

Strategic
Leadership **WINGS**
Conference



2023 WINGS Conference

MYTHS, BARRIERS AND STRATEGIES FOR BOARD DEI



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October 25, 2023
9:30 A.M.
Muhammad Ali Center
Louisville, KY

Welcome

Thank you for the work you do leading
change in our community!



Workshop Structure

Our agenda this morning

- Establish common language
- Examine the trends
- Three myths of Board diversity
- Barriers to Board DEI success
- Explore solutions to overcome common barriers and break through unhelpful mindsets

Getting Started

*To Ensure an Effective Learning
Environment, Let's Agree to...*

- **Be Fully Present**
- **Speak Your Truth**
- **Seek to Understand**
- **Respect Each Other's
Experiences**
- **Share the Air**
- **Maintain Confidentiality**

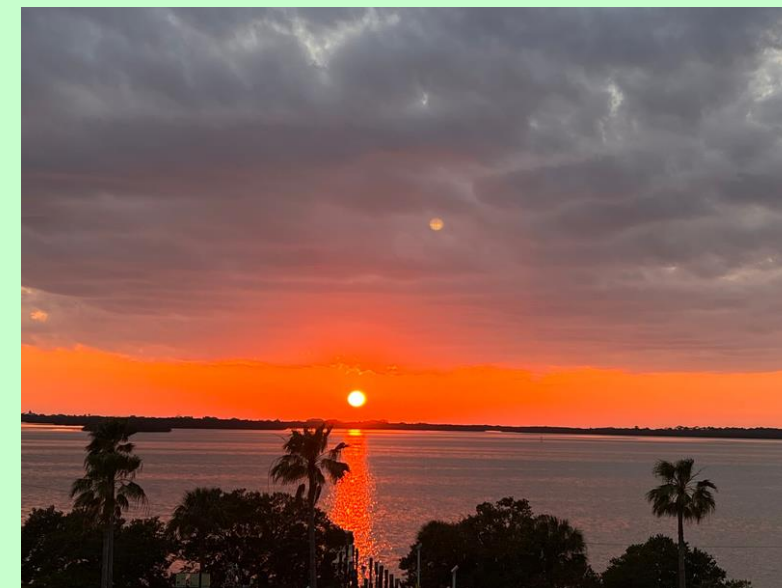
**Who's In the
House?**

About Me

Experienced Government and Nonprofit leader

Board Director: Baptist Health Foundation, Maryhurst and Chancellor's Advisory Board IU Southeast

Current strategy consultant helping nonprofits operationalize strategy through a lens of inclusion



Wife of 24 years & Mom of 5
Love: coffee, travel and Sunday dinners

What is common language?

Leading DEI at your nonprofit
starts with a shared understanding



Diversity

The wide range of personal characteristics, perspectives, and backgrounds of individuals co-existing in society

Equity

To treat everyone fairly by deeply considering structural factors that benefit some social groups/communities and harm other social groups/communities

Inclusion

An intentional effort to transform the status quo by creating opportunity for those who have been historically marginalized

(B)elonging, (A)ccess, (A)ccountability, (J)ustice, BIPOC

Psychological Safety

A cornerstone to advancing DEIB

Team psychological safety is a shared belief held by members of a team that it's OK to take risks, to express their ideas and concerns, to speak up with questions, and to admit mistakes — all without fear of negative consequences.

TRENDS IN NONPROFIT BOARD DIVERSITY

Boards surveyed in 2019 had a higher percentage of BIPOC members 22% in comparison to 17% in 2017



Executive Directors

66%

of nonprofit Executives express dissatisfaction with their Boards' racial and ethnic diversity

Board Chairs

45%

of nonprofit Board Chairs express dissatisfaction with their Boards' racial and ethnic diversity

What does it all mean?

**Board
Composition
remains a
priority**

**Board DEI
continues
to lag**

**Board Chair &
Executive may
be misaligned
on importance**



Debunking Common Myths impacting Board DEI

**Diversity is just another
“problem” that we must solve**

**There are not enough
qualified candidates**

**Board diversity is only
about race and gender**

*Overcoming Barriers to Board
DEI*

What are key barriers to Board DEI success?

Implicit Bias

**Resistance to
Change**

Organizational Culture



*Strategies for
Advancing Board DEI*



Build Awareness & Commitment (or Recommit)

Assess and Reassess

Gain buy-in

Set or refresh your goals

Build Inclusive Board Culture

Storytelling, Training & Education

Encourage open dialogue

Avoid building “secret tables”

**Utilize current Board members as
culture ambassadors**



Accountability & Trust

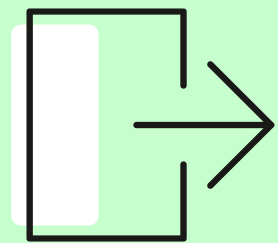
Utilizing the Board Composition Matrix

Connect equity goals to all strategies

Establish a feedback loop- Listen and Learn

Watch for revolving door patterns- Attract vs Retain

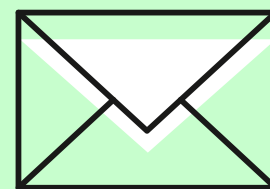
The Bottomline



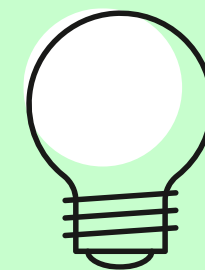
Advancing equity requires common language and understanding



Boards are slightly more diverse but still do not adequately represent the people they serve



Myths around attracting diverse talent to your Board room can reduce a commitment to action



Boards that find success in DEI are willing to debunk myths and execute on a plan to overcome barriers



Strategies for inclusion include building commitment, developing an inclusive culture & accountability

Question & Answer

Resources

Young Professionals
Association of Louisville
(YPAL)

Louisville Alumni Chapter-
National Panhellenic Council

Center for Nonprofit
Excellence Board Matching

Leadership Louisville

