

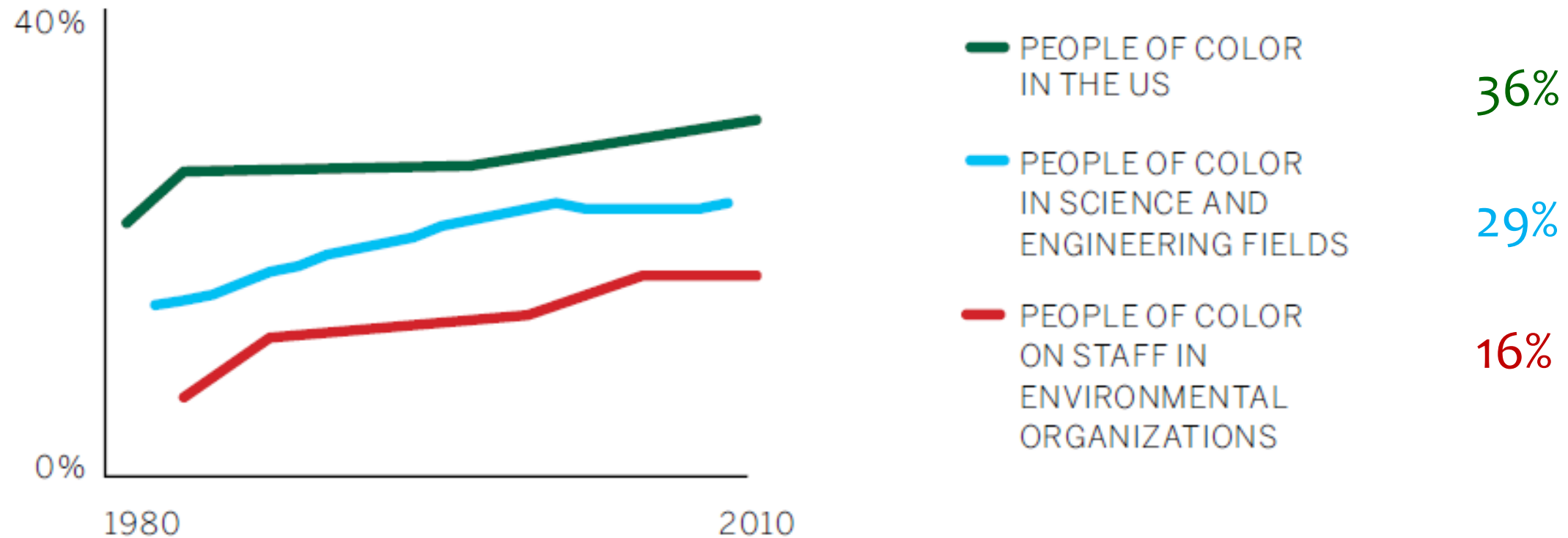


# Setting a 2025 target for CBP Diversity Indicator

Presented by Darius Stanton, Diversity Workgroup Staffer

# Green 2.0 Study

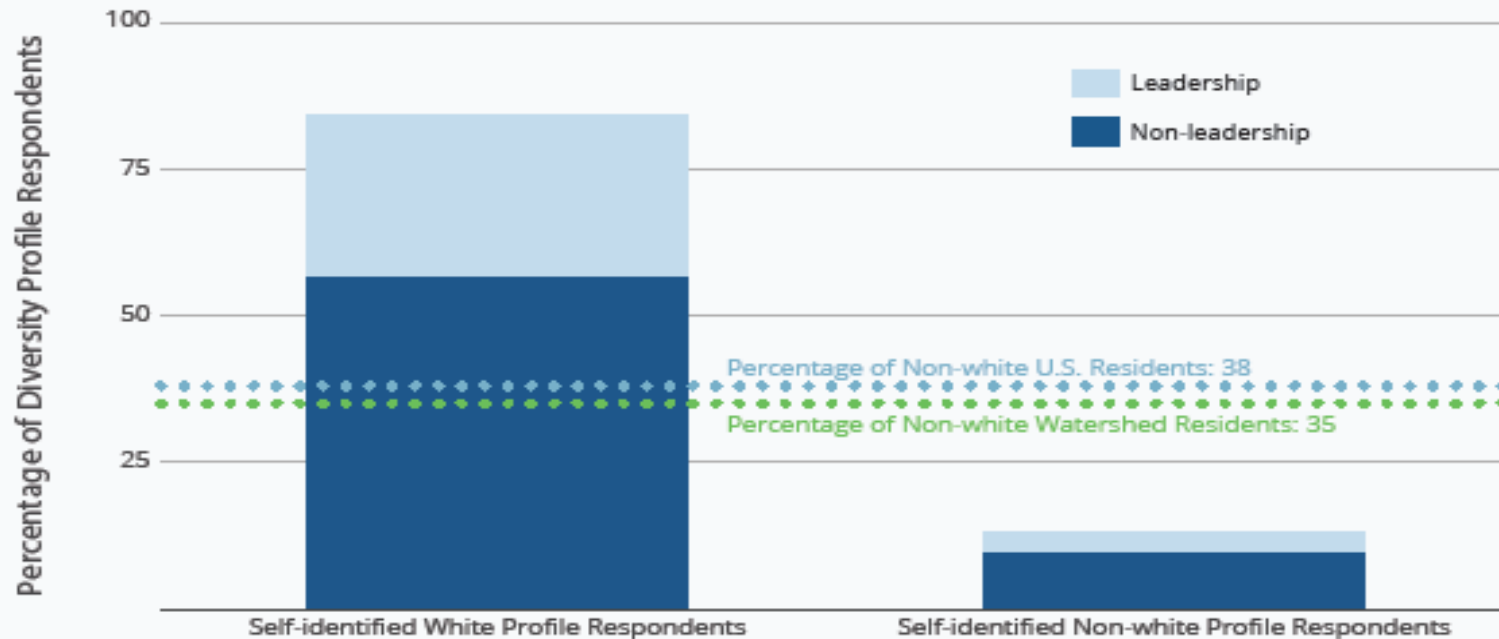
## POPULATION AND EMPLOYMENT TRENDS OF PEOPLE OF COLOR



# Existing program employee demographics

## Diversity

Outcome: Identify minority stakeholder groups not currently represented in the leadership, decision-making