NYC Service

Nonprofit DEIA Volunteer Training

December 15, 2020
Language Access

Directions: For simultaneous interpretation of today's presentation, please dial the numbers below and use the Meeting ID that corresponds with your language of choice.

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Why we are here...

To learn about DEIA principles and strategies that can leverage in recruiting, managing, and supporting volunteers
I. Introductions

II. Setting the Table: Establishing Baseline Language
   ■ DEIA Working Definitions
   ■ Important Frameworks
     1. Types of Biases
     2. Intersectionality

III. Creating the Preconditions for Success
   ■ Establishing Your DEIA Posture
     1. Specific conditions for D-E-I-A acronyms
     2. Code of Conduct/Volunteer Pact

IV. Critical Considerations
   ■ Recruitment
   ■ Onboarding (establishing expectations)
   ■ Managing
   ■ Retention

V. Key Takeaways
Setting the Table

Establishing Baseline Language
What is DEIA?

Diversity
Equity
Inclusion
Accessibility

Definitions as adapted by NYC Service & Nonprofit Coordinated Committee of New York from the D5 Coalition, a group dedicated to advancing DEIA in philanthropy.
The word “diversity” can vary in meaning depending on the person.

Defined broadly to encompass the demographic mix of a special collection of people, taking into account elements of human difference, but focusing on:

- Racial and Ethnic Groups
- LGBTQ populations
- People with Disabilities
- Gender Identifications
- Age

Being invited to the party
Equity

To promote justice, impartiality and fairness within the procedures, processes, and distribution of resources by institutions or systems.

Tackling equity issues requires an understanding of the underlying or root causes of outcome disparities within our society.

Sliding scale cover fee for the party
Inclusion

Refers to the degree to which diverse individuals are able to participate fully in decision-making processes within an organization or group.

While a truly “inclusive” group is necessarily diverse, a “diverse” group may or may not be “inclusive”.

Credit: Centre for Welfare Reform

Getting asked to dance
Accessibility

The degree to which an environment, service, product, or program eliminates barriers to participation for diverse and underrepresented communities.

Ensuring that as many people know about the party as possible, and that once in, they can have meaningful engagement.
Important Foundational Frameworks for DEIA
Purpose

Ensures that DEIA-based recruitment efforts are not undermined by poor retention and by ensuring that Senior Leadership (C-suite + Board) are equipped with foundational frameworks and language that:

1. Allows you to speak effectively about DEIA
2. Enables you to examine your individual and institutional behaviors with a DEIA-lens
Foundational Frameworks

Types of Bias

1. Conscious/Explicit
2. Unconscious/Implicit
3. Cultural Conditioning
4. Confirmation
5. Affiliation
6. Stereotype
7. Performance
8. Individual → Institutional

“IF YOU HAVE A BRAIN, YOU HAVE A BIAS” - Femi Otitoju
Cultural Conditioning

The process of how people acquire their culture and how they learn all behaviors that are regarded as right or wrong in their society.

Our cultural conditioning also informs our biases, including biases in the workplace:

- Confirmation Bias
- Affinity Bias
- Stereotype Bias
- Performance Bias
Conscious/Explicit

Reflective system: requires conscious motivation; deliberate; full awareness

Example: hate speech, racism, sexism, etc.
Unconscious/Implicit

Reflective system: quick/immediate response; often requires little to no thinking. Most prevalent

Attitudes, ideas, and stereotypes we are exposed to through social conditioning that affect our understanding, actions, and decisions in an unconscious manner.

Example

Few physicians espouse racially discriminatory views, yet doctors tend to recommend less pain medication for black patients than for white patients with the identical injury.

In other words, people can be explicitly unbiased, yet implicitly biased, according to psychologist Daniel Kelly and colleagues.  
(University of Texas, Austin)
Confirmation Bias

A tendency to search for or interpret information in a way that confirms one’s preconceptions, while actively ignoring any information that may disconfirm them

**Example One**

How we seek out news based on our political beliefs (Fox News for Republicans, MSNBC for Democrats) instead of playing devil’s advocate or seeking out less biased sources for objectivity

**Example Two**

People who work for a tech startup seeking to provide more housing in cities are all young white professionals, who are idealistic and not aware of their own privilege (negative)
Affiliation Bias

Tend to be drawn towards “people who makes us comfortable” or “people like us.”

