Chesapeake Bay Program 2016 Diversity Profile: Results, Proposed Indicator and Next Steps

Chesapeake Bay Program Office and Alliance for the Chesapeake Bay

CBP Diversity Workgroup

December 1, 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.

May: Develop simple survey monkey instrument

Early June: Email from Al Todd to CBP membership

June 23, 2016 Profile Created via Survey Monkey

90 days to complete the profile

Mid July: Follow-up emails from CBP leadership

September 2016: Present results to Management Board

Fall 2016 Post results on CBP website – Press release and web story

About the Diversity Profile

- Generated simple online demographic profile tool

- 11 Simple questions

- Voluntary and Anonymous

- "Self-Identify" responses

- Includes questions on leadership/management roles due to outcome language
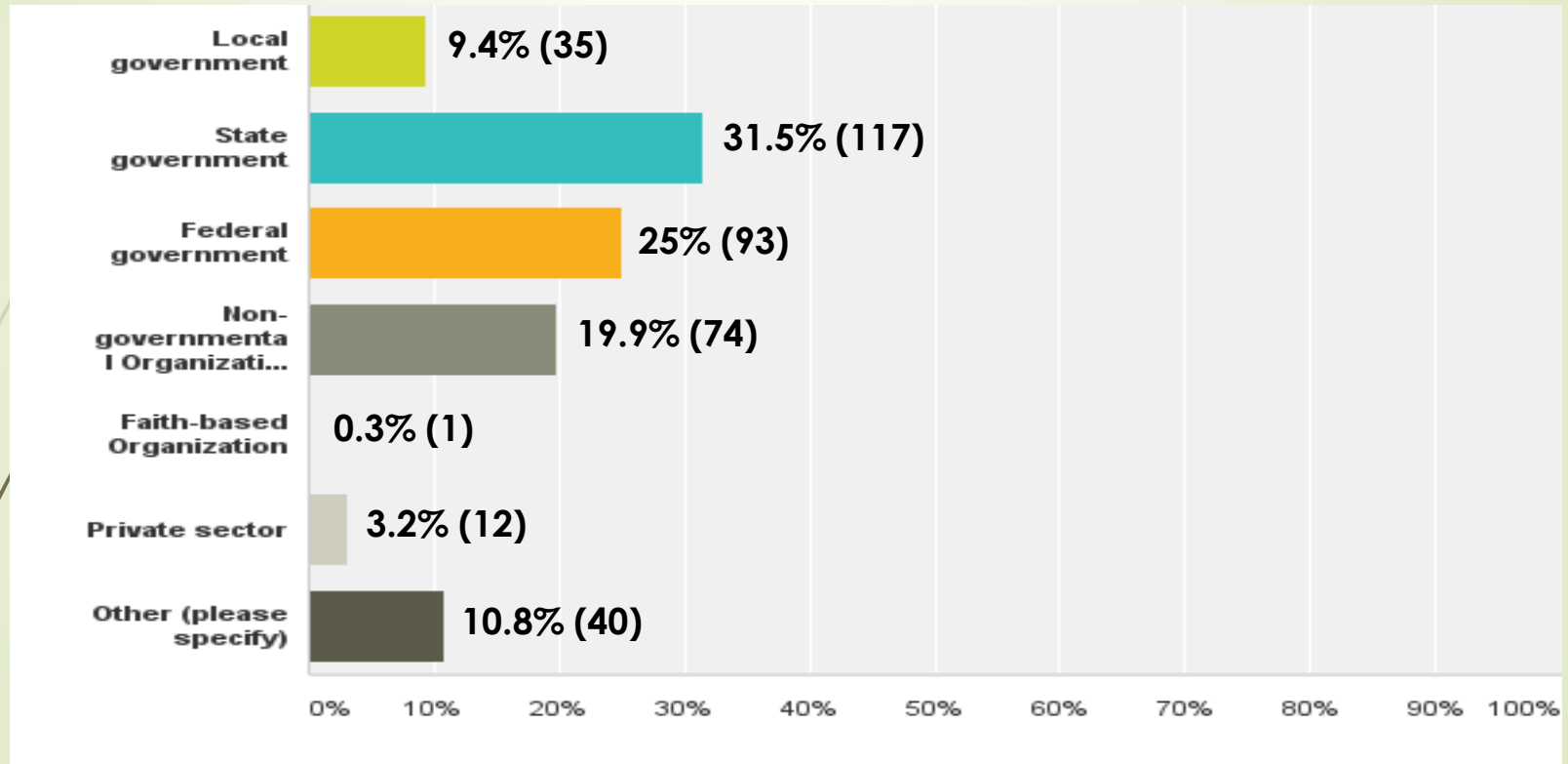
11 Survey Questions

