Preliminary Chesapeake Bay Diversity Profile: 2016 Results, Highlights and Next Steps

Chesapeake Bay Program Office and Alliance for the Chesapeake Bay

CBP Diversity Workgroup Meeting

November 2, 2016

Diversity Management Strategy and Workplan

"Identify stakeholder groups that are not currently represented in the leadership, decision making and implementation of conservation and restoration activities, and create meaningful opportunities and programs to recruit and engage them in the partnership's efforts."
– Diversity Outcome

"Explore the use of organizational demographic profile tools (e.g. Guidestar and D5) for the Bay Program jurisdictions, agencies, partners and other NGOs in the Bay watershed to report on diversity representation within their organizations."
– Diversity Management Strategy

"Establish a baseline of the level of diversity in the CBP (staff, boards, programs and initiatives aimed at increasing internal diversity)."
– Diversity Workplan

Process and timeline

- **The Alliance for the Chesapeake Bay conducted the profiles on behalf of the Chesapeake Bay Program**
- **The Program was sent to the Principal Staff Committee, Management Board, Advisory Committees, GITs, and workgroup members.**

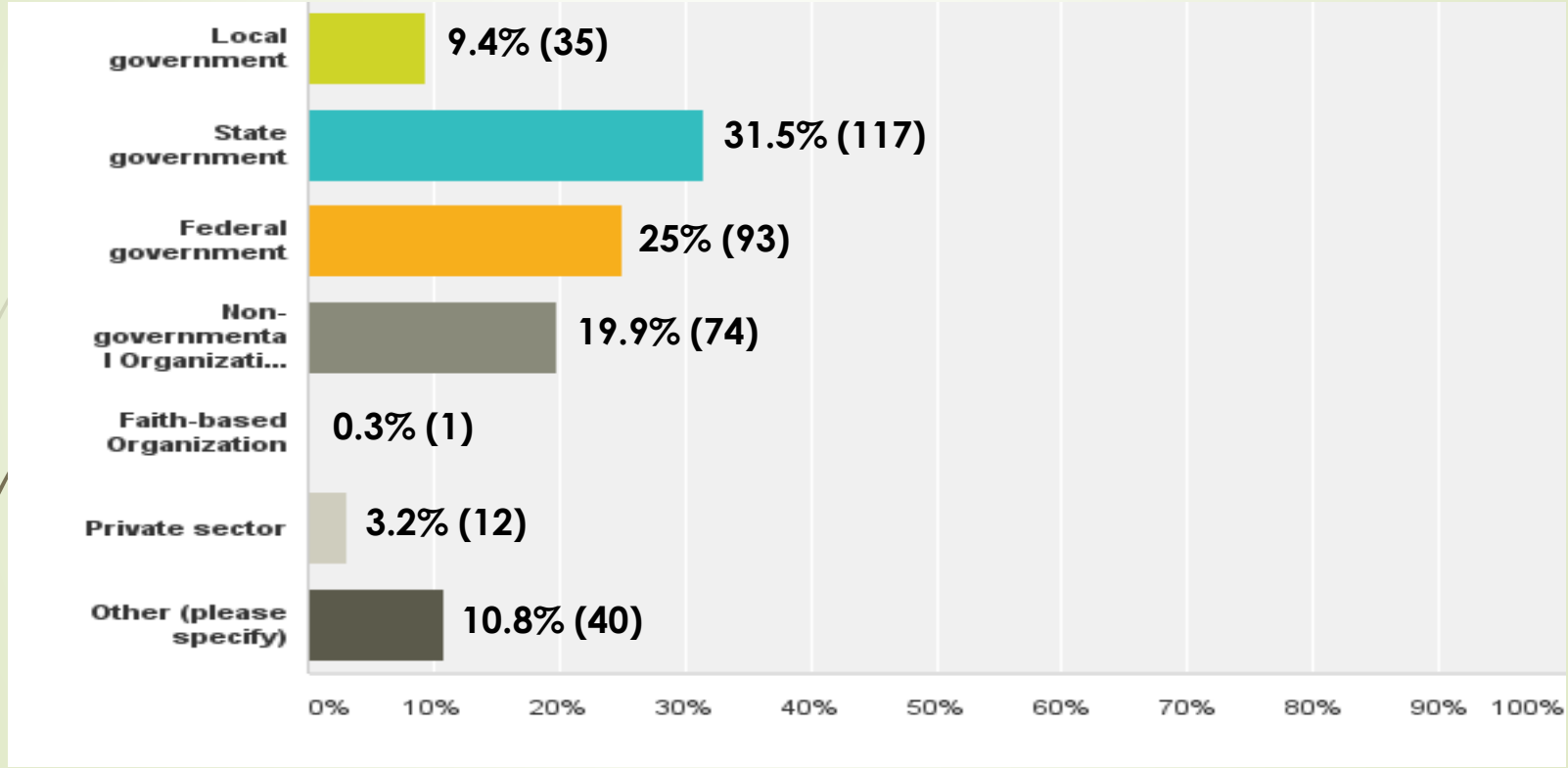
About the Diversity Profile

- Generated simple online demographic profile tool
- 11 Simple questions
- Voluntary and Anonymous
- “Self-Identify” responses
- Includes questions on management roles due to outcome language

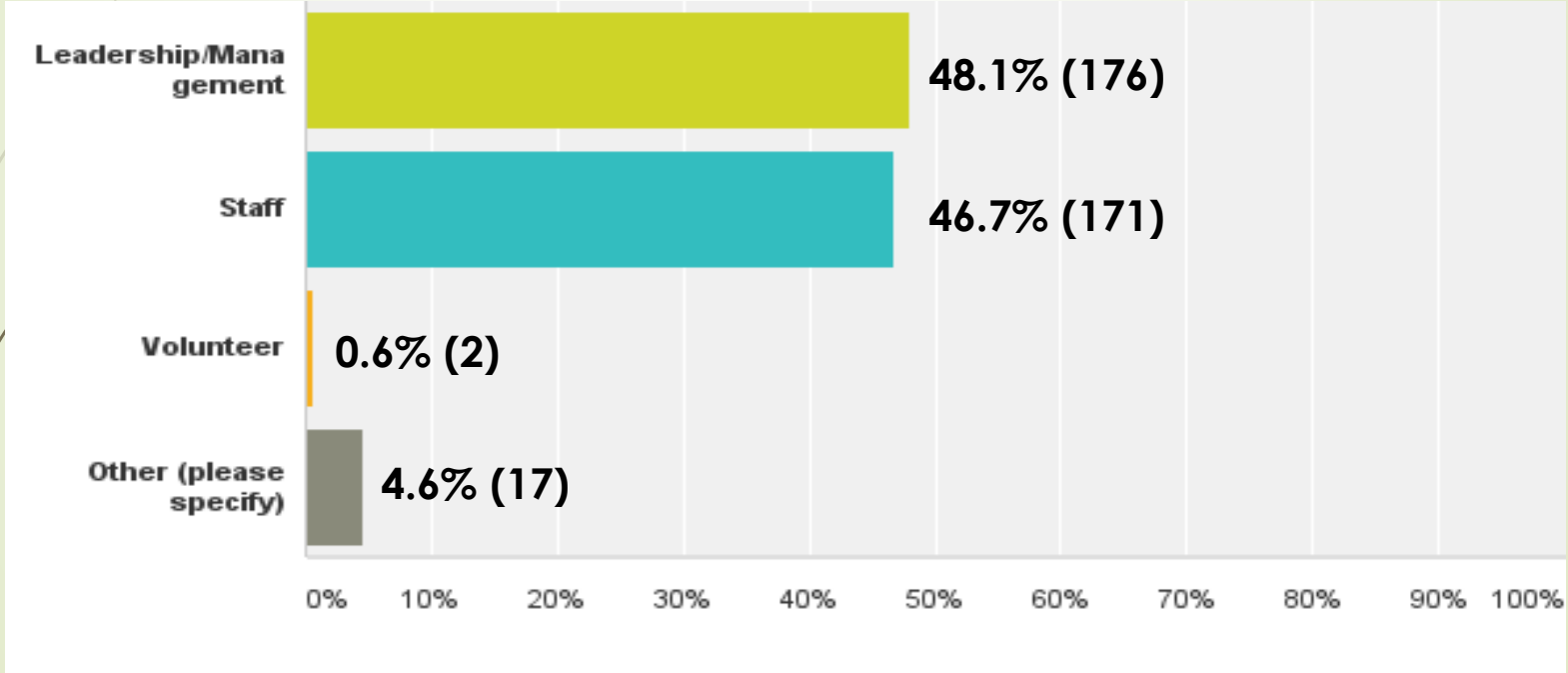
Summary and demographic responses highlights

