

# **Establishing a Diversity Baseline for the Chesapeake Bay Program**

**Using a Simple Demographic Profile Tool**



**Chesapeake Bay Program Office and Alliance for  
the Chesapeake Bay**

**Management Board Meeting  
June 16, 2016**



# Diversity Management Strategy and Workplan

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“Identify minority 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.” – Diversity Outcome

“Explore the use of organizational demographic profile tools (e.g. Guidestar and D5) for the **Bay Program jurisdictions, agencies, partners and other NGOs in the Bay watershed to report on diversity representation** within their organizations.” – Diversity Management Strategy

“**Establish a baseline of the level of diversity in the CBP** (staff, boards, programs and initiatives aimed at increasing internal diversity).” – Diversity Workplan


# Why a demographic profile?

- ▶ An important aspect of tracking and assessment is to collect baseline data in order to measure progress towards the goal/outcome.
- ▶ Green 2.0 made a national call to environmental organizations to share their diversity data in order to begin improving diversity at all levels.



# CBP Partners who Responded

- Chesapeake Bay Trust
  - Alliance for the Chesapeake Bay
  - Conservation Fund
  - National Fish and Wildlife Foundation
  - Chesapeake Bay Foundation
  - And more...
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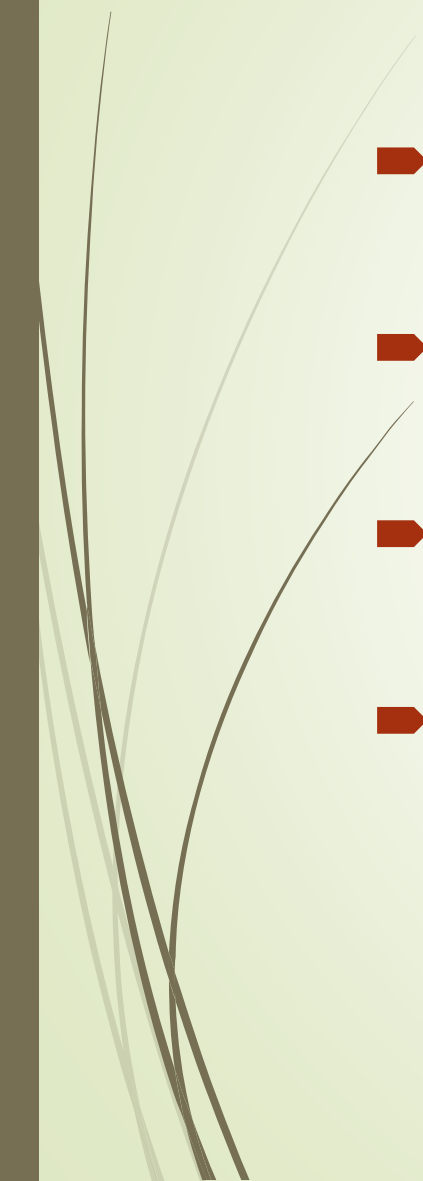


Others have begun collecting their own diversity data to establish baselines for diverse attendance and participation at conferences:

- Choose Clean Water Coalition Conference
- Alliance Chesapeake Bay Watershed Forum
- Others?

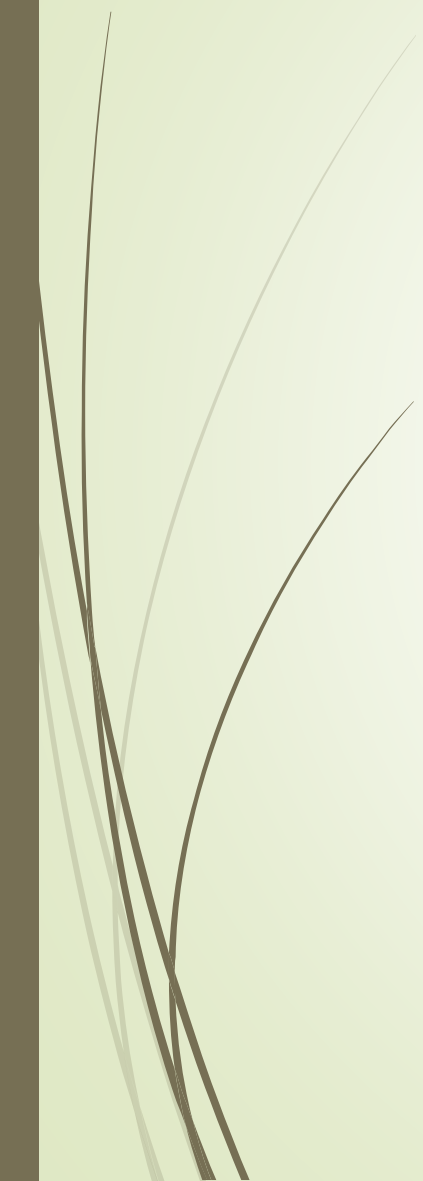


# What is the CBP Diversities Profile?

- 10 Simple Questions
  - Voluntary and Anonymous
  - “Self-Identify” responses
  - Includes questions on management roles due to outcome language
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# The Process

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- The Alliance for the Chesapeake Bay will conduct the profile on behalf of the Chesapeake Bay Program
  - The profile will be sent to the Principals Staff Committee, Management Board, Advisory Committees, GITs, and workgroup members. Encourage Chairs to incorporate in ongoing meeting agendas.
  - Demographic Profile analysis based on participant response.



# Timeline

- **May:** Develop simple survey monkey instrument
- **Early June:** Email from Al Todd to CBP membership
- **30 days** to complete the profile
- **Mid June:** Follow-up emails from CBP leadership (MB chair, GIT chairs, etc.)
- **Summer 2016** – Present results to Management Board
- **September 2016:** Post results on CBP website
  - Press release and web story



# Questions?



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