1. What type of organization do you currently work for?
2. Within your organization, what is your role? Please choose one.
3. Do you identify yourself as a member of CBP leadership? Choose one. If mulitple roles, please list in other.
4. How long have you been participating in the CBP organization?
5. What is your gender?
6. What is your age?
7. Which category(s) best describe you?
8. Do you identify as a member of the Lesbian, Gay, Bisexual, Transgender or Gender Nonconforming community?
9. Do you identify as a person who is disabled?
10. What Chesapeake watershed jurisdiction do you live in?
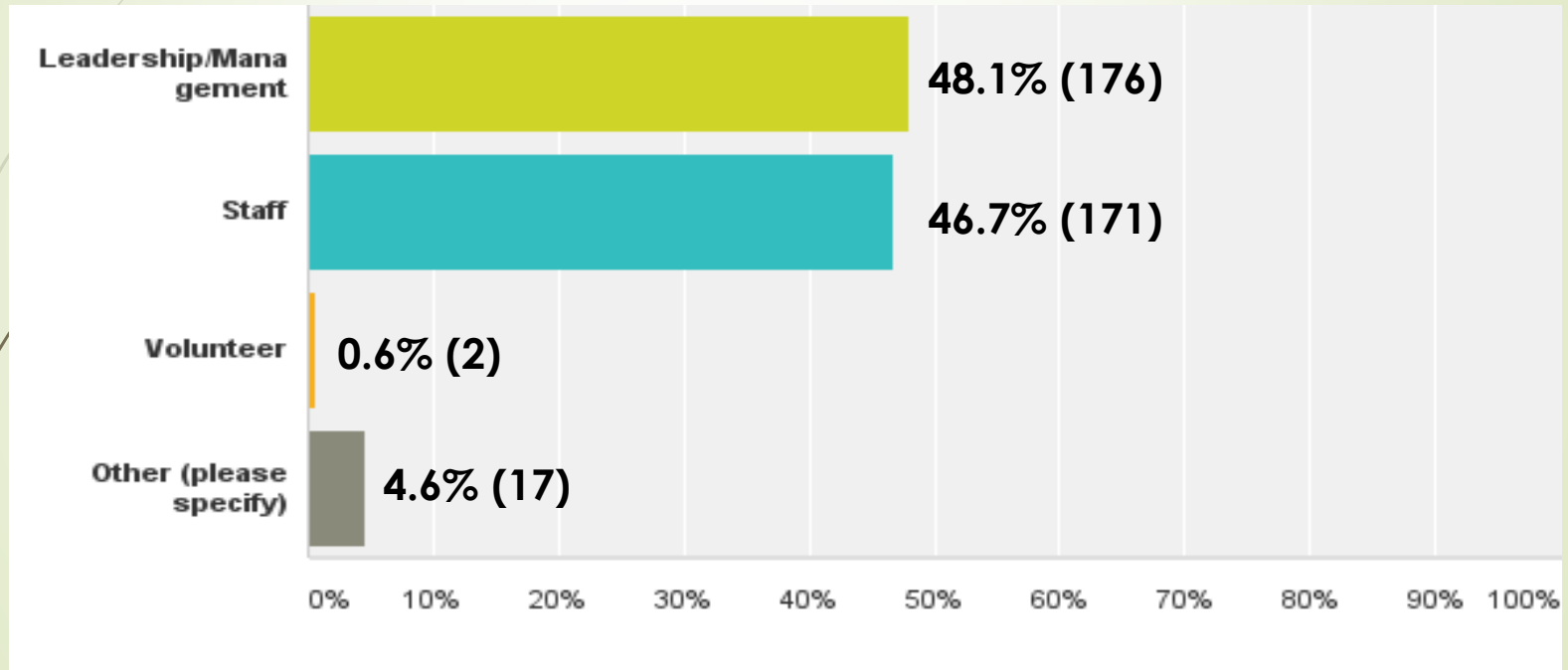11. What Chesapeake watershed jurisdiction do you live in?