- Profile sent to approximately 750 CBP staff and partners
- 374 total respondents
- 49.8% response rate
- 31.45% of respondents worked for state government
- 48.26% of respondents reside in Maryland

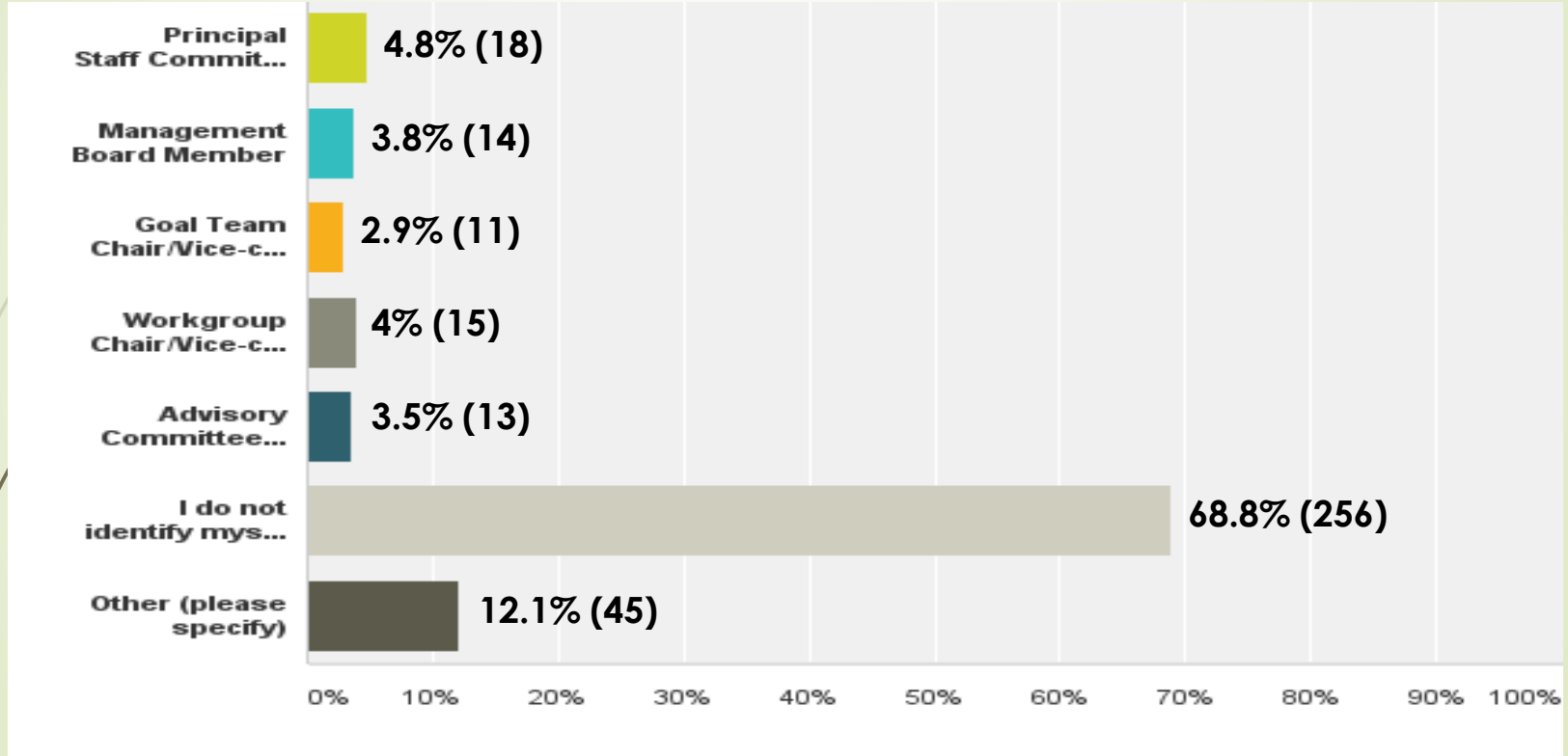
What type of organization do you currently work for?



