



Preliminary Chesapeake Bay Diversity Profile: Results, Highlights and Next Steps

Chesapeake Bay Program Office and Alliance for the Chesapeake Bay

Management Board Meeting

September 15, 2016



Diversity Management Strategy and Workplan

"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."

– 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

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

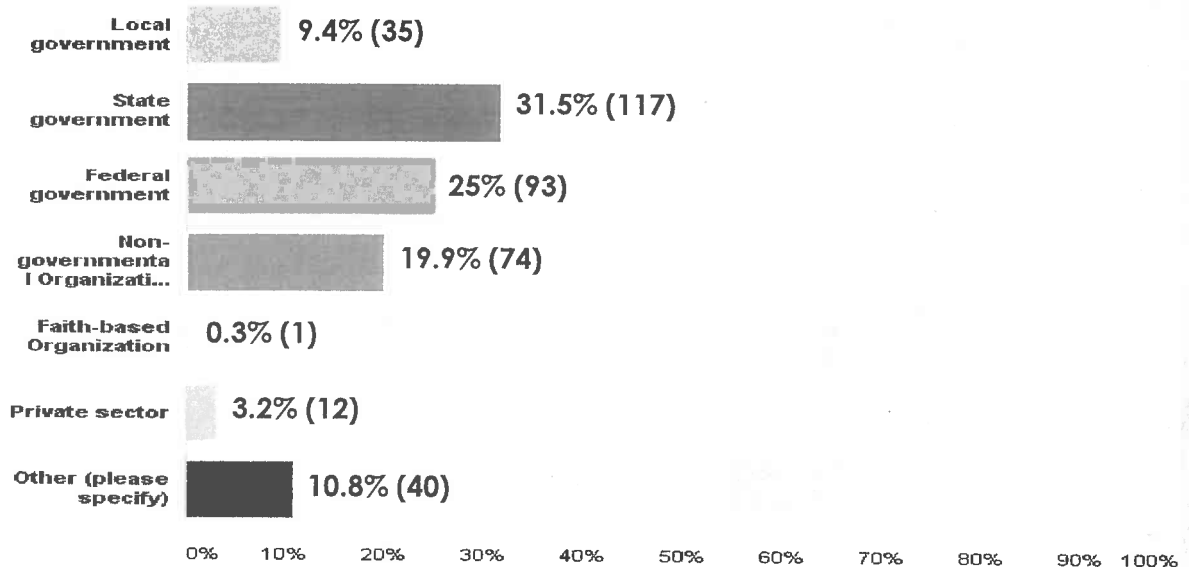
- Generated simple online demographic profile tool
- 11 Simple questions
- Voluntary and Anonymous
- “Self-Identify” responses
- Includes questions on management roles due to outcome language



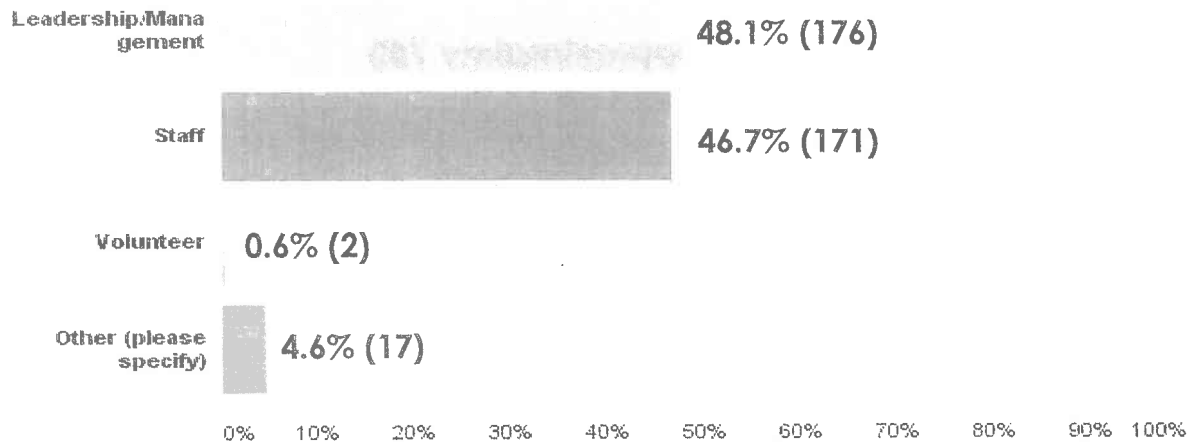
Summary and demographic responses highlights