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**
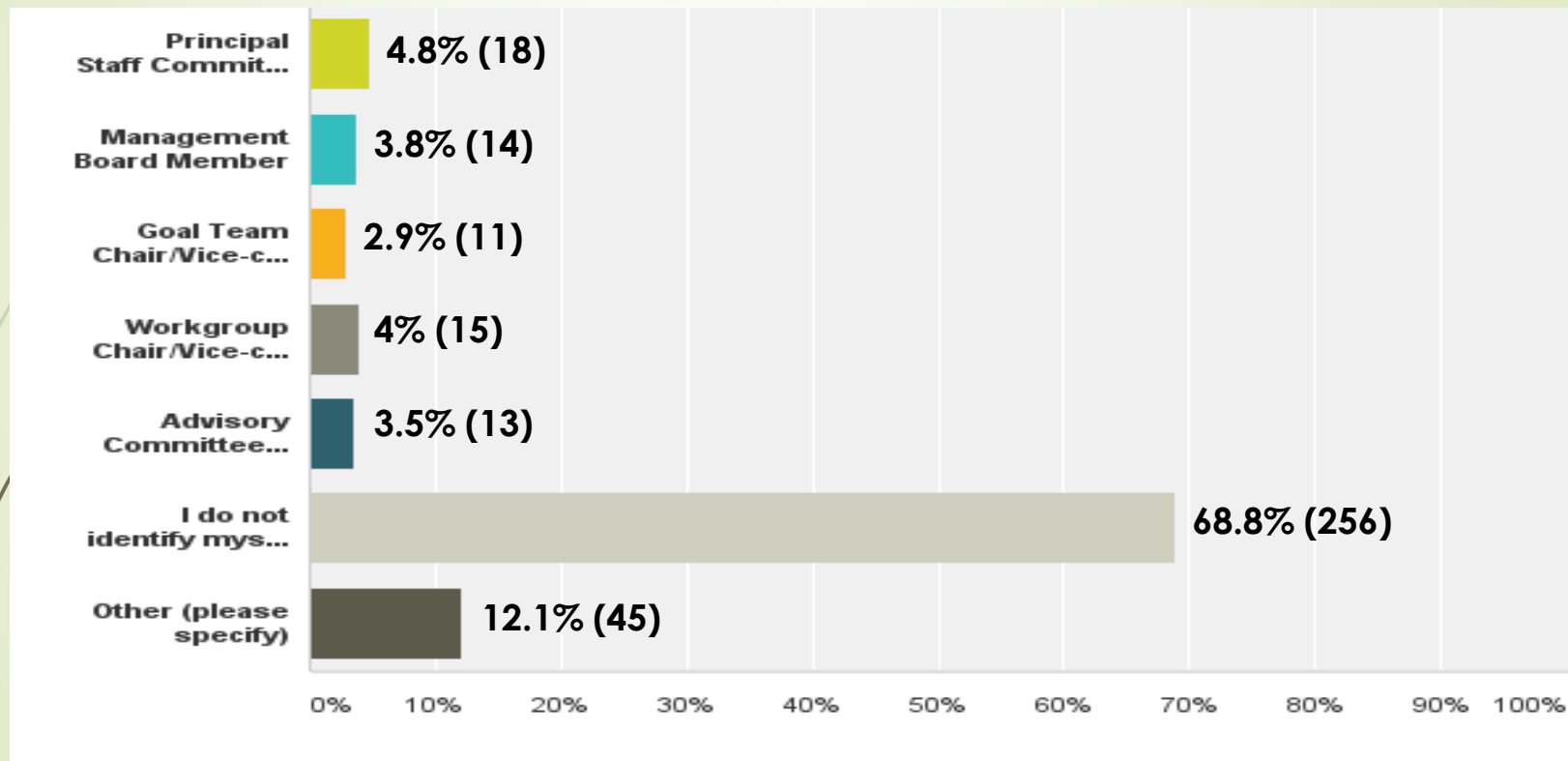- **48.26% of respondents reside in Maryland**