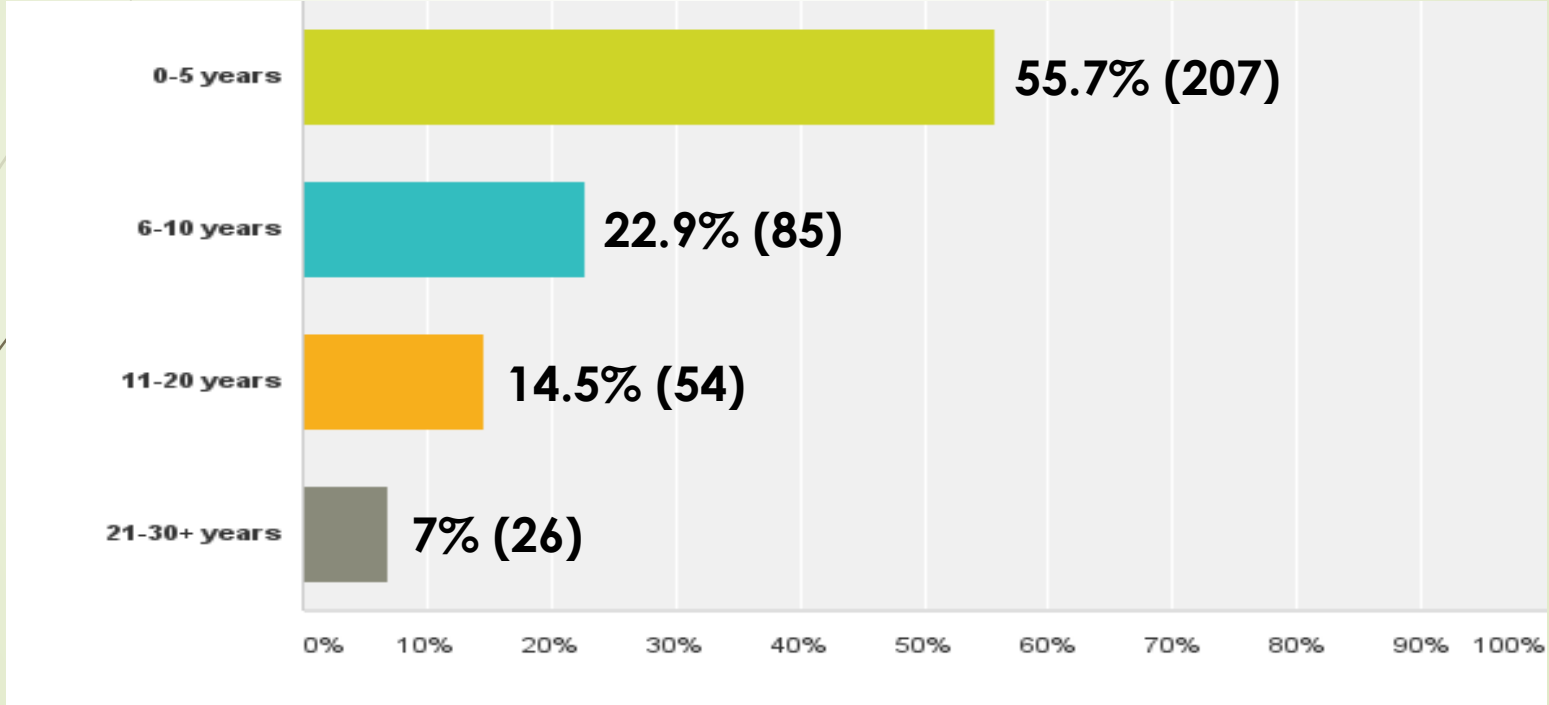
Within your organization, what is your role? Please choose one.



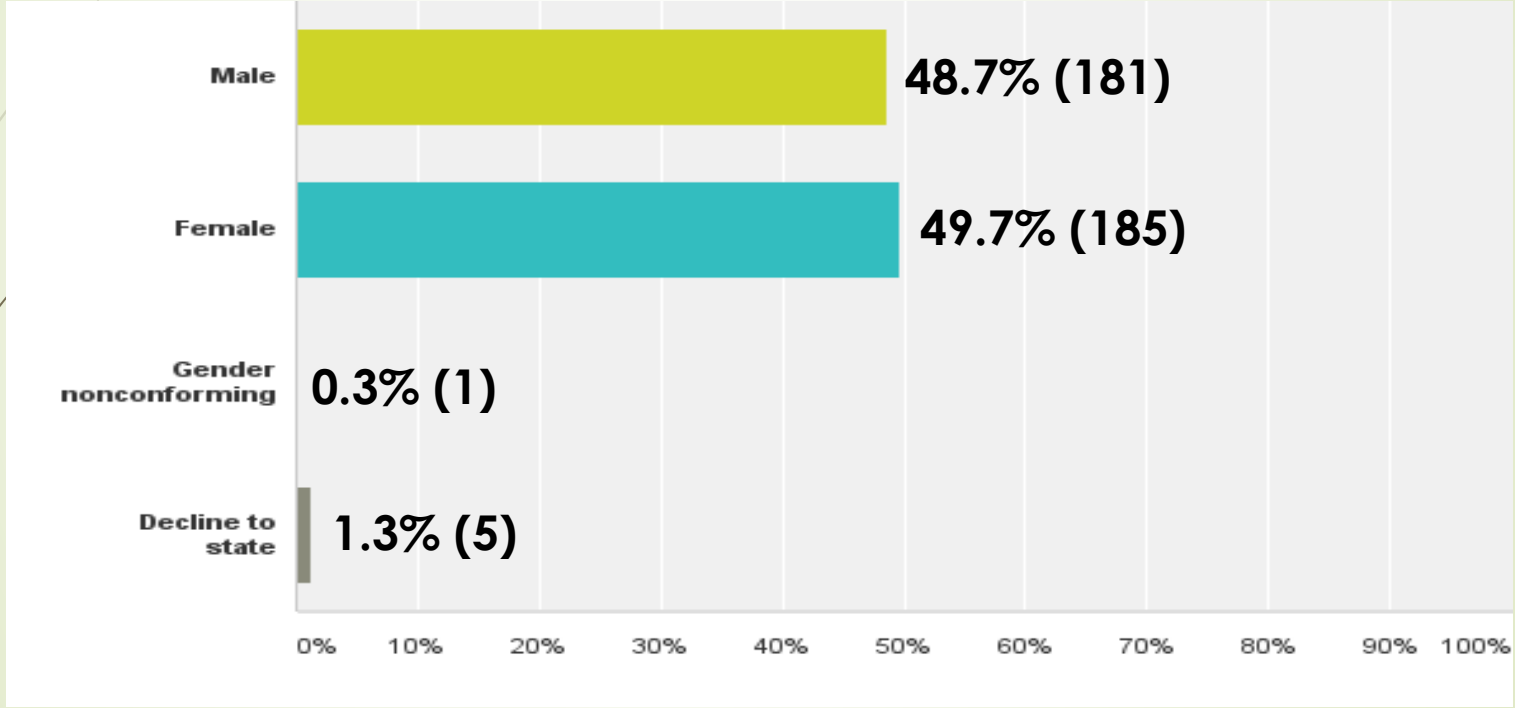
Do you identify yourself as a member of CBP leadership? Choose one. If multiple roles, please list in other.



