

Chesapeake Bay Program 2016 Diversity Profile: Results, Indicator and Next Steps

Chesapeake Bay Program Office and Alliance for the Chesapeake Bay

CBP Diversity Workgroup

December 1, 2016

Process and timeline

- The Alliance for the Chesapeake Bay conducted the profiles on behalf of the Chesapeake Bay Program
- The Program was sent to the Principal Staff Committee, Management Board, Advisory Committees, GITs, and workgroup members.

May: Develop simple survey monkey instrument

Early June: Email from Al Todd to CBP membership

June 23, 2016
Profile Created via Survey Monkey

90 days to complete the profile

Mid July: Follow-up emails from CBP leadership

September 2016: Present results to Management Board

Fall 2016 Post results on CBP website – Press release and web story

About the Diversity Profile

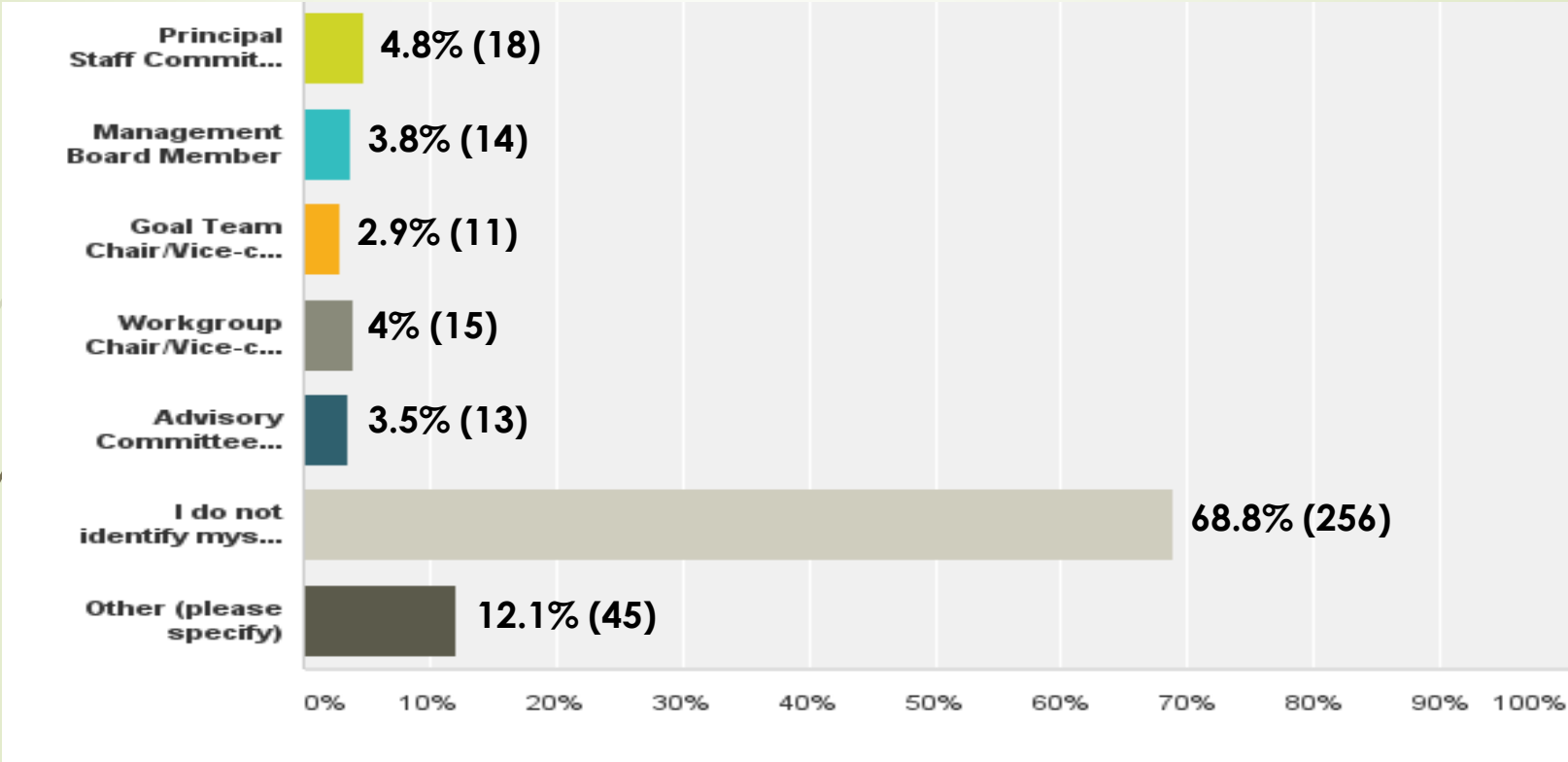
- Generated simple online demographic profile tool
- 11 Simple questions
- Voluntary and Anonymous
- “Self-Identify” responses
- Includes questions on leadership/management roles due to outcome language