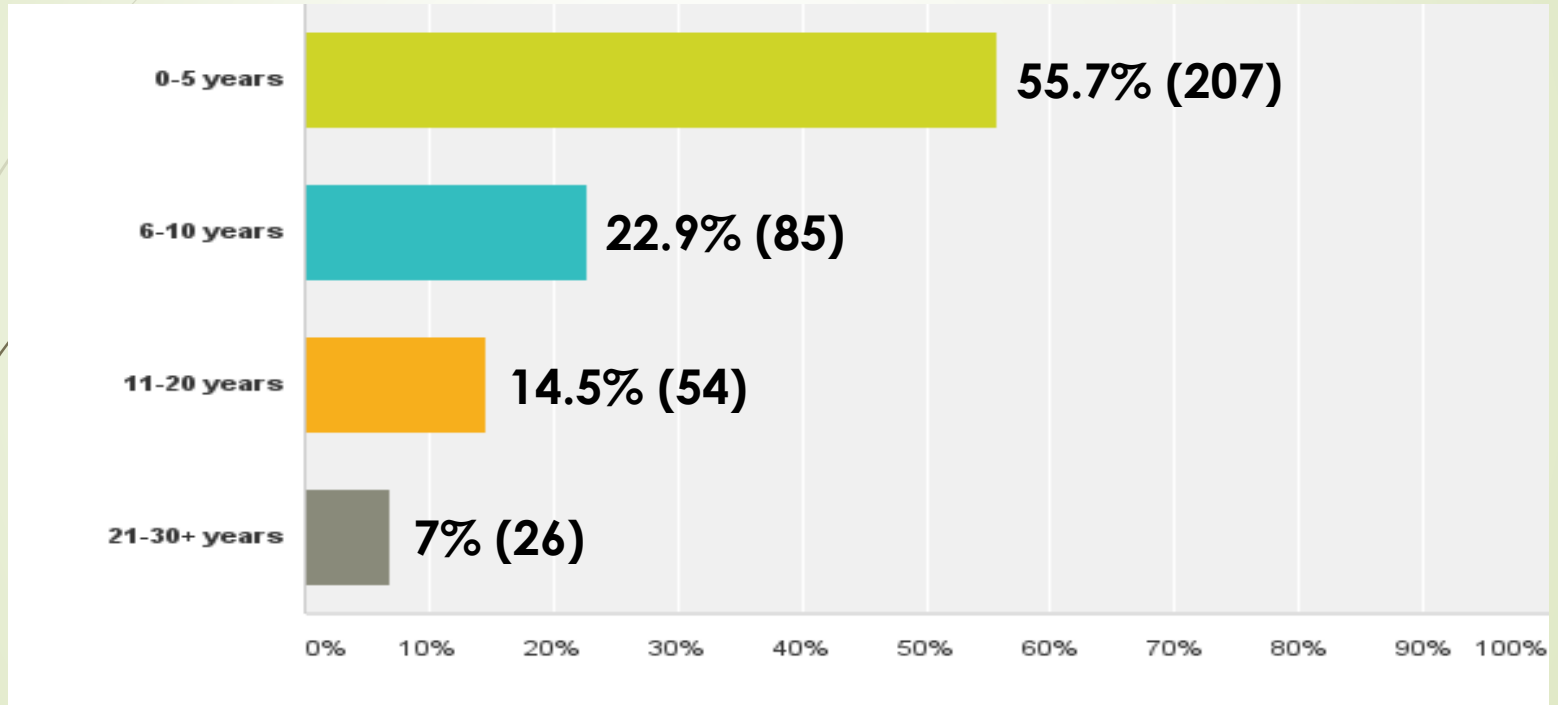# What type of organization do you currently work for?