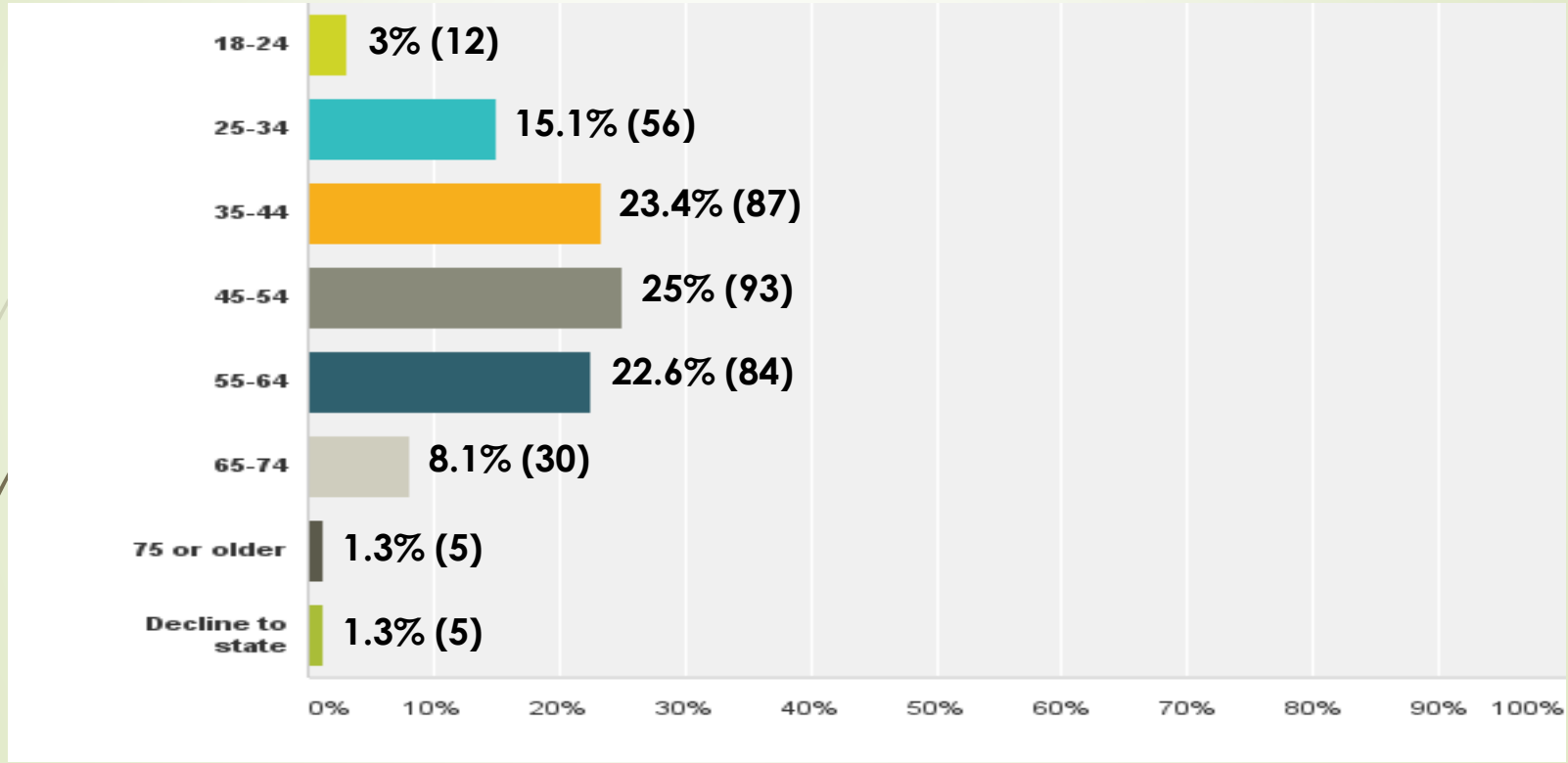
How long have you been participating in the CBP organization?



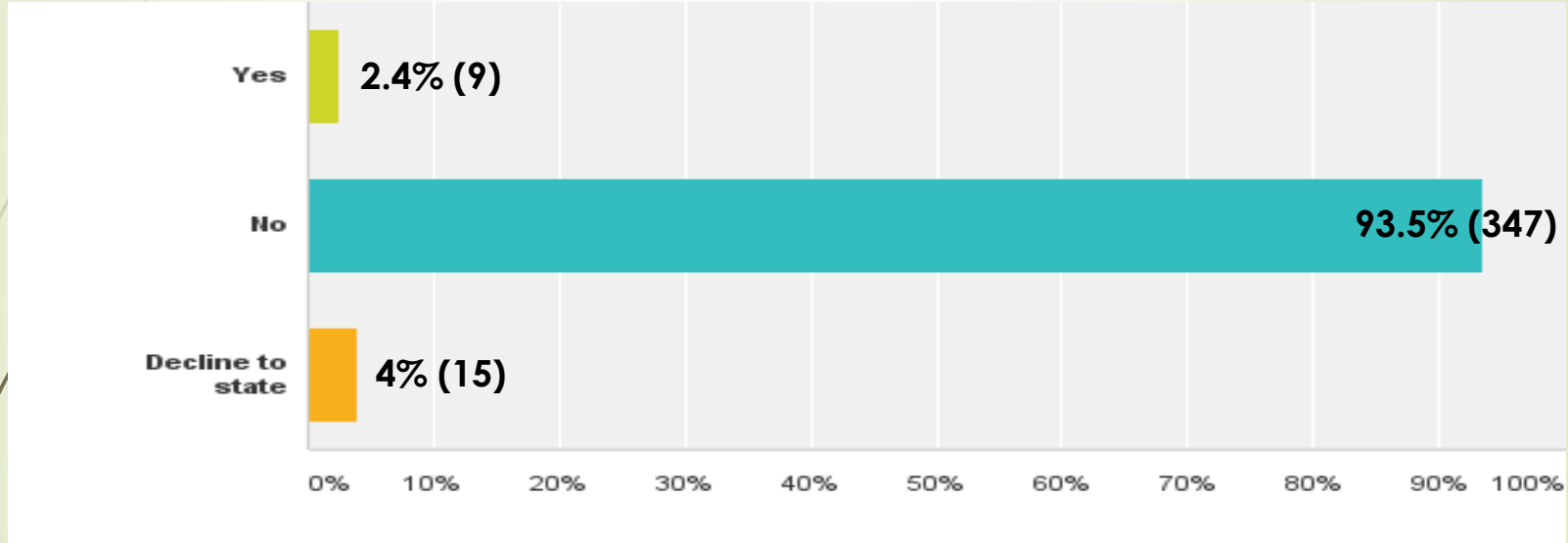
What is your gender?



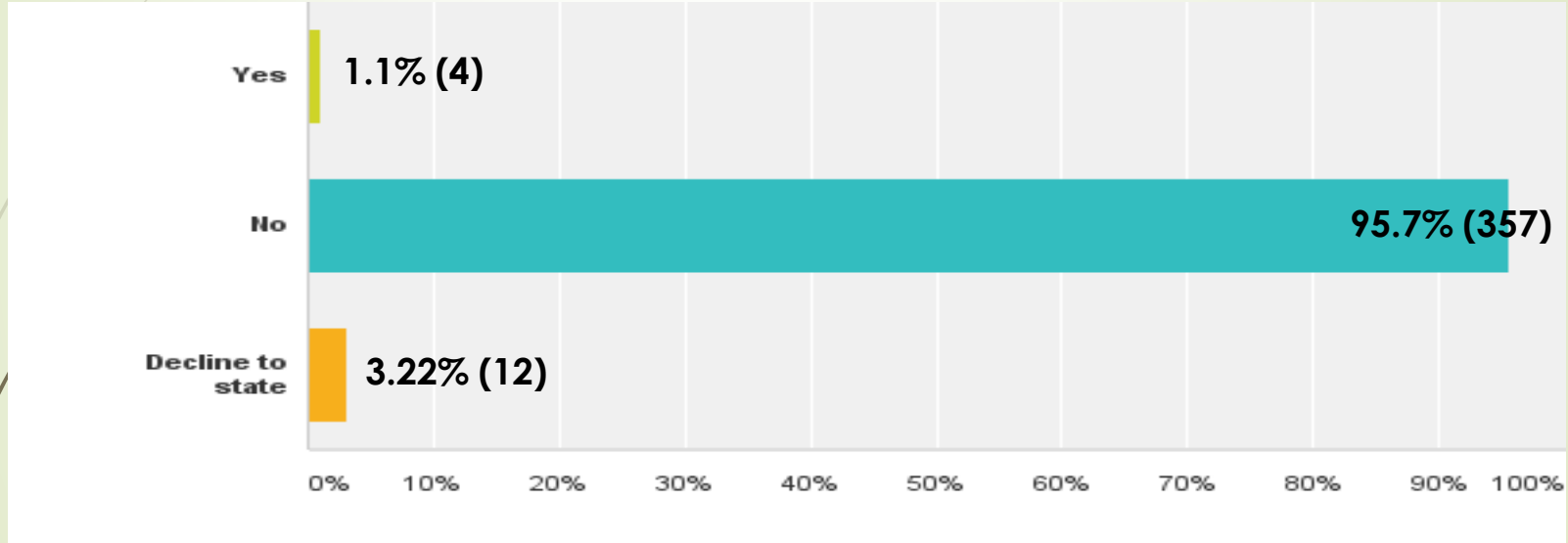
What is your age?