- Profile sent to approximately 750 CBP staff and partners
- 374 total respondents
- 49.8% response rate
- 31.45% of respondents worked for state government
- 48.26% of respondents reside in Maryland

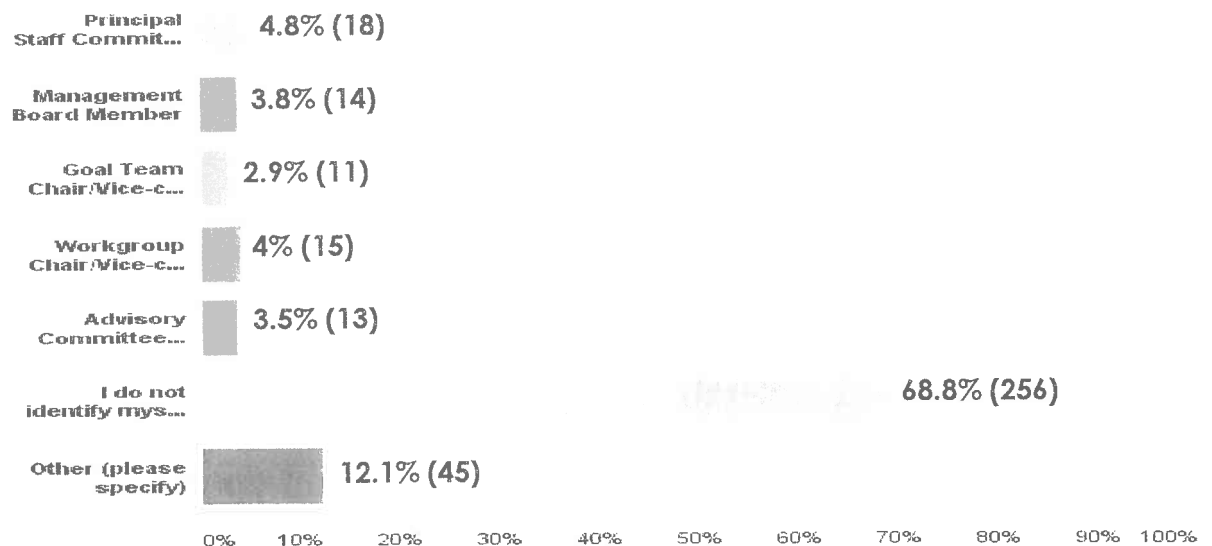
What type of organization do you currently work for?



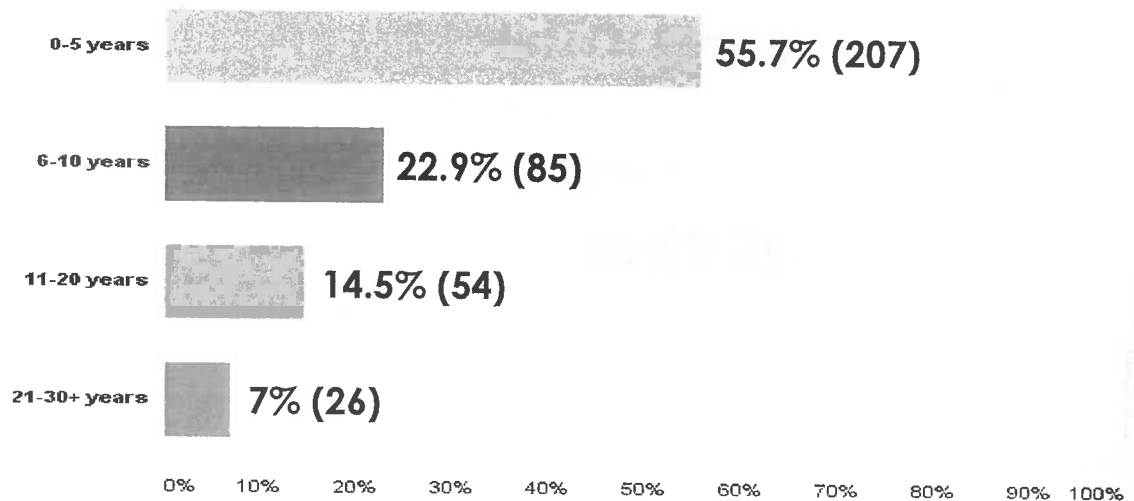
Within your organization, what is your role? Please choose one.



