful orientation. This will help manage expectations and presents an opportunity to introduce veteran board members to the newcomers, as well as establish mentoring relationships.

Look for candidates with a variety of professional expertise, cultural backgrounds, spectrum of life experiences, and geographic reach, who can help the nonprofit respond to future needs. Calendar this process for board recruitment to culminate in March annually.

### ACTION(S)

Amend By-laws; completed December 2018

Consider where the organization is going and what skills, experiences, contacts, and professional/personal backgrounds will be most helpful to the organization in the short and long term.

This orientation to be led by the Nominating Committee and Board Chair. Committee Chairs will have personal meeting(s) with new board member(s) to determine best fit for the individual and the organization.

Evaluate new candidate prospects as a team Nominating committee recommendation to Executive Committee to invite to join board Nominating committee extends invitations to board prospects formally and invites to Annual Meeting New board member attends Annual meeting.

## MEASURABLE GOALS

For the next five years, we commit to the following mandatory goal and aspire to the stretch goal.

- Mandatory goal: achieve the OCA's diversity at their highest budget size level (30 percent)
- Stretch goal: match the DFW MSA's demographic statistic of having no more than 48 percent of any one racial/ethnic group

## PROCESS UPDATES

- Develop tactics into SMART goals for activities and measure progress annually
- Refresh population data and reset goals and deliverable(s) every 5 years