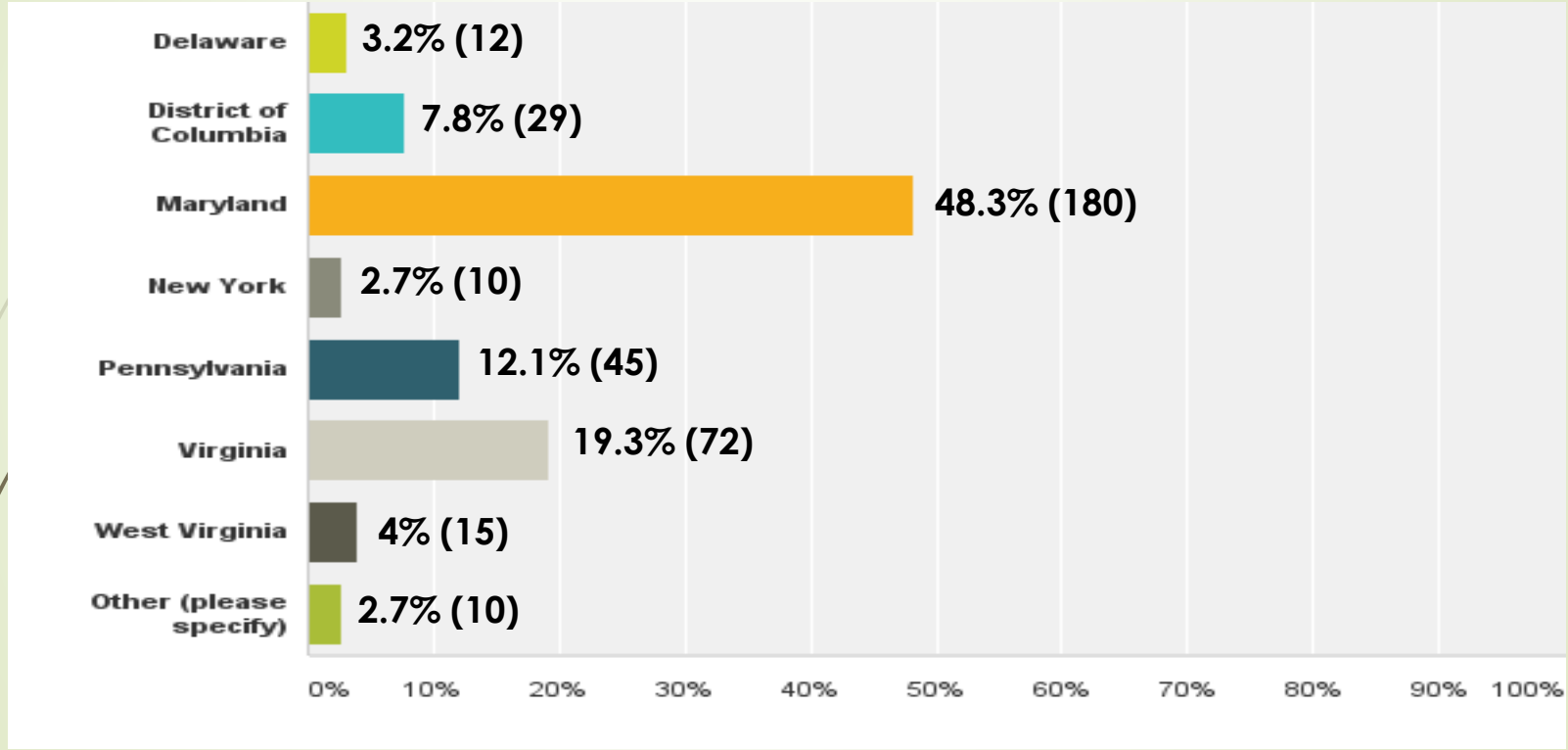
Do you identify as a member of the Lesbian, Gay, Bisexual, Transgender or Gender Nonconforming community?



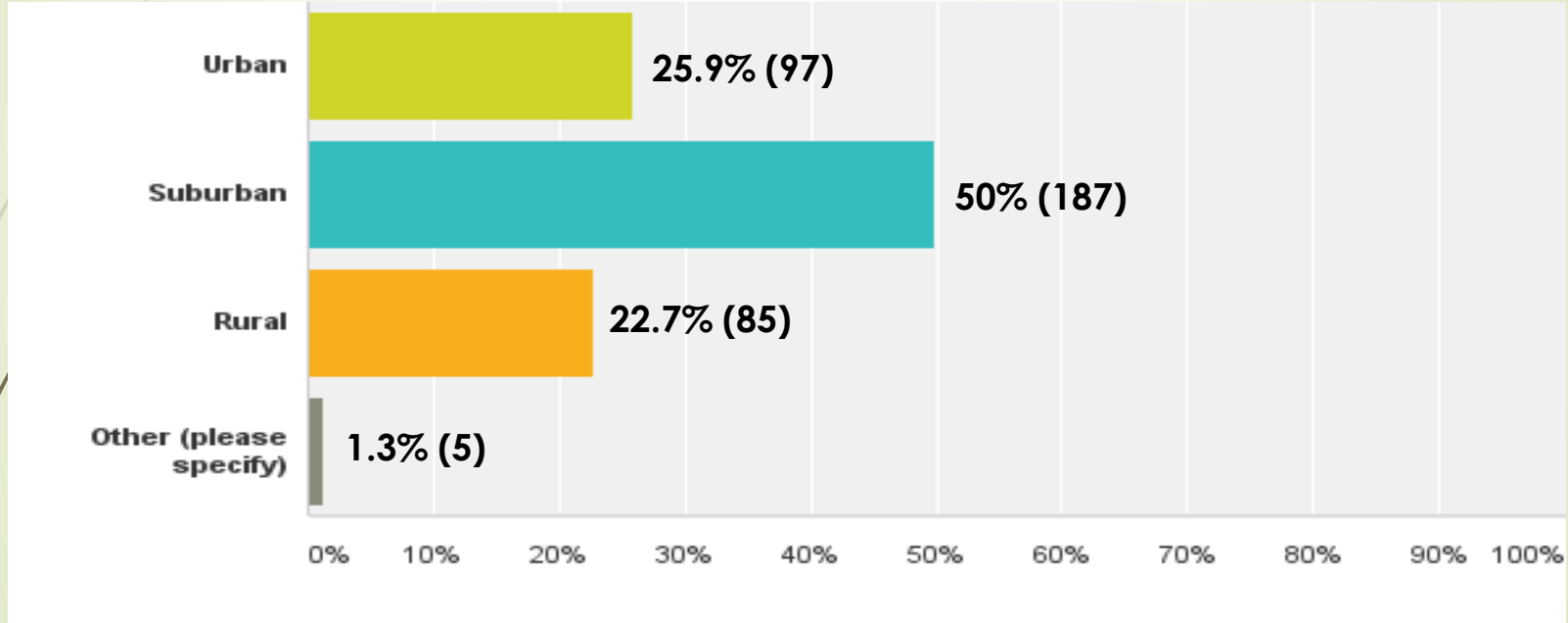
Do you identify as a person who is disabled?