Organization	Percentage (Count)
Local government	9.4% (35)
State government	31.5% (117)
Federal government	25% (93)
Non-governmental Organizati...	19.9% (74)
Faith-based Organization	0.3% (1)
Private sector	3.2% (12)
Other (please specify)	10.8% (40)

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

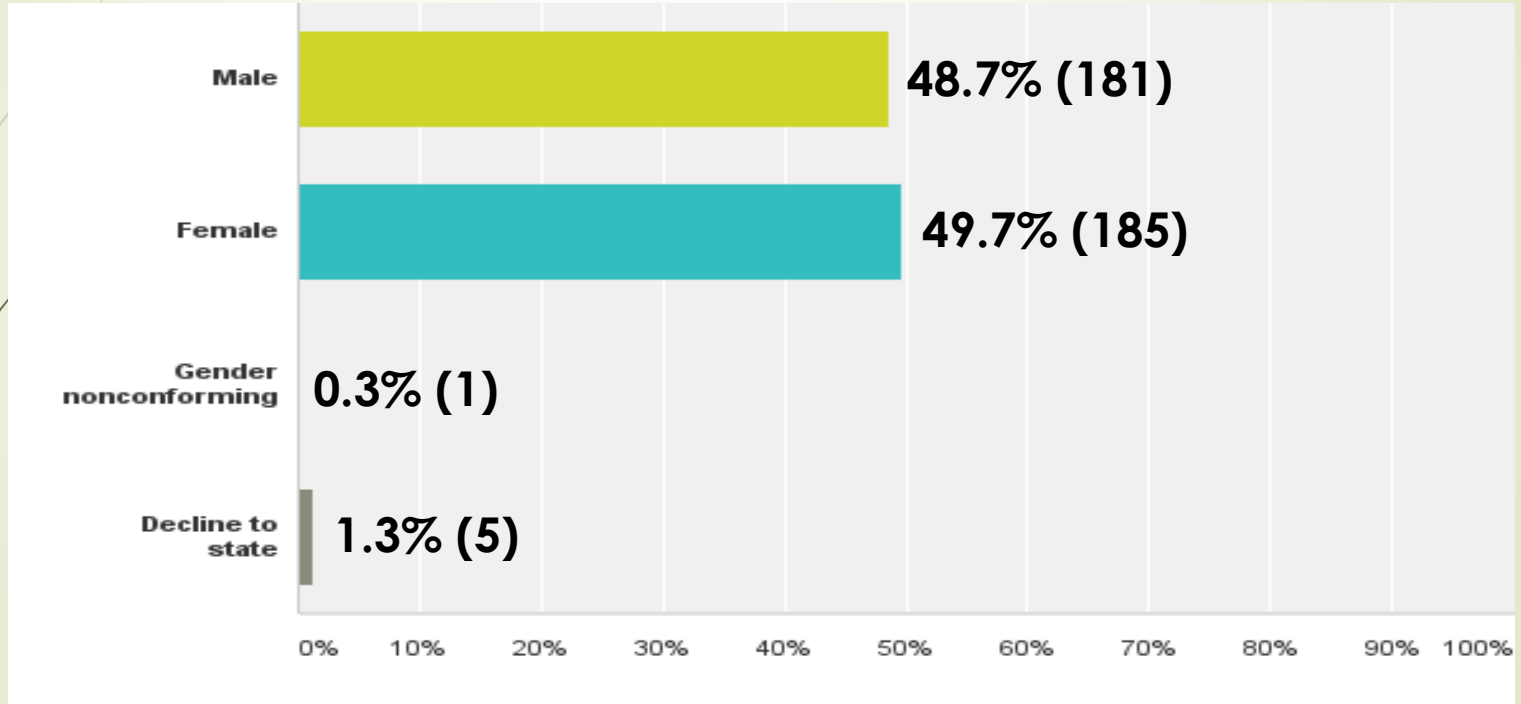| Role	Percentage (Count)
Leadership/Management	48.1% (176)
Staff	46.7% (171)
Volunteer	0.6% (2)
Other (please specify)	4.6% (17)