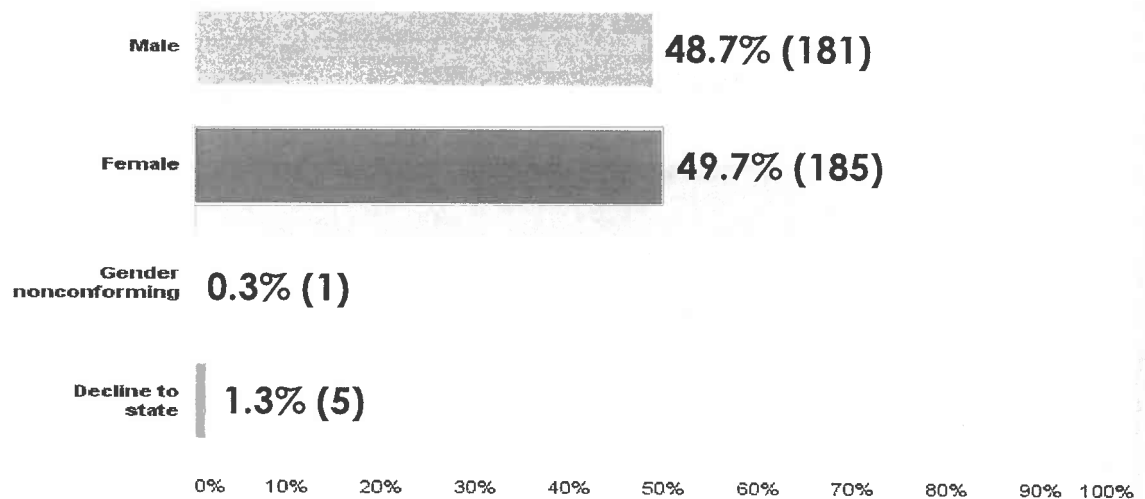
Do you identify yourself as a member of CBP leadership? Choose one. If multiple roles, please list in other.



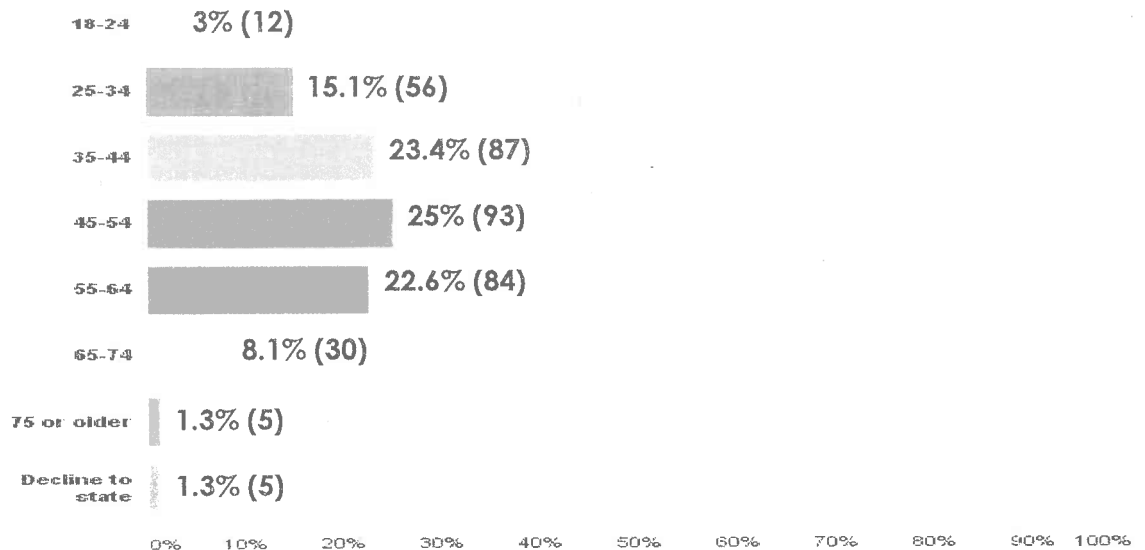
How long have you been participating in the CBP organization?