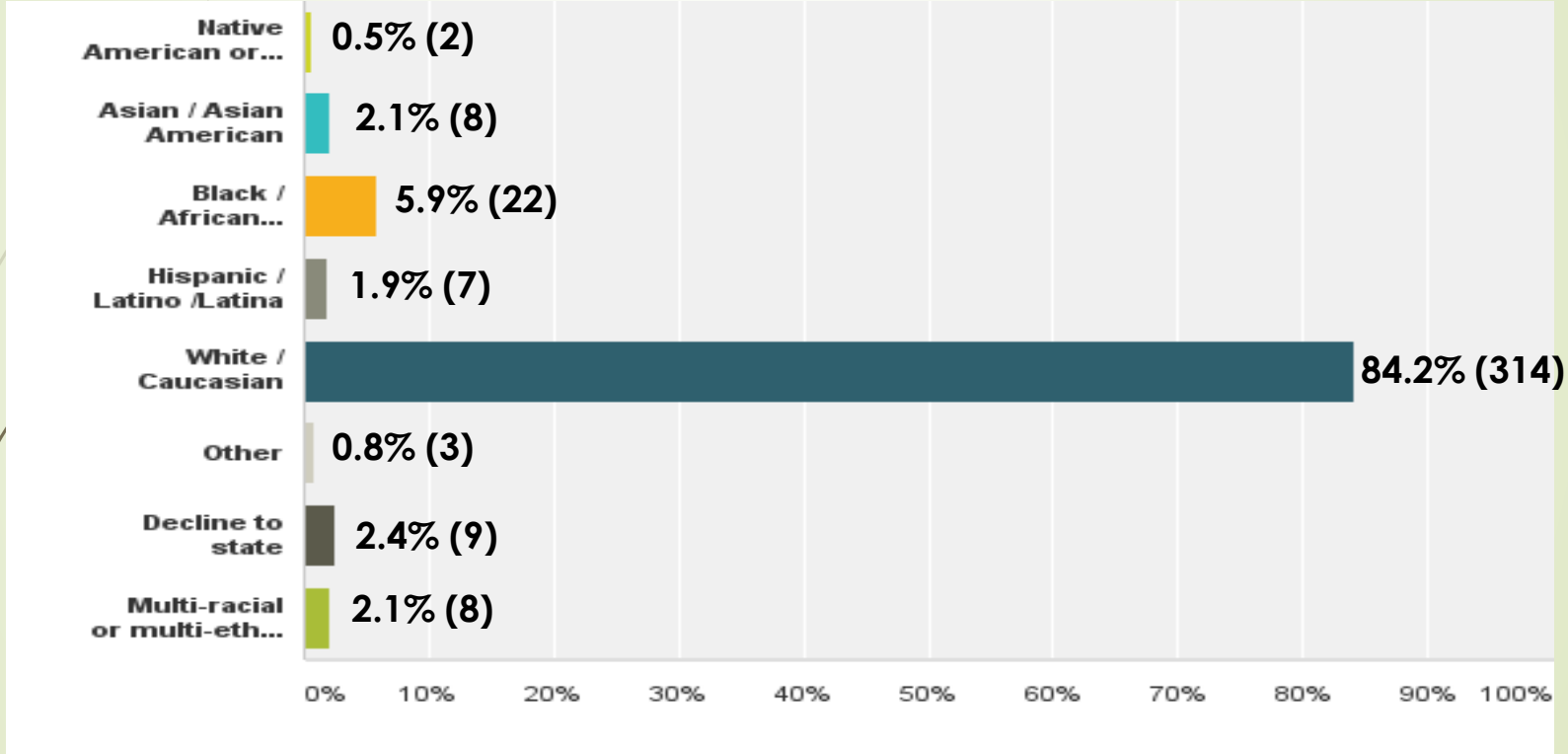
What Chesapeake watershed jurisdiction do you live in?



What landscape do you currently reside in?



Which category(s) best describe you?



Answer Choices	Responses (%)	Responses #
Native America or Alaskan Native	0.54%	2
Asian / Asian American	2.14%	8
Black / African American	5.90%	22
Hispanic / Latino / Latina	1.88%	7
White / Caucasian	84.18%	314
Other	0.80%	3
Decline to state	2.41%	9
Multi-racial or multi ethnic (please specify)	2.14%	8