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

Principal Staff Commit... — 4.8% (18)
Management Board Member — 3.8% (14)
Goal Team Chair/Vice-c... — 2.9% (11)
Workgroup Chair/Vice-c... — 4% (15)
Advisory Committee... — 3.5% (13)
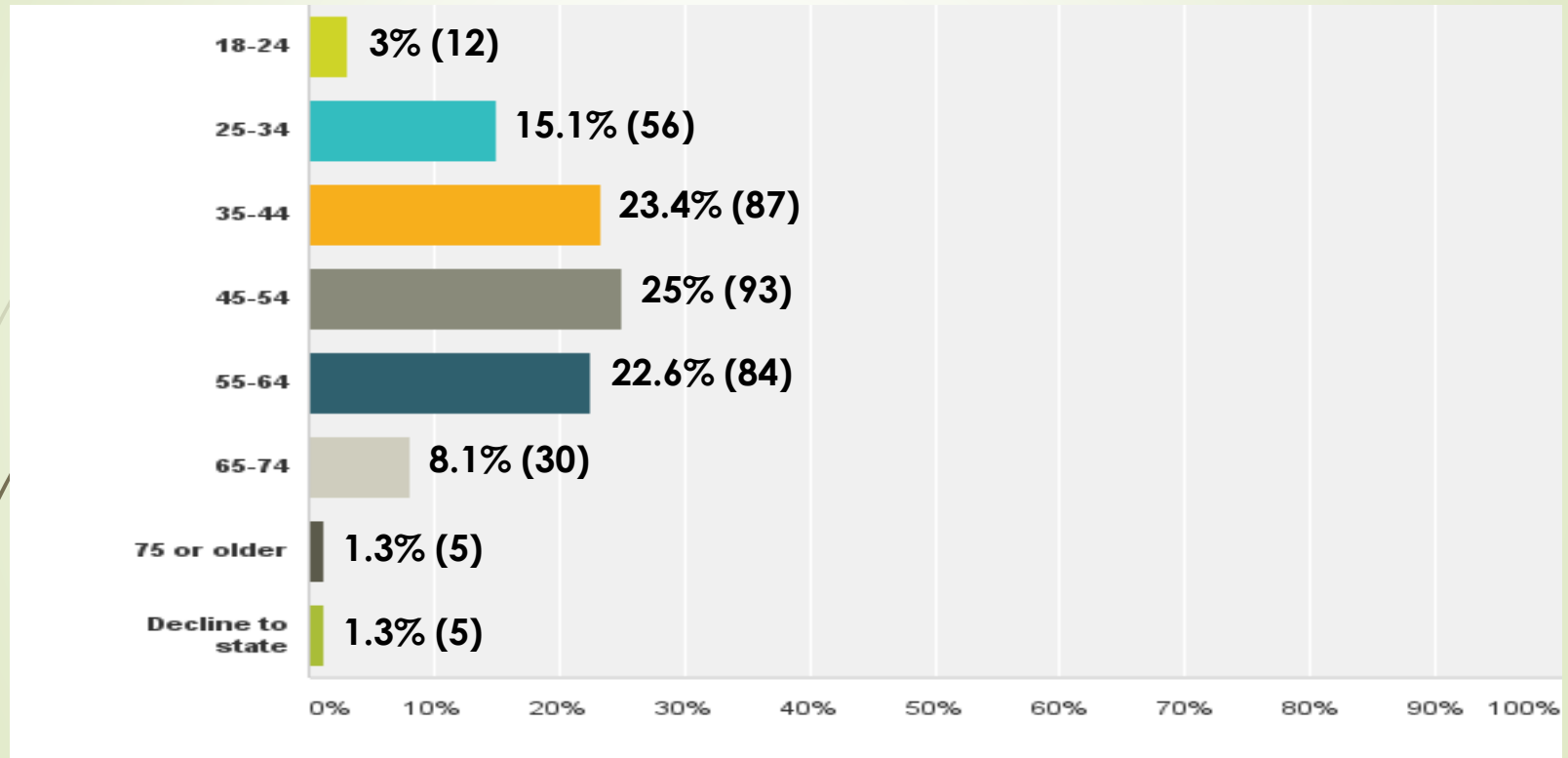I do not identify mys... — 68.8% (256)
Other (please specify) — 12.1% (45)

