

# **Diversity Workgroup Updates**

September 17, 2019



# Diversity Outcome

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# • Our 4 Management Approaches •

1. Communications and Outreach
2. Employment and Professional Engagement
3. Promote Environmental Justice
4. Tracking and Assessment



*Natasha Beck of Frederick, Md., and her daughter Lauren Beck, 11, of Girl Scouts Troop 81534 participate in a tree planting led by John Smucker at a farm near Fountain Rock Park in Walkersville, Md., on Oct. 25, 2014. (Photo by Will Parson/Chesapeake Bay Program)*

## I. Introduction

The Chesapeake Bay watershed is home to diverse communities with a rich variation in culture, social

# 2018-2019 Workplan

## Diversity Outcome Logic Table and Work Plan

**Primary Users:** Goal Implementation Teams, Workgroups, and Management Board | **Secondary Audience:** Interested Internal or External Parties

**Primary Purpose:** To assist partners in thinking through the relationships between their actions and specific factors, existing programs and gaps (either new or identified in their Management Strategies) and to help workgroups and Goal Implementation Teams prepare to present significant findings related to these actions and/or factors, existing programs and gaps to the Management Board. | **Secondary Purpose:** To enable those who are not familiar with a workgroup to understand and trace the logic driving its actions.

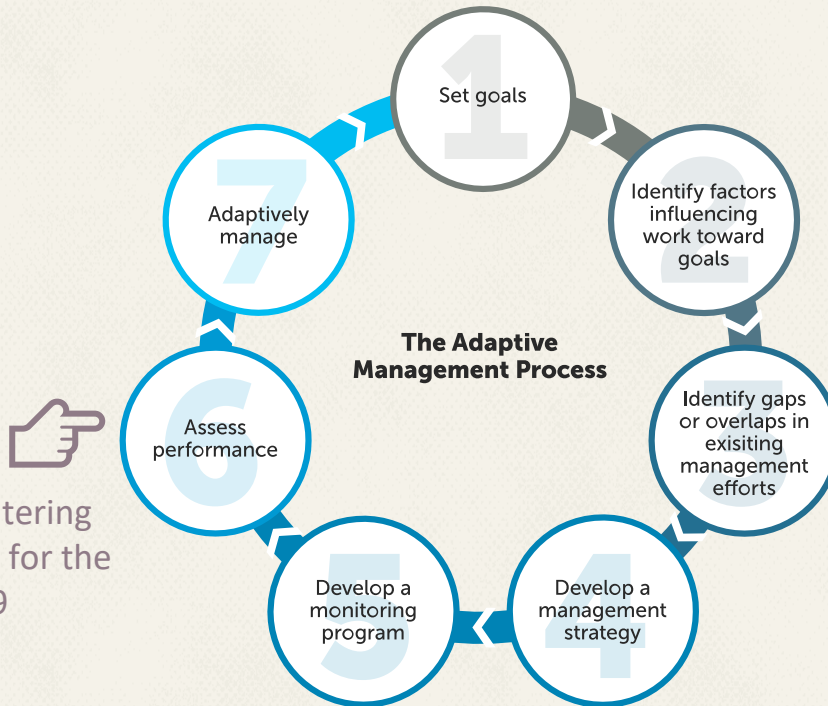
**Reminder:** As you complete the table below, keep in mind that removing actions, adapting actions, or adding new actions may require you to adjust the high-level Management Approaches outlined in your Management Strategy (to ensure these approaches continue to represent the collection of actions below them).

**Long-term Target:** Increase the number and the diversity of local citizen stewards and local governments that actively support and carry out the conservation and restoration activities that achieve healthy local streams, rivers and a vibrant Chesapeake Bay.

**Two-year Target:** 2016-2017

Factor	Current Efforts	Gap	Actions (critical in bold)	Metrics	Expected Response and Application	Learn/Adapt
<i>What is impacting our ability to achieve our outcome?</i>	<i>What current efforts are addressing this factor?</i>	<i>What further efforts or information are needed to fully address this factor?</i>	<i>What actions are essential to achieve our outcome?</i>	<i>Optional: Do we have a measure of progress? How do we know if we have achieved the intended result?</i>	<i>Optional: What effects do we expect to see as a result of this action, when, and what is the anticipated application of these changes?</i>	<i>Optional: What did we learn from taking this action? How will this lesson impact our work?</i>
<b>Successfully Targeting Communications and Outreach Efforts</b>	No existing PROGRAMS, however we have Co-collaboration with existing environmental groups that have targeted communities the CBPO has not engaged with in the past. These include: Southeast CARE Coalition, Greater Baltimore Wilderness Coalition, Audubon Naturalist Society, Coppin State University, Morgan State University, Virginia State University, and Bowie State University.	<i>Create a communications strategy that is easily able to measure progress and identify community leaders and stakeholders that will create the bridge for our workgroup and CBPO.</i>	1.1, 1.4  Attending non-traditional environmental organizations' events to reach new audiences. There must also be continued collaboration with these said events, as well as the existing environmental organizations that interact with the	Currently the Diversity Workgroup is measuring progress by the number of email addresses the Diversity Workgroup receives from sign-up sheets at the said events, however the measurement of effectiveness of adding them to an email list is limited.	As a result of successfully targeting communications and outreach efforts, the Diversity Workgroup expects to see an increased presence of diverse communities involved in more CBP decision-making processes. This will begin the process of engaging more community leaders and these community leaders participating in other outcome workgroups. Creating awareness among communities that were once not engaged will be one form of a catalyst for engagement.	The Diversity Workgroup needs to create a communications and outreach strategy separate from the CBPO Communications office overall strategy. While our goals align, the other outcome workgroups are targeting different levels of engagement. After multiple mentions from various stakeholders, it is important that we remove the term "minority" from all Bay Program materials. It is seen as derogatory to those same underrepresented communities we wish to include in the CBP.