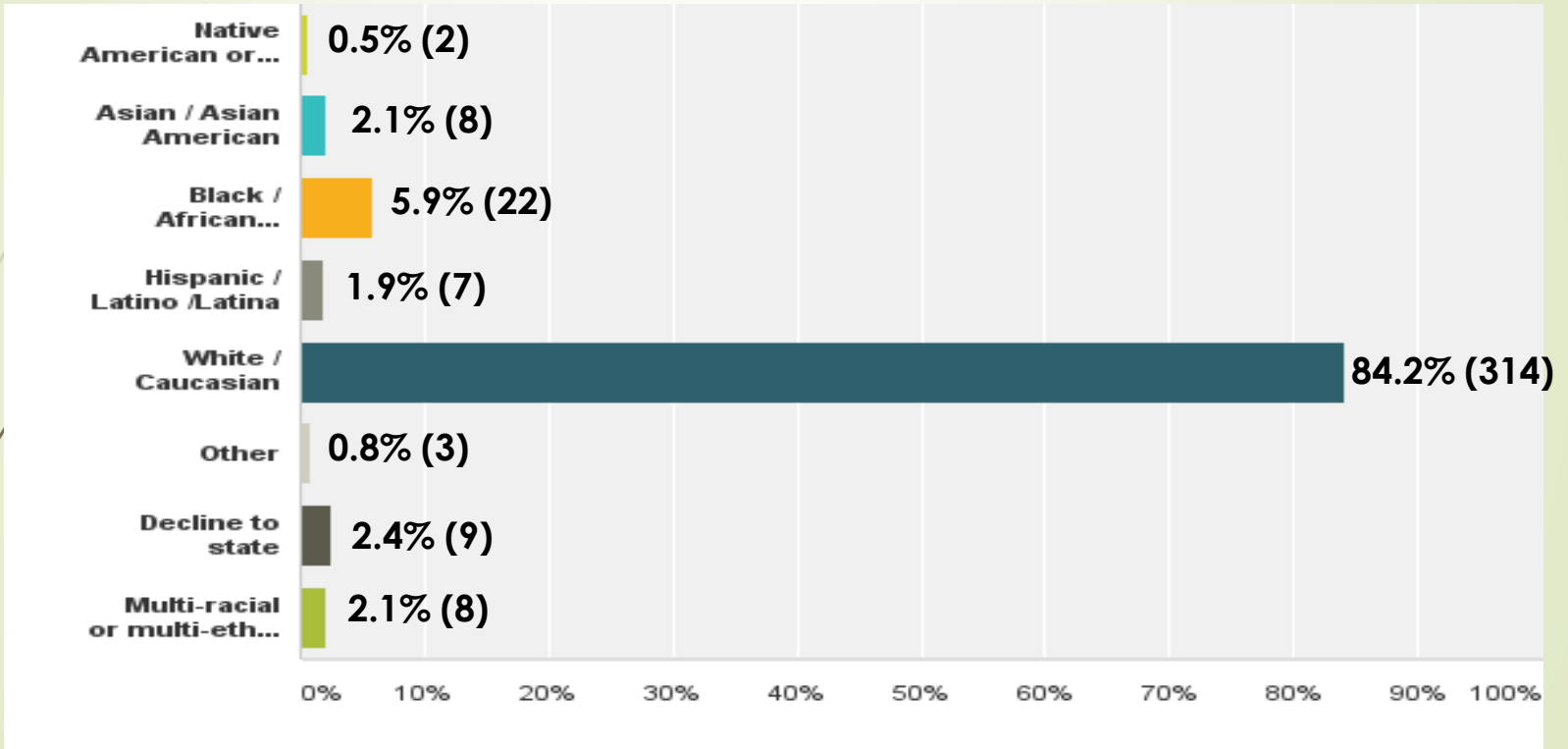
Summary and demographic responses highlights