or implementation of current conservation and restoration activities. Create meaningful opportunities and programs to recruit and engage these groups in the Chesapeake Bay Program's work.



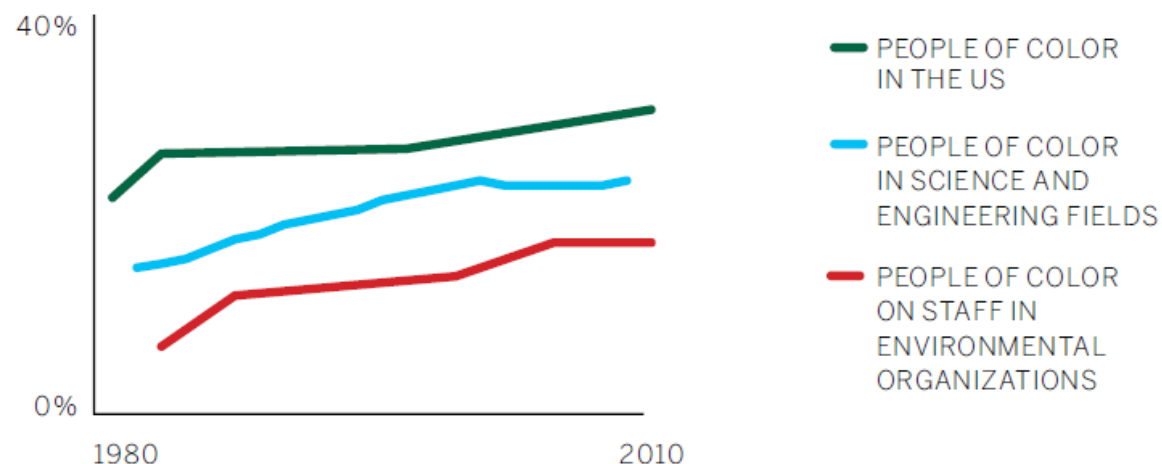
- National Average for People of Color: 38%
- Chesapeake Bay Watershed percentage: 35%
- Percentage of people of color in CBP: 13%
- Percentage of people of color in Leadership positions in CBP: 3%