# A 2-Year Cycle of Adaptive Management



We are entering  
this phase for the  
2018-2019  
workplan

# Mark your calendars!

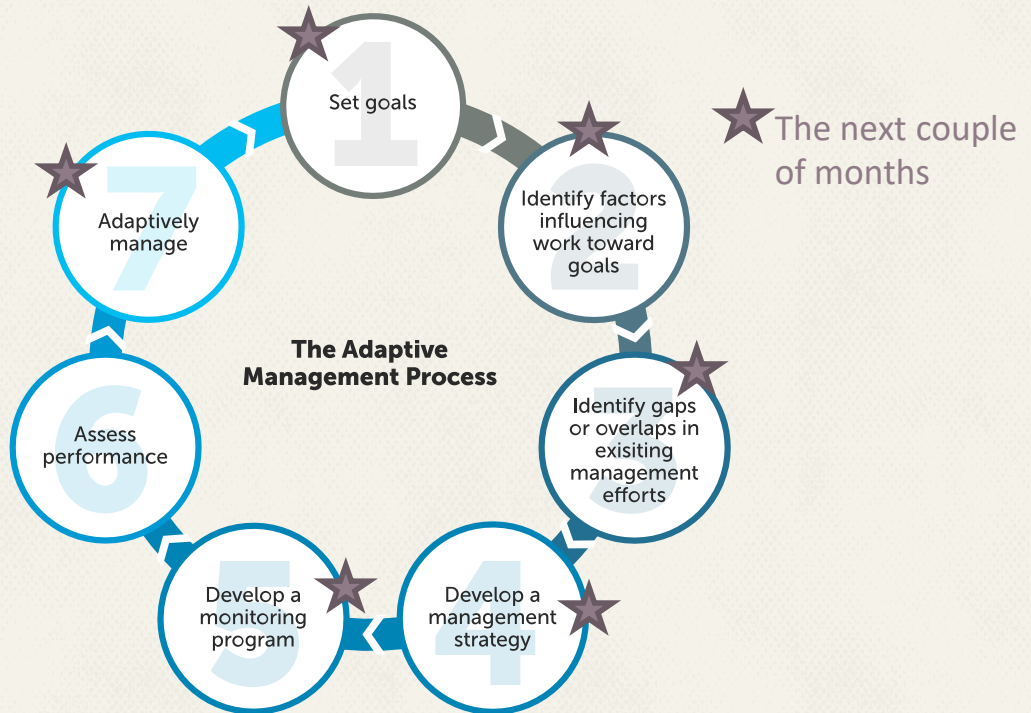


November 21<sup>st</sup> for the next  
in-person Diversity  
Workgroup meeting

Topics will include:

- ❖ Assessing progress and looking ahead to the 2020-2021 workplan
- ❖ Chesapeake Bay Program 2019 Diversity Profile results
- ❖ Learn about the new Chesapeake Bay Program DEI Strategy

# A 2-Year Cycle of Adaptive Management



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- **Workgroup Membership**

# From the CBP Governance Document

Membership should consist of:

- representatives from signatories of the Chesapeake Bay Watershed Agreement
- at-large members (e.g. non-profit, for-profit, academic groups)

# • Current Membership •

Name	Organization	Role
Jim Edward	Environmental Protection Agency	Chair
Tuana Phillips	Environmental Protection Agency	Coordinator
Francesca King	Chesapeake Research Consortium	Staffer
Amy Handen	National Park Service	Steering Committee
Mariah Davis	Choose Clean Water Coalition	Steering Committee
Ruby Stemmler	EcoLatinos	Steering Committee
Caitlyn Johnstone	Alliance for the Chesapeake Bay	Steering Committee
Kristen Diggs	Chesapeake Bay Foundation	Steering Committee
Ola Davis	Alliance for the Chesapeake Bay	Steering Committee & LGAC representative
Trystan Sill	Maryland DNR	Steering Committee & MD representative
Michelle Ramirez	Maryland DNR	MD representative
Edgar Freeman	Maryland DNR	MD representative
Kesha Braunskill	Delaware Department of Forestry	DE representative
Clare Sevcik	Delaware DNREC	DE representative
Kara Pennino	D.C. DOE	DC representative
Emily Hendrickson	Pennsylvania DCNR	PA representative
Jessica Blackburn	Alliance for the Chesapeake Bay	CAC representative
Julie Mawhorter	U.S. Forest Service	USFS Representative
Carmera Thomas	Chesapeake Bay Foundation	CBF representative, At-large member
Alexis Dickerson	Chesapeake Bay Foundation	CBF representative, At-large member
Malia Pownall	Chesapeake Bay Foundation	CBF representative, At-large member
Melissa Fagan	Chesapeake Research Consortium	At-large member
Noelle Chao	AA Watershed Stewards Academy	At-large member

# Discussion: Diversity

## Workgroup Role



### **Oversee diversity outcome**

Develop and implement diversity management strategy and workplan to meet diversity outcome.



### **Share best practices**

Dedicate meeting time for mutual learning and sharing of best practices that promote DEI/J in the Chesapeake region



### **Intentional meeting locations and topics**

In places that CBP has not traditionally gone to; invite guest speakers to talk about important local work



**?**

What other roles can our workgroup provide?



**What other roles can our  
workgroup provide?**

## Workgroup Webpage

[https://www.chesapeakebay.net/who/group/diversity\\_action\\_team](https://www.chesapeakebay.net/who/group/diversity_action_team)