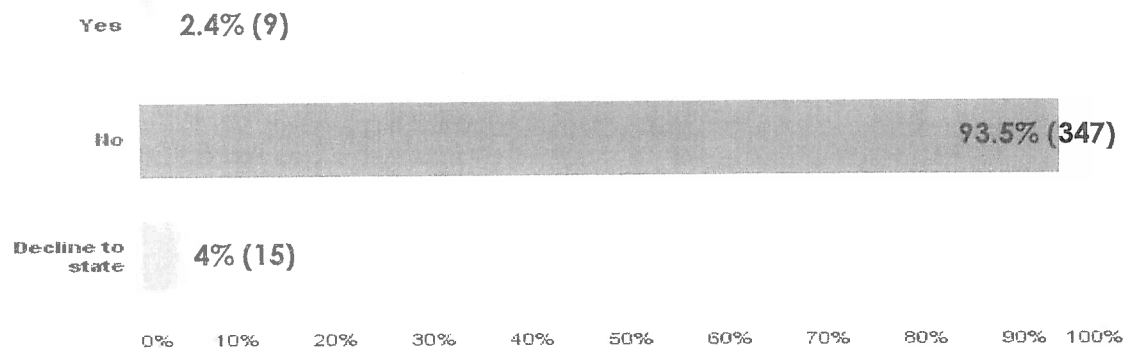
What is your gender?



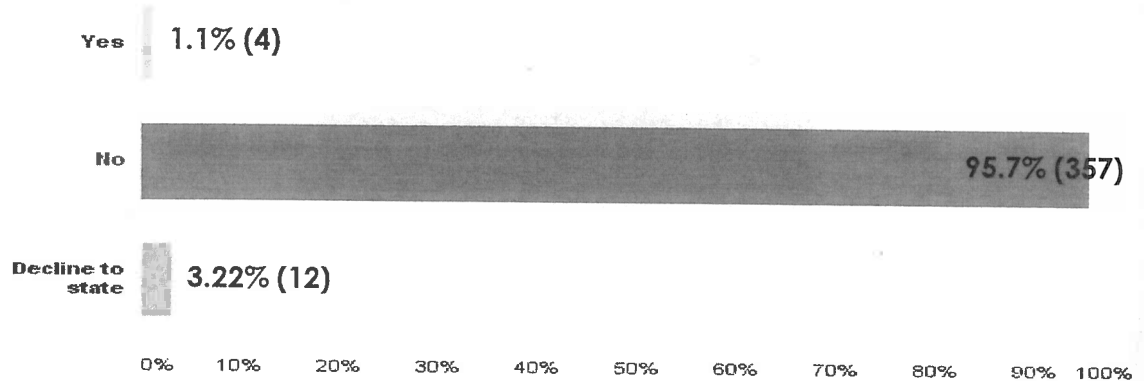
What is your age?