# Green 2.0 Data continued..

## The Green Ceiling

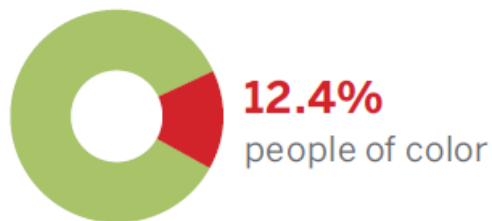
- People of color are 36% of the U.S. population, and comprise 29% of the science and engineering workforce but they do not exceed 16% of the staff in any of the organizations surveyed.
- For decades, environmental organizations have stressed the value of diversity however the diversity composition has not broken the 16% green ceiling.
- People of color support environmental protection at a higher rate than whites. However, environmental organizations are not adequately reaching out to organizations representing people of color communities.

POPULATION AND EMPLOYMENT TRENDS OF PEOPLE OF COLOR

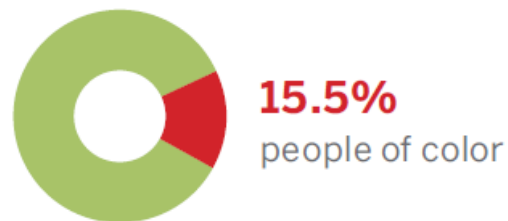


## Staff Diversity in Environmental Organizations

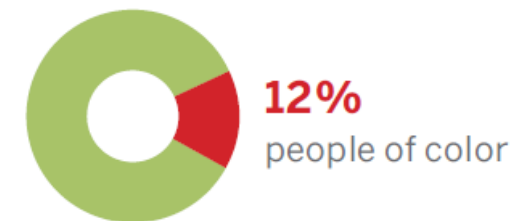
### NGO



### Government Agency



### Foundation

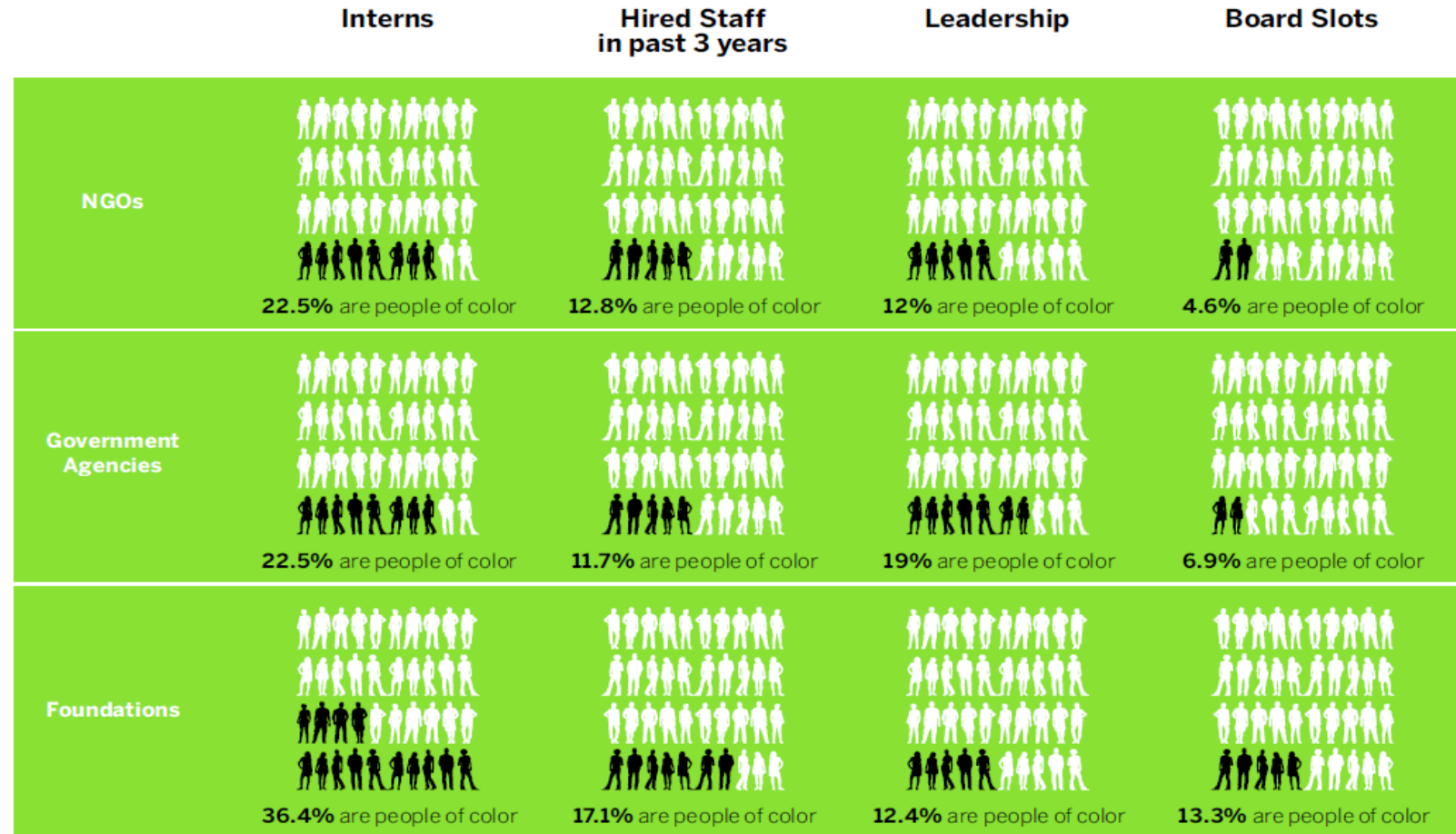


# Green 2.0 Data continued..

## Unconscious Bias, Discrimination, and Insular Recruiting

The failure of environmental organizations and agencies to increase recruitment and retention of people of color comes despite the disproportionate impact of environmental hazards on communities of color and the fact that people of color poll higher than whites in support for environmental issues. Environmental organizations fail to

use the existing internship pipeline effectively. As a result, diversity decreases as responsibility increases. None of the largest budget orgs had a president, vice president, or assistant/associate director who was a person of color.



The impression that there are low numbers of people of color in the applicant pool can be partially attributed to organizations failing to go beyond their use of traditional, limited recruiting practices such as word-of-mouth, environmental websites and informal networks.



# Diversity Indicator Goal/Target

Propose the following goal for 2025:

Increase percentage of people of color in CBP from 13% to **25% (Closer to 29%)**