- Profile sent to approximately 750 CBP staff and partners
- 374 total respondents
- 49.8% response rate
- 31.45% of respondents worked for state government

Do you identify yourself as a member of CBP leadership? Choose one. If multiple roles, please list in other.



Which category(s) best describe you?



Which category(s) best describe you?

Answer Choices	Responses (%)	Responses #
Native America or Alaskan Native	0.54%	2
Asian / Asian American	2.14%	8
Black / African American	5.90%	22
Hispanic / Latino / Latina	1.88%	7
White / Caucasian	84.18%	314
Other	0.80%	3
Decline to state	2.41%	9
Multi-racial or multi ethnic (please specify)	2.14%	8



Data Analysis

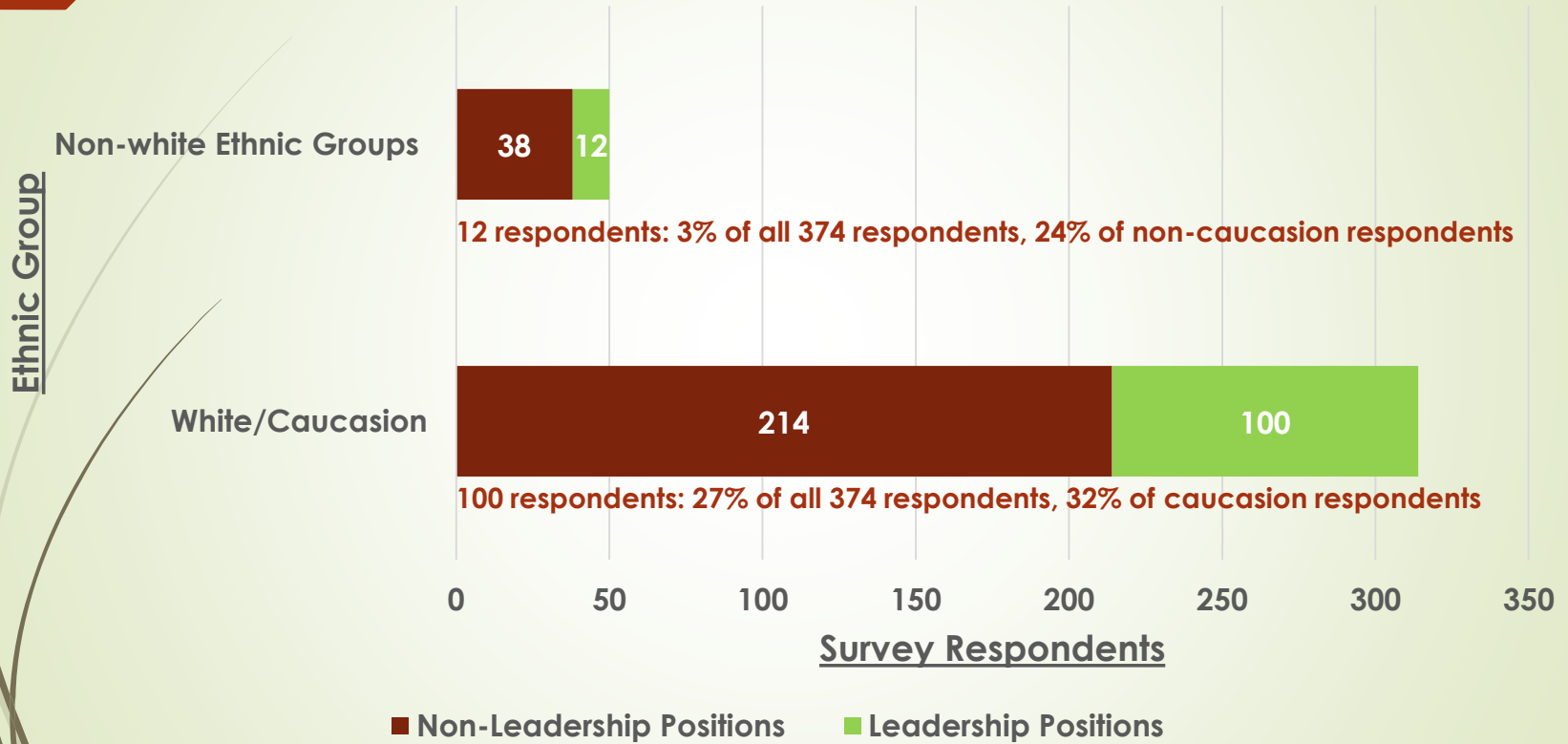
- Initial focus on ethnic/racial diversity because from the results of the profile tool, it was identified as a major gap.
- Analysis is preliminary
- Will continue to consult with diversity workgroup, MB, STAR, indicators workgroup, Green 2.0, etc.