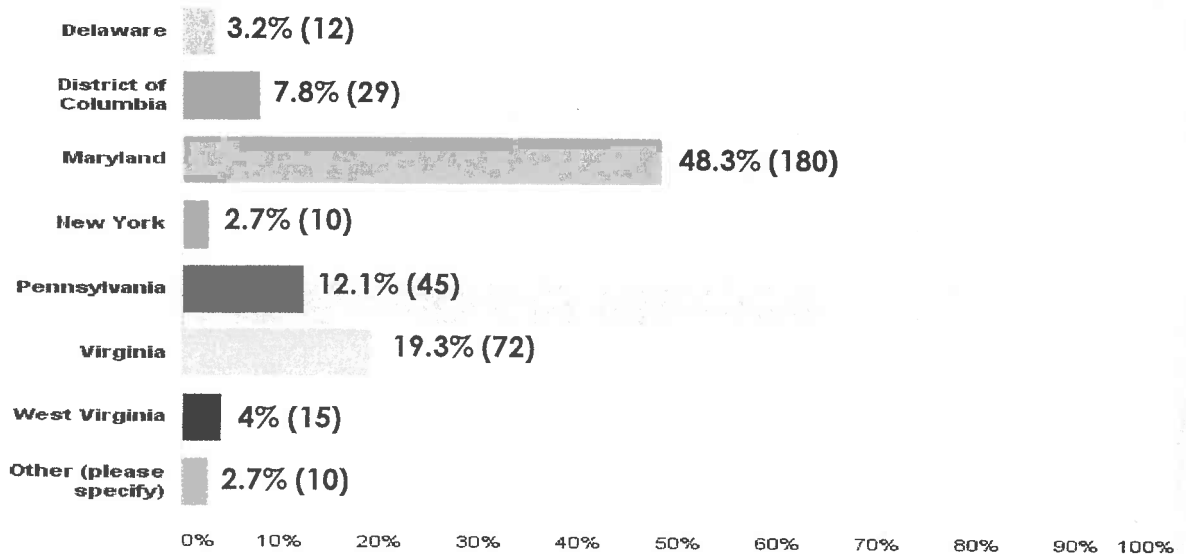
Do you identify as a member of the Lesbian, Gay, Bisexual, Transgender or Gender Nonconforming community?



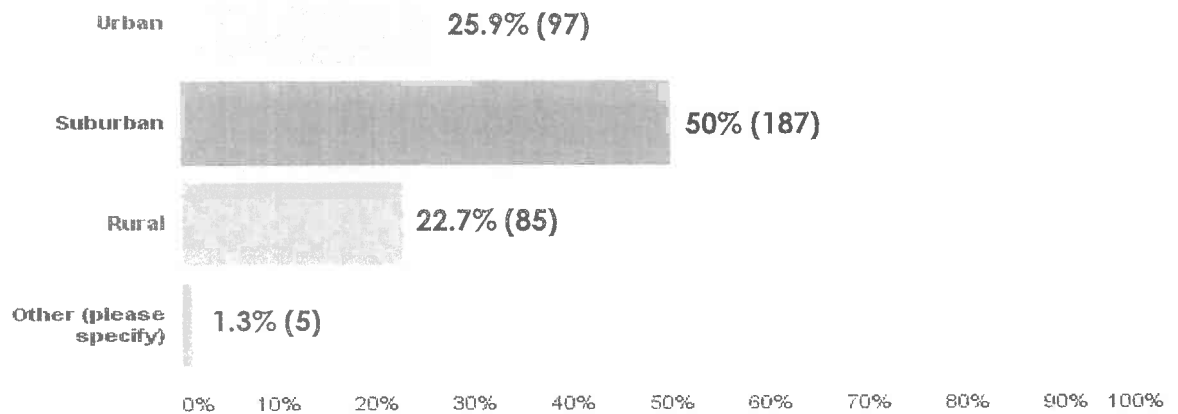
Do you identify as a person who is disabled?



