

# **NYC Service**

## Nonprofit DEIA Volunteer Training

December 15, 2020

# Language Access

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**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.

For best results, turn down the volume on your computer and mute yourself on your phone to allow others to hear the interpreter more clearly.

**For Bengali:**

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# Why we are here...

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

# Agenda

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- 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



DEIA at the Chicago Children's Museum

# 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 from the **D5 Coalition**, a group dedicated to advancing DEIA in philanthropy

# DIVERSITY

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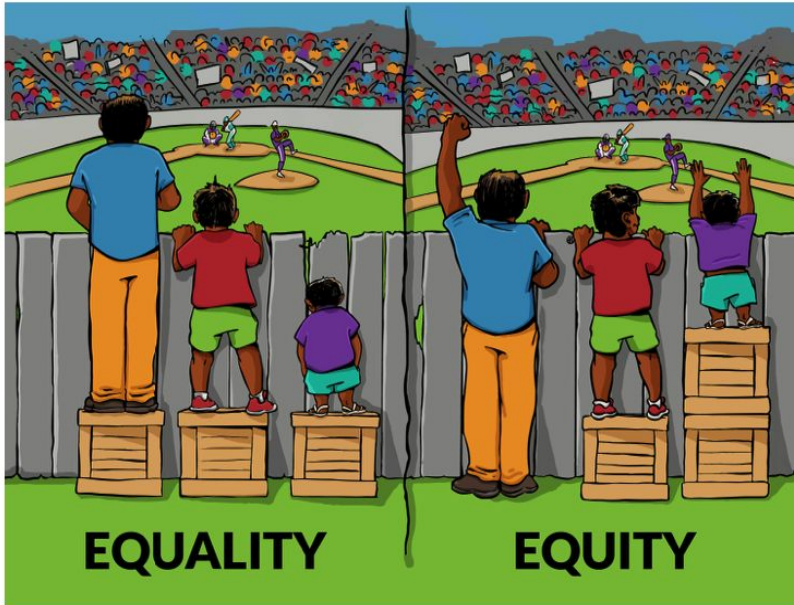
The word “**diversity**” can vary in meaning depending on the person.

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



Artist: Angus Maguire

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*

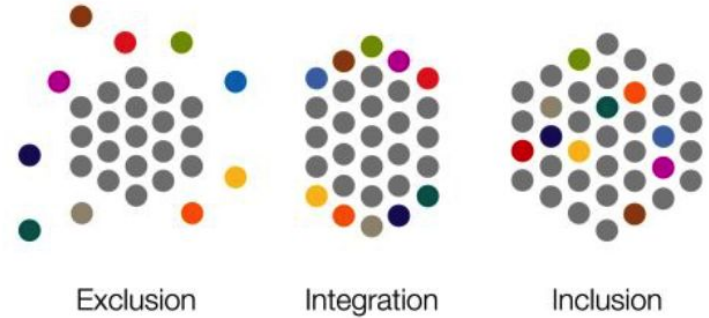


# Inclusion

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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

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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

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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

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## Types of Bias

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

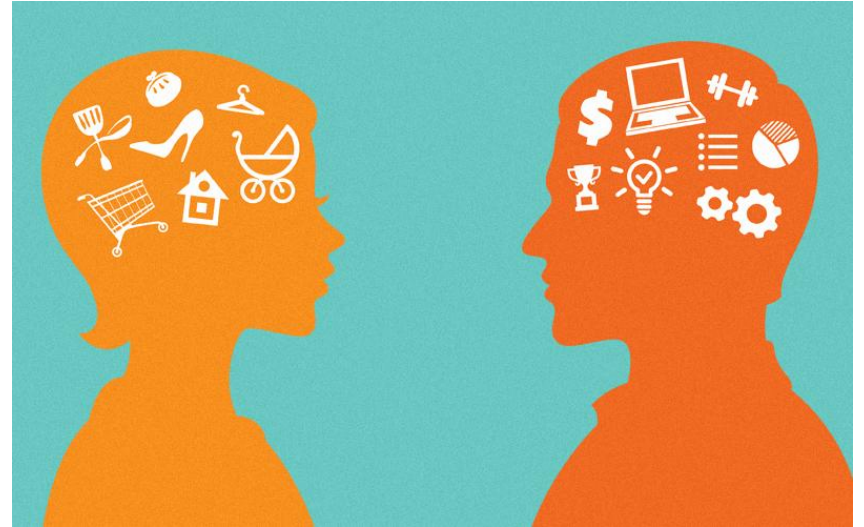


Image Courtesy Atlantic Business Magazine

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

# Cultural Conditioning

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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

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Reflective system: requires conscious motivation; **deliberate**; full awareness

**Example:** hate speech, racism, sexism, etc.

# Unconscious/Implicit

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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

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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

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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

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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

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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

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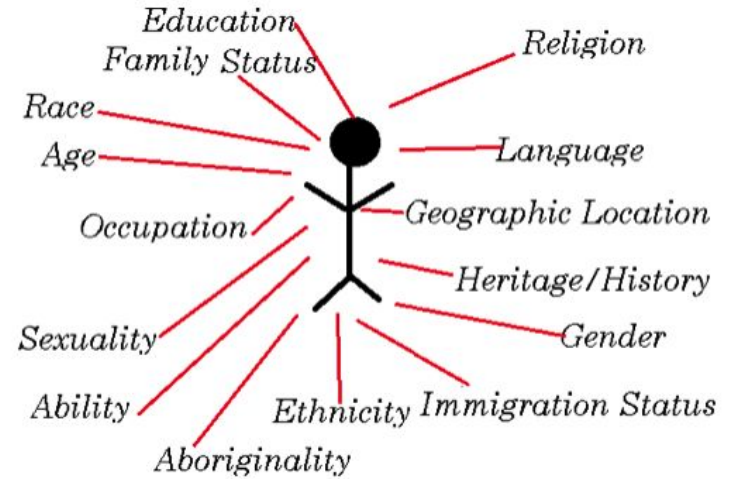
Institutional bias is the tendency for the procedures and practices of particular institutions to operate in ways which result in certain social groups being advanced or favored and others being disadvantaged or devalued.

# 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.



Everyone carries an overlapping web of various identities with them at all times

# Intersectionality (con't)

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“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



Credit: APB Speakers

# **Creating Preconditions for a Successful Volunteer Initiative**



# Establishing Your DEIA Posture

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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

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Reaching out to underrepresented and often underserved groups

\*Note: **Tokenization of diverse volunteers** (i.e. using the volunteer corp as the 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)

# Onboarding (Establishing Expectations)

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## 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

# Retention

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## 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

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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 corp 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