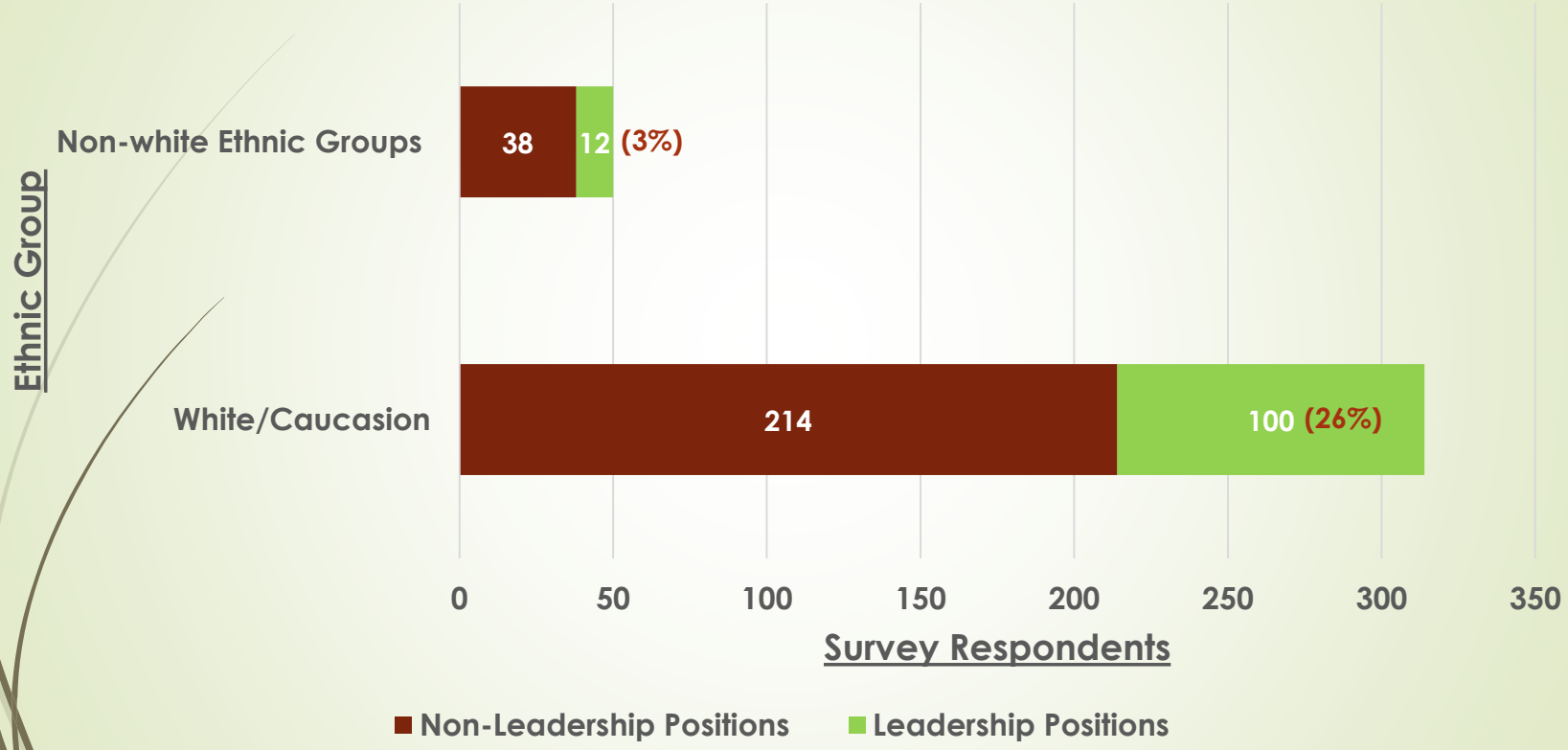
Data Analysis

- Initial focus on ethnic diversity because from the results of the profile tool, it was identified as a major gap.
- All analysis is preliminary
- Will continue to consult with diversity workgroup, MB, STAR, indicators workgroup, Green 2.0, etc.

Sample approach for data analysis

- CBP profiles revealed 50 non-caucasion respondents: **13.4%**
- Out of the 50 non-caucasions, only 12 held leadership positions: **3%**
- CBP profile further revealed 314 white/caucasion respondents: **84%**
- Out of the 314 white respondents, 100 identified themselves as CBP leadership: **31.8%**
- A preliminary analysis of the 50 non-white responses out of the 374 total responses follows

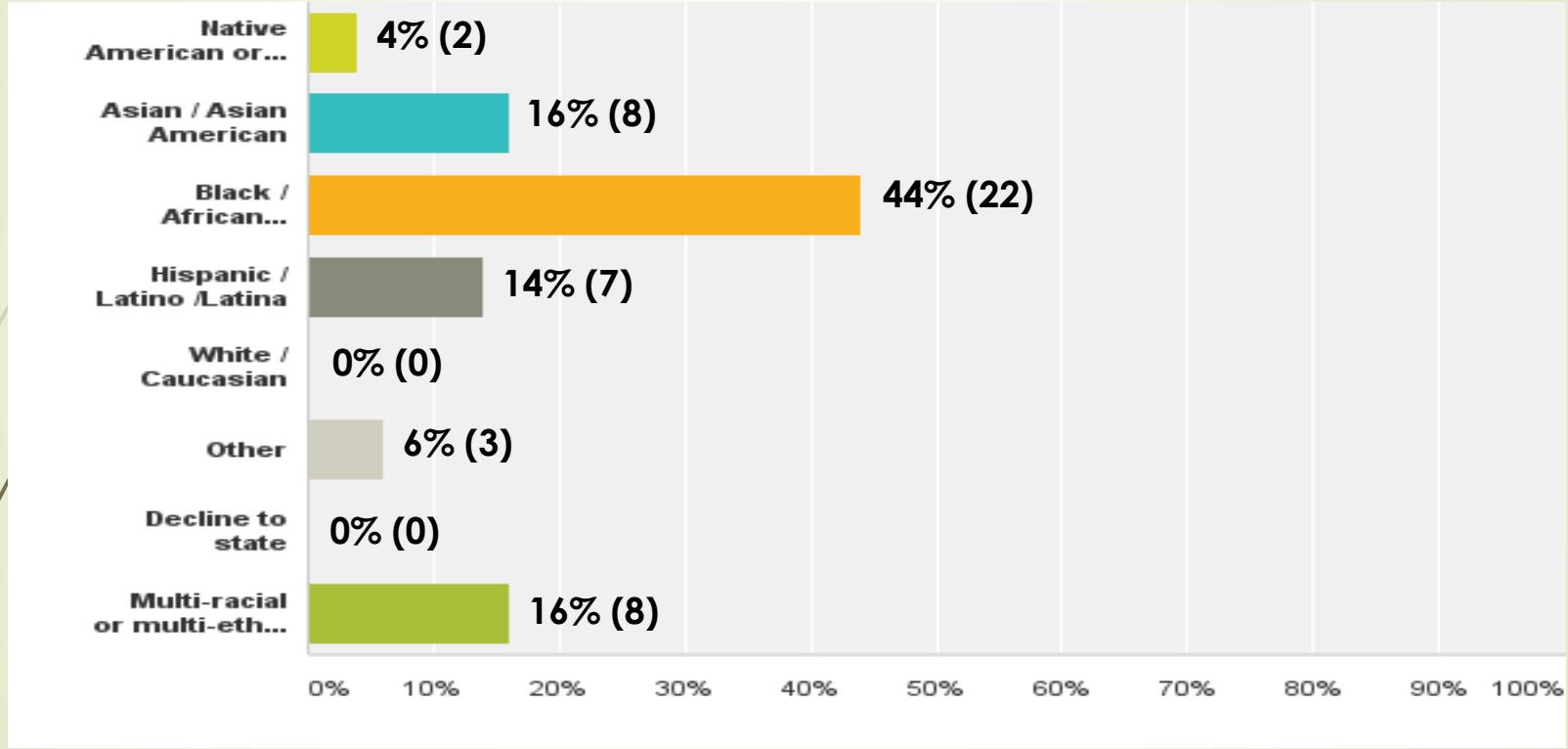
CBP Leadership vs. Non-Leadership Staff



Preliminary data analysis of 50 non-white respondents

http://www.cpehr.com/blog-1/promoting-diversity-in-the-workplace

Which ethnic category(s) best describe you?