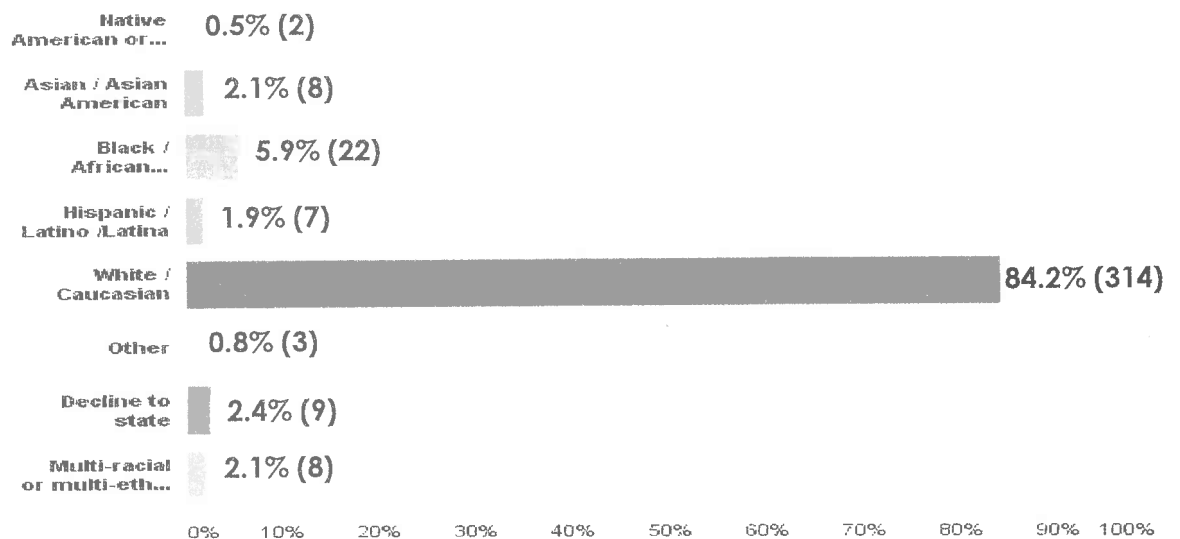
What Chesapeake watershed jurisdiction do you live in?



What landscape do you currently reside in?