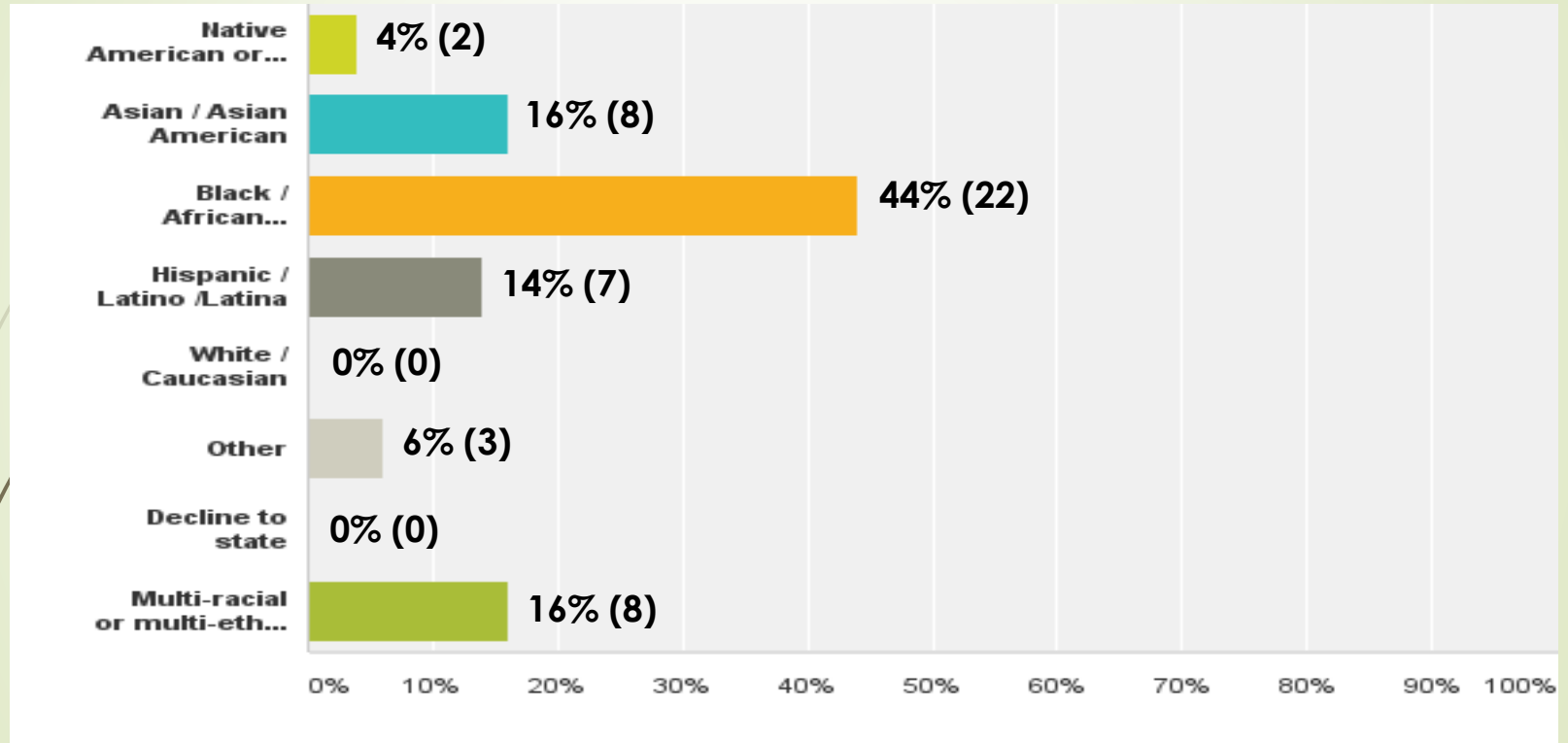
Data Analysis

- CBP profiles revealed 50 non-caucasian respondents: **13.4%**
- Out of the 50 non-caucasians, only 12 held leadership positions: **3%**
- CBP profile further revealed 314 white/caucasian respondents: **84%**
- Out of the 314 white respondents, 100 identified themselves as CBP leadership: **31.8%**
- A preliminary analysis of the 50 non-white responses out of the 374 total responses follows