**Example One**

I like people who went to the same school as me

**Example Two**

Political affiliation and association
Stereotype Bias

A preconceived notion that attributes certain characteristics to all members of a certain group. This term often carries a negative connotation when referring to an oversimplified, exaggerated, or demeaning assumption.

Example

Association of certain adjectives to racial groups (positive words paired with a stereotypically white name or a negative word paired with a stereotypically black name)
Performance Bias

Based on a deep rooted and incorrect assumption about the disparity between one’s ability and the groups with which they identify (or with which they are perceived to identify).

Example

Underestimation of women's performance in the workplace and the overestimation of men's performance based on deep rooted assumptions.
Institutional bias is the tendency for the procedures and practices of particular institutions to operate in ways which result in certain social groups being advanced or favored and others being disadvantaged or devalued.
Intersectionality

Framework developed by Kimberlé Crenshaw

**Defined as:** is the acknowledgement that within groups of people with a common identity, whether it be gender, sexuality, religion, race, or one of the many other defining aspects of identity, there exist intragroup differences.

Therefore, sweeping generalizations about the struggle or power of a particular social group fail to recognize that individuals in the group also belong to other social groups and may experience other forms of marginalization.

Credit: Grinnell College, Subcultures and Sociology
“Socially marginalized people all over the world, were facing all kinds of dilemmas and challenges as a consequence of intersectionality, intersections of race and gender, of heterosexism, transphobia, xenophobia, ableism, all of these social dynamics come together and create challenges that are sometimes quite unique.”

-Kimberlé Crenshaw
Creating Preconditions for a Successful Volunteer Initiative
Establishing Your DEIA Posture

Specific definitions for D-E-I-A acronyms based on purpose of your organization, target audiences + communities, unique issues facing the industry your organization is in + unique solve/commitment to addressing DEIA issues

Detail the behaviors aligned with DEIA values and those that do not (i.e. code of conduct/volunteer pact)

This sets clear expectation of how to engage in the work and behave inline with values
Critical Considerations

Recruitment, Onboarding, Retention
Recruitment

Reaching out to underrepresented and often underserved groups

*Note: Tokenization of diverse volunteers (i.e. using the volunteer corp as the concentration of diverse representation within your organization and/or event)

Increase access to volunteer opportunities by identifying and solving for the barriers that exist for people to volunteer (i.e. technology, geography, socioeconomic)

- Ex. In-person volunteer recruitment in communities with limited internet access (rural areas)
- Ex: provide mta cards/ car service vouchers to allow potential volunteers in communities disconnected from sufficient public transportation

Consider ways to un-privilege volunteering (i.e. expand who can afford to volunteer in terms of time and the need to earn a living)

- Create volunteer opportunities outside of the traditional work day
- Offer childcare for volunteers with children

Seek guidance from past volunteers to help recruit from their network and communities (they are your best champions)

Build relationships within the communities from which you seek to attract volunteers (community partnerships, collaborations with community based organizations)
Volunteer Orientation

1. Overview of organization’s mission, vision and values
   a. Articulate organization’s DEIA values
2. Managing expectations (behaviors and engagement)
   a. Volunteer pact to adhere to and model DEIA values

Training

- Ensure that volunteers have comprehensive training, understand protocols and understand who their staff contacts are
Define what Volunteer Recognition looks like
- Volunteers provide time, talent and resources to the organization through their human capital. How can your organization recognize and show appreciation for volunteers?

Ensure you have provided a safe and welcoming environment for volunteers from underserved and underrepresented groups
- Create a code of conduct that specifically address all forms of harassment and racism, including clear reporting protocols for volunteers (including anonymous options)

Learn about your volunteers
- Identify their skills, time availability and interests
- What has motivated them to volunteer?

Ongoing support including training and mentoring

Provide them with as many perks as possible
- Free access to your programming
- Meals
Key Takeaways
Takeaways

Volunteers should be considered an important group within your human capital pool.

Ensure that your organization has established the necessary preconditions to cultivate and support a diverse volunteer corps by defining your organization's DEIA posture, values, and aligned behaviors.

Develop relationships with your volunteers and find ways to reward and recognize their work and contributions.