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

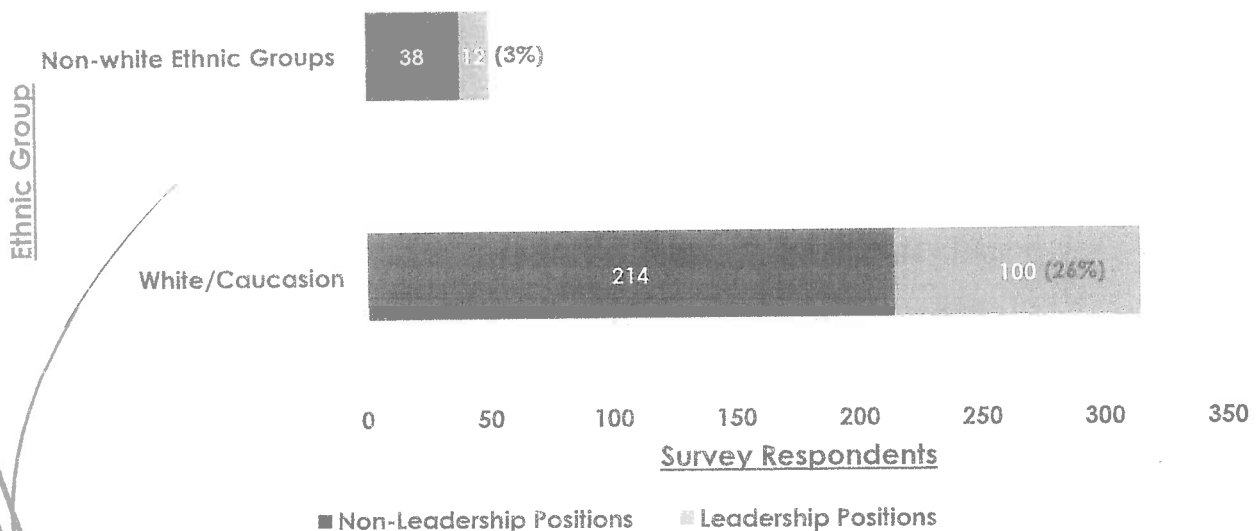
Data Analysis

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

Sample approach for data analysis

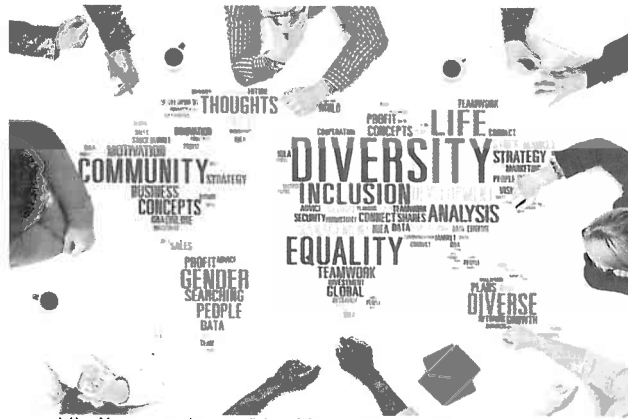
- CBP profiles revealed 50 non-caucasian respondents: **13.4%**
- Out of the 50 non-caucasians, only 12 held leadership positions: **3%**
- CBP profile further revealed 314 white/caucasian respondents: **84%**
- Out of the 314 white respondents, 100 identified themselves as CBP leadership: **31.8%**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

CBP Leadership vs. Non-Leadership Staff



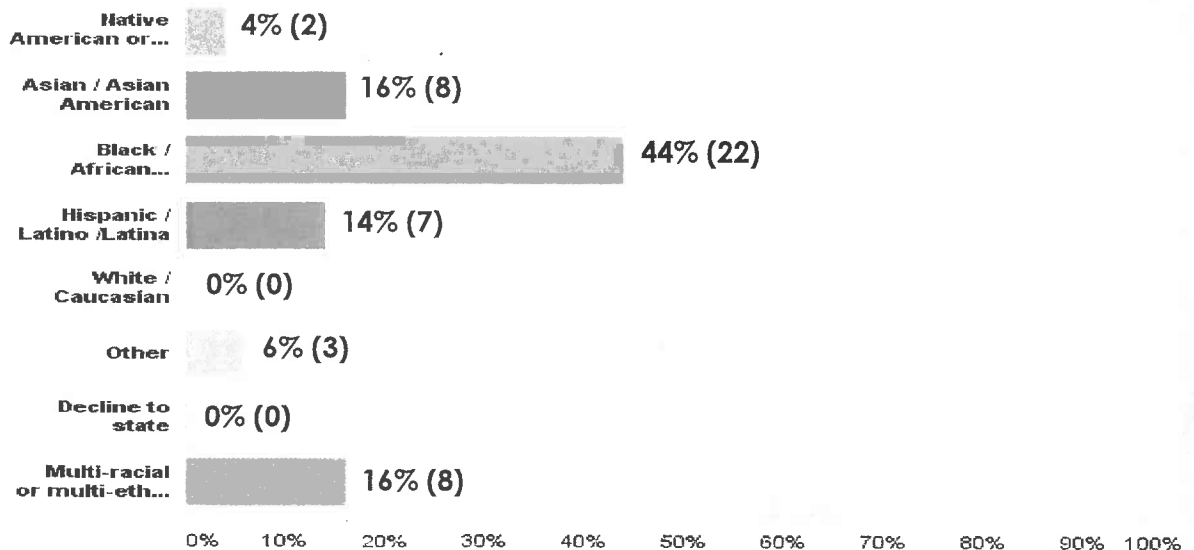
Preliminary data analysis of 50 non-white respondents

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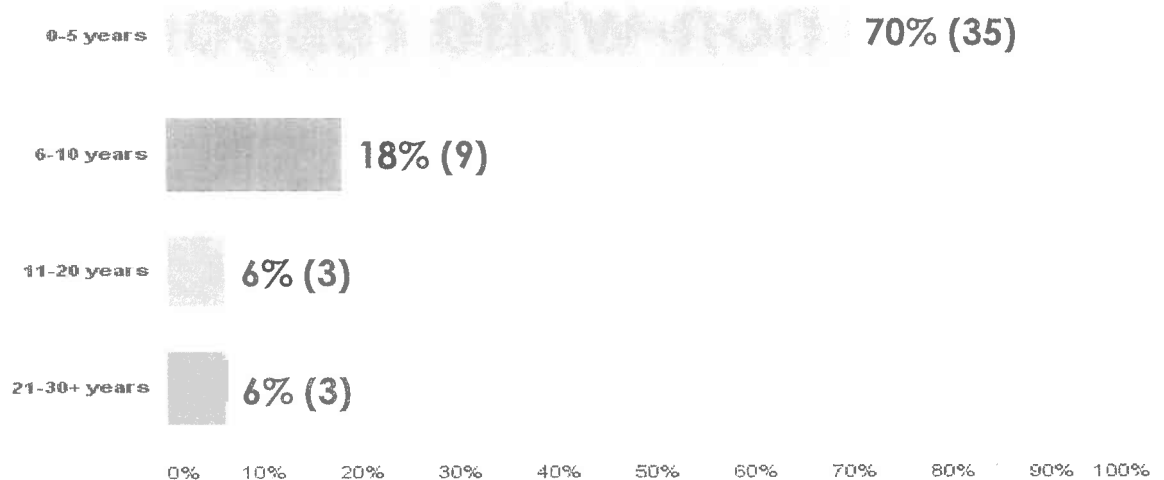