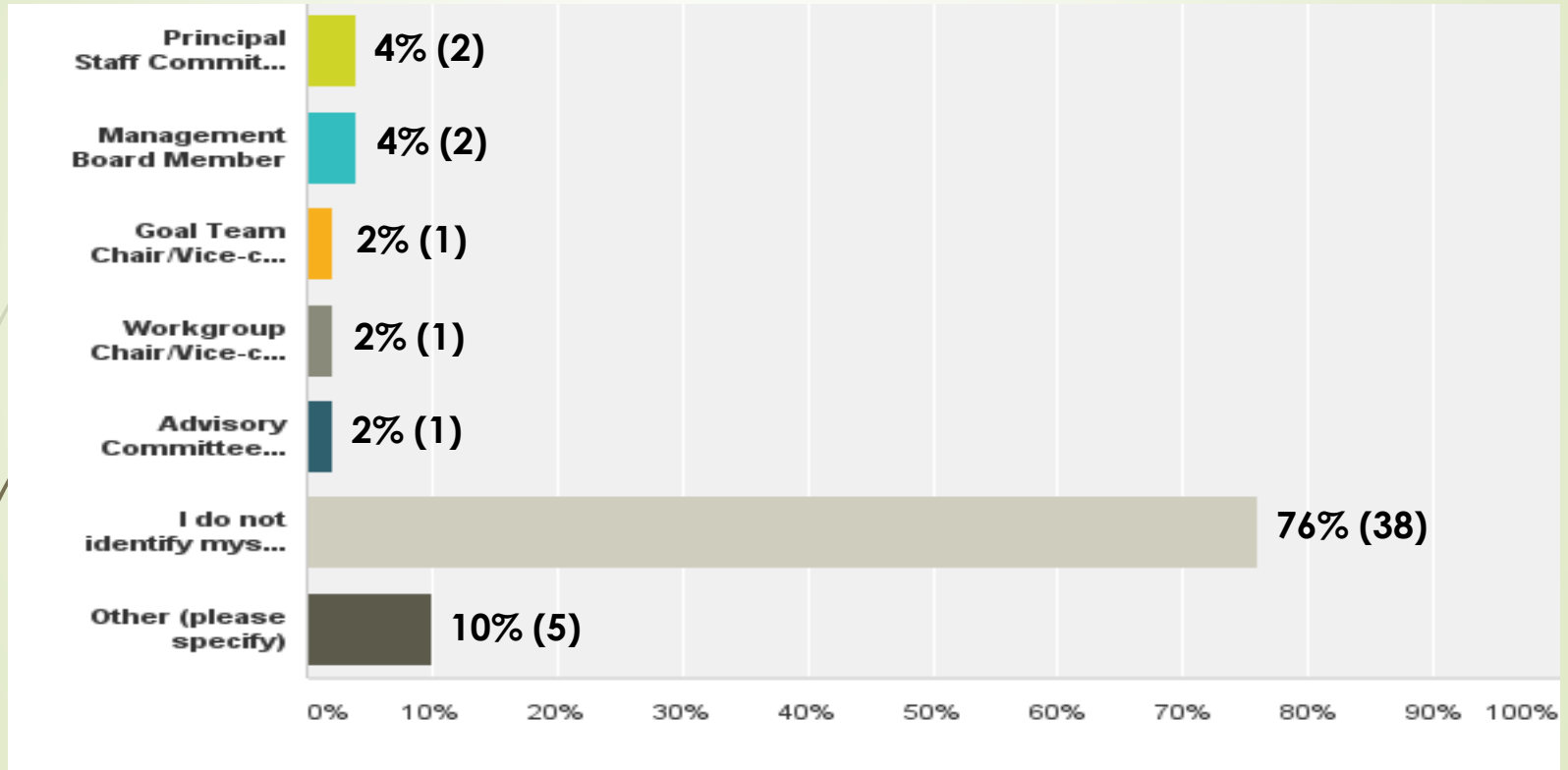
CBP Leadership vs. Non-Leadership Staff



Which ethnic category(s) best describe you?



Do you identify yourself as a member of CBP leadership? Choose one. If multiple roles, please list in other.



Questions going forward

- Have the terms used in the Outcome been appropriately defined? (**Word to replace minority**)
- What pieces of information do we need to adaptively manage our work? What **metric** or information would be most meaningful to our workgroup?
- Does the proposed indicator **address the Diversity Outcome in the 2014 Chesapeake Bay Watershed Agreement?**
- Once we decide on an indicator(s), do we want to set a **specific Program diversity “goal” for 2025?**



Key Challenges/Stressors in Setting an Indicator for the Diversity Outcome

Outcome: Identify stakeholder groups that are not currently represented in the leadership, decision making and implementation of conservation and restoration activities, and create meaningful opportunities and programs to recruit and engage them in the partnership's efforts.

Key Challenges/Stressors that can impact indicator:

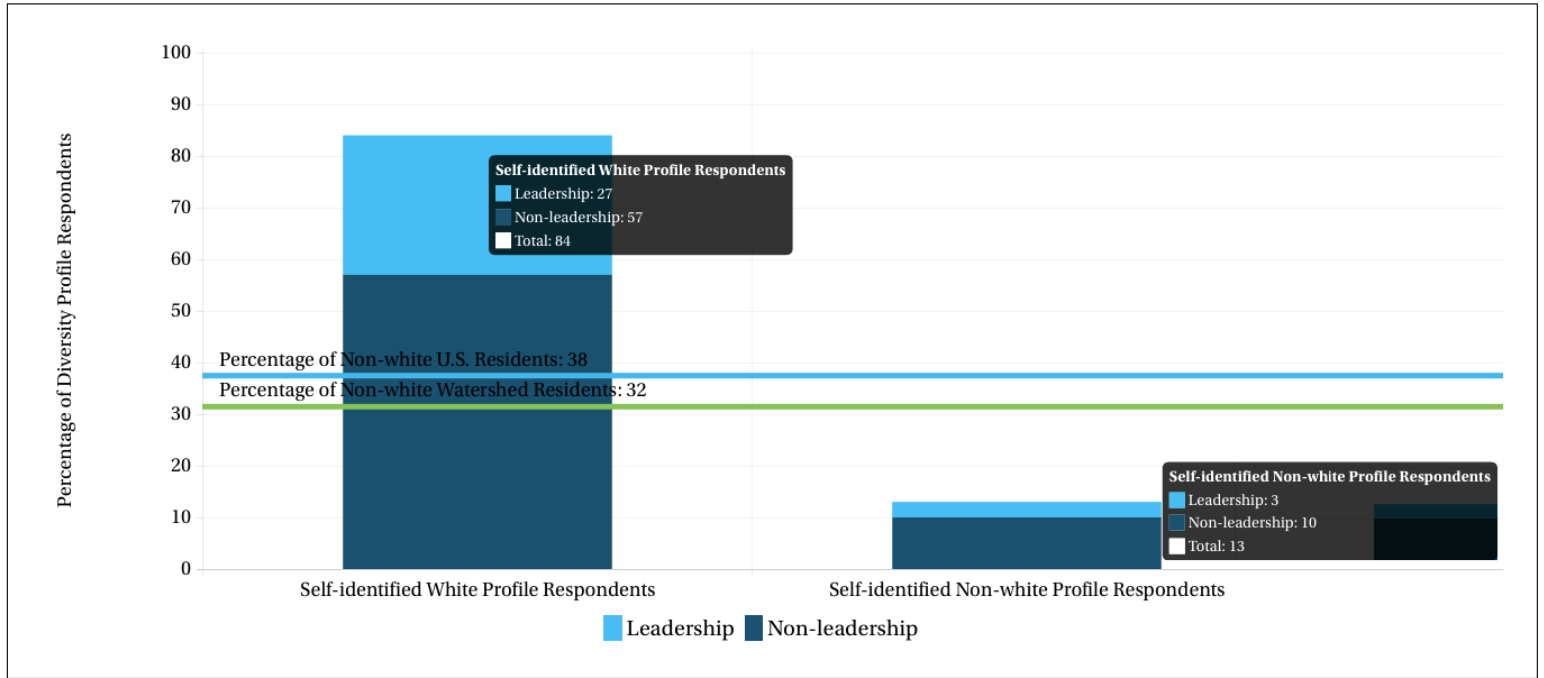
- Inadequate communication and outreach present challenges
- Lack of employment opportunities and professional engagement presents challenges
- Lack of community-based organization capacity
- Environmental justice issues
- Lack of metrics and tracking tools



Diversity Indicator Options

1. Set a **specific 2025 goal for increasing overall diversity representation** in the CBP. (currently 13.4%)
2. Set a **specific 2025 goal for diversity representation in CBP leadership** positions (currently 3%)
3. **Track progress in achieving diversity representation** compared to national and regional percentage thresholds and diversity representation in CBP leadership . (National 38.4%, CBW 32%.)
(Preferred Option)
4. **Set goals for both** overall CBP diversity and diversity in CBP leadership.
5. Others?

Chesapeake Bay Program Diversity Profile (2016)





Next Steps

- ▶ Make Diversity Profile results widely available
- ▶ Publish Web Story on ChesapeakeBay.net & Bay Barometer
- ▶ Repeat Profile in 2018/2019 and every 2 years through 2025
- ▶ In 2017, the diversity workgroup will reevaluate indicator and potentially propose a revised indicator with a target along with a 2025 goal.
- ▶ Diversity workgroup may also propose additional indicators that measure diversity participation for partners outside of the Chesapeake Bay Program

Questions?



Chesapeake Bay Program
A Watershed Partnership

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