How long have you been participating in the CBP organization?
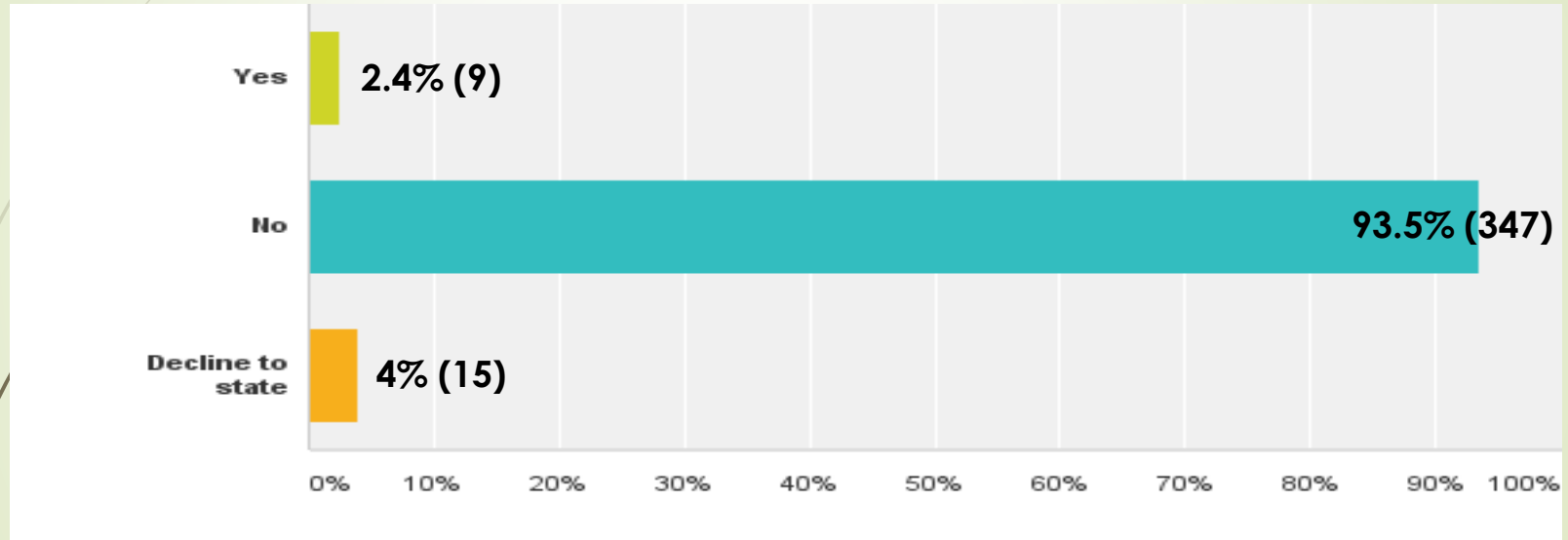