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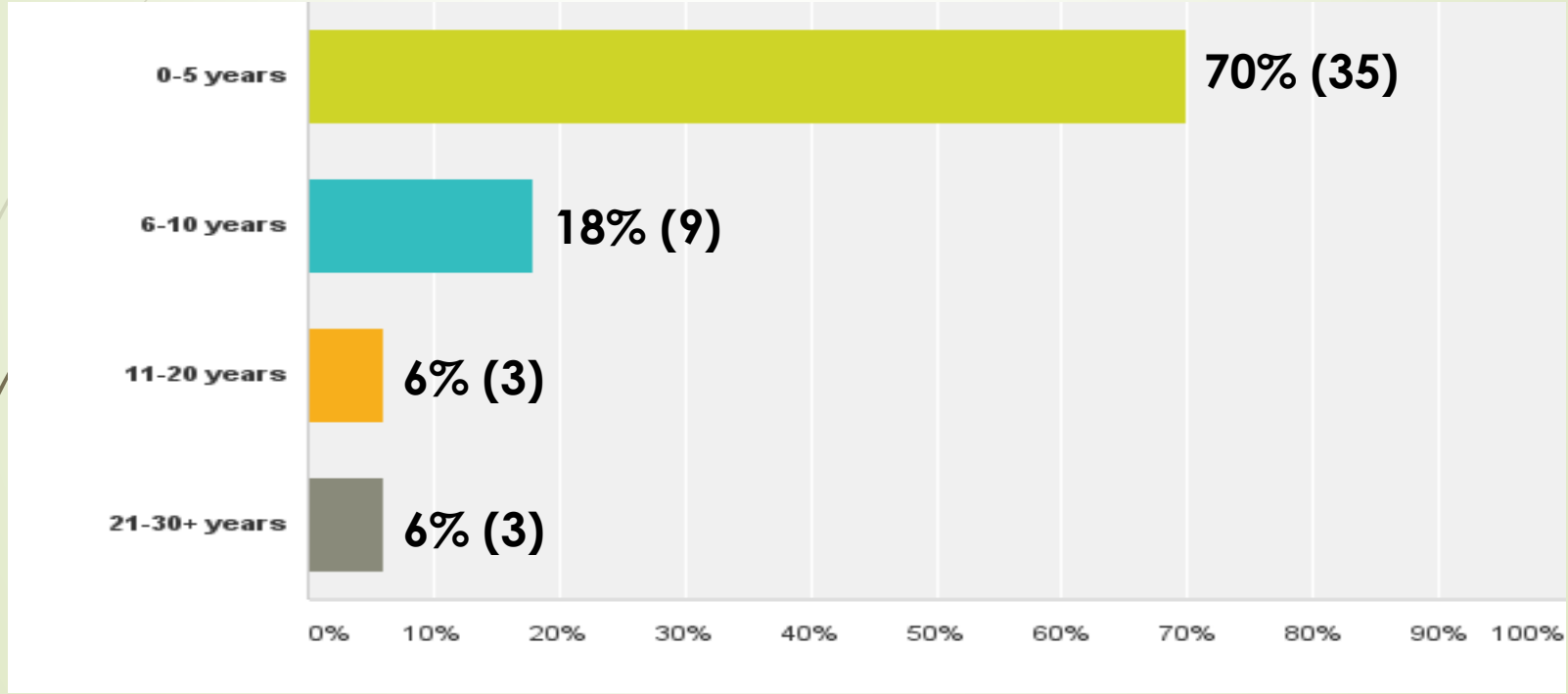

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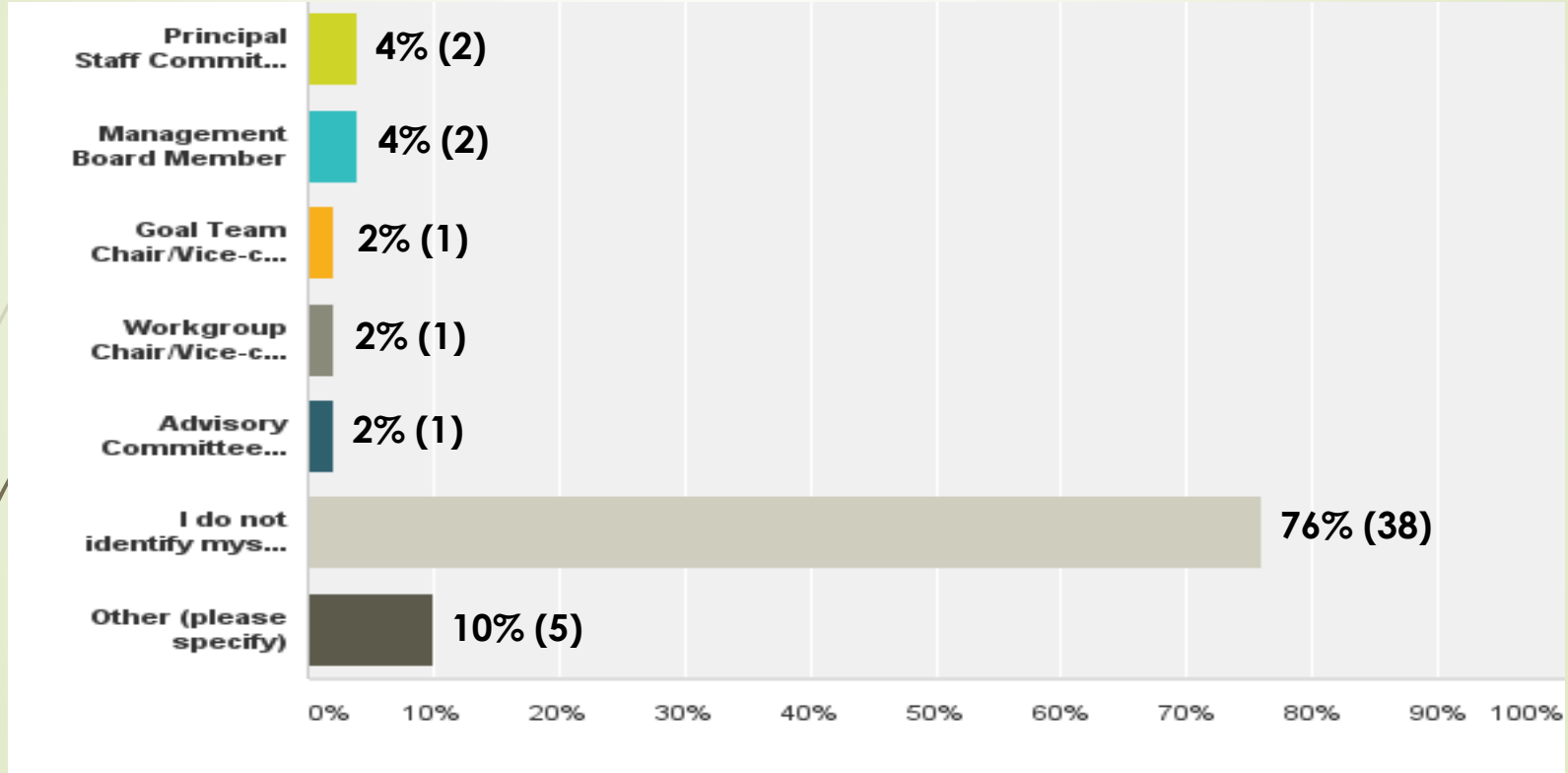

Questions going forward

- Have the terms used in the Outcome been appropriately defined? **(Word to replace minority)**
- What pieces of information do we need to adaptively manage our work? What **metric** or information would be most meaningful to our workgroup?
- Does the proposed indicator **address the Diversity Outcome in the 2014 Chesapeake Bay Watershed Agreement?**
- Is the indicator long term, taking into account possible future changes? Can the Partnership show trends over time using this proposed indicator? **(Retention, diversity among leadership, etc.)**
- Is there a **threshold or reference value** against which the proposed indicator can be compared, so that users can assess the significance of the values associated with it? (e.g. 36% of nationwide people of color caucus)
- Once we decide on an indicator(s), do we want to set a **specific Program diversity "goal" for 2025?**

Next Steps

- Have a Diversity Profile Poster at Watershed Forum
- Discuss profile findings with Diversity Workgroup at November Meeting
- Make Diversity Profile results widely available – (Late Fall)
- Establish Diversity Indicators for Bay Barometer and Chesapeake Progress (December)
- Web Story on ChesapeakeBay.net (Mid-December)

Questions?

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