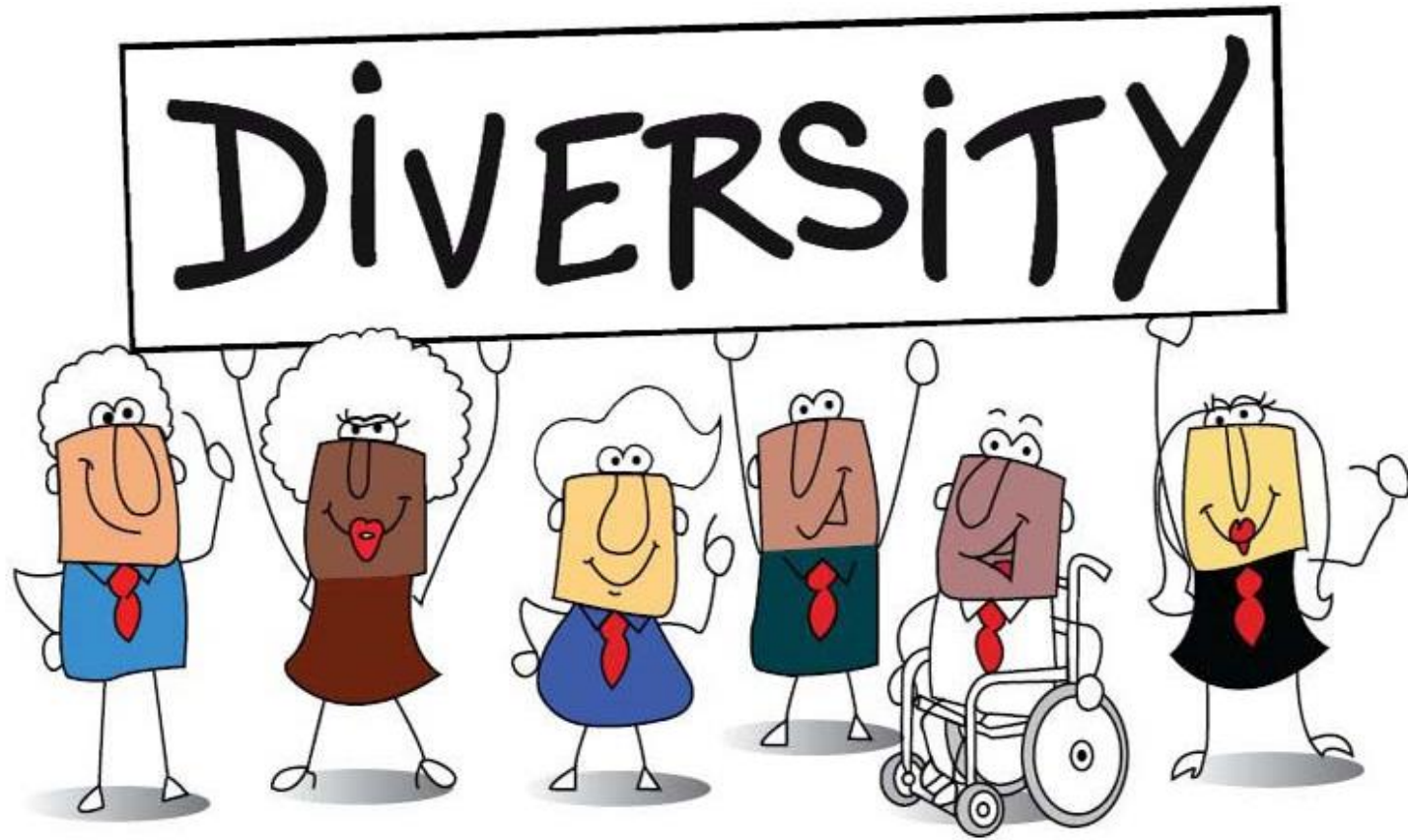
Increase percentage of people of color in leadership positions from 3% to **15% (Closer to 19%)**

Current 13% represents **50** profile respondents of color

Current 3% of leadership represents **12** profile respondents of color.

An increase to 25% would mean **94** profile respondents of color out of 375 total respondents.

An increase in leadership to 15% people of color would mean **17** profile respondents of color out of 375 total respondents.



- By 2025, 25% of the total CBP partnership be people of color.
- By 2025, 15% of leadership consist of people of color.
- 15%/25% by 2025!

**Proposed Diversity Goal**



# Thank You

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