<http://www.cpehr.com/blog-1/promoting-diversity-in-the-workplace>

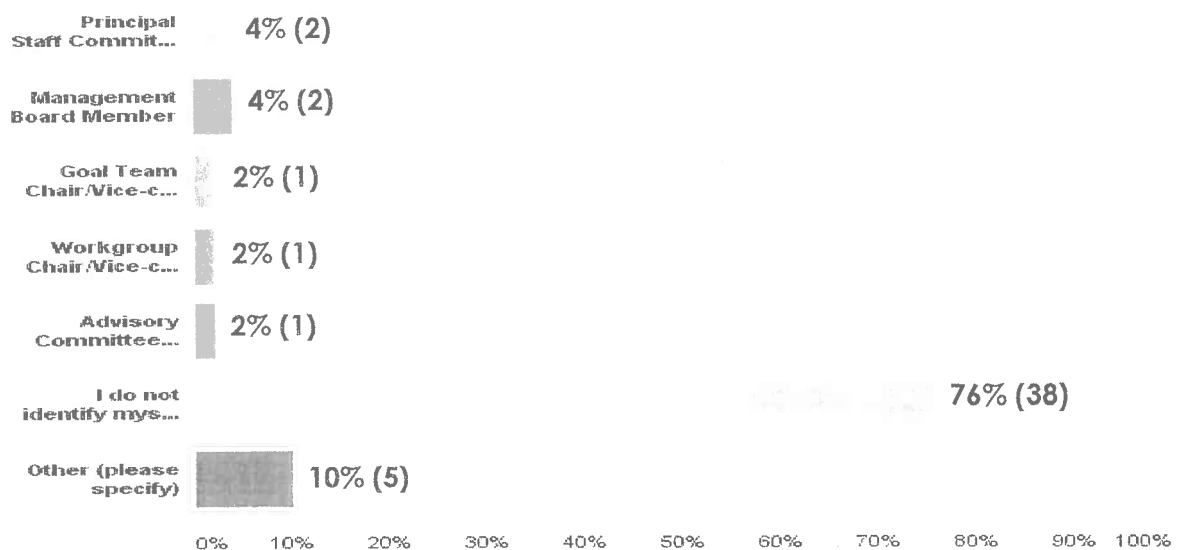
Which ethnic category(s) best describe you?



How long have you been participating in the CBP organization?



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?**
- Is the indicator long term, taking into account possible future changes? Can the Partnership show trends over time using this proposed indicator? (**Retention, diversity among leadership, etc.**)
- Is there a **threshold or reference value** against which the proposed indicator can be compared, so that users can assess the significance of the values associated with it? (e.g. 36% of nationwide minority caucus)
- Once we decide on an indicator(s), do we want to set a **specific Program diversity "goal" for 2025?**

9/14/2016

Next Steps

- **Have a Diversity Profile Poster at Watershed Forum**
- **Discuss profile findings with Diversity Workgroup at October Meeting**
- **Make Diversity Profile results widely available – (Late Fall)**
- **Establish Diversity Indicators for Bay Barometer and Chesapeake Progress (December)**
- **Web Story on ChesapeakeBay.net (Mid-December)**

Questions?



Chesapeake Bay Program
A Watershed Partnership



Jim Edward - edward.james@epa.gov

Al Todd - Atodd@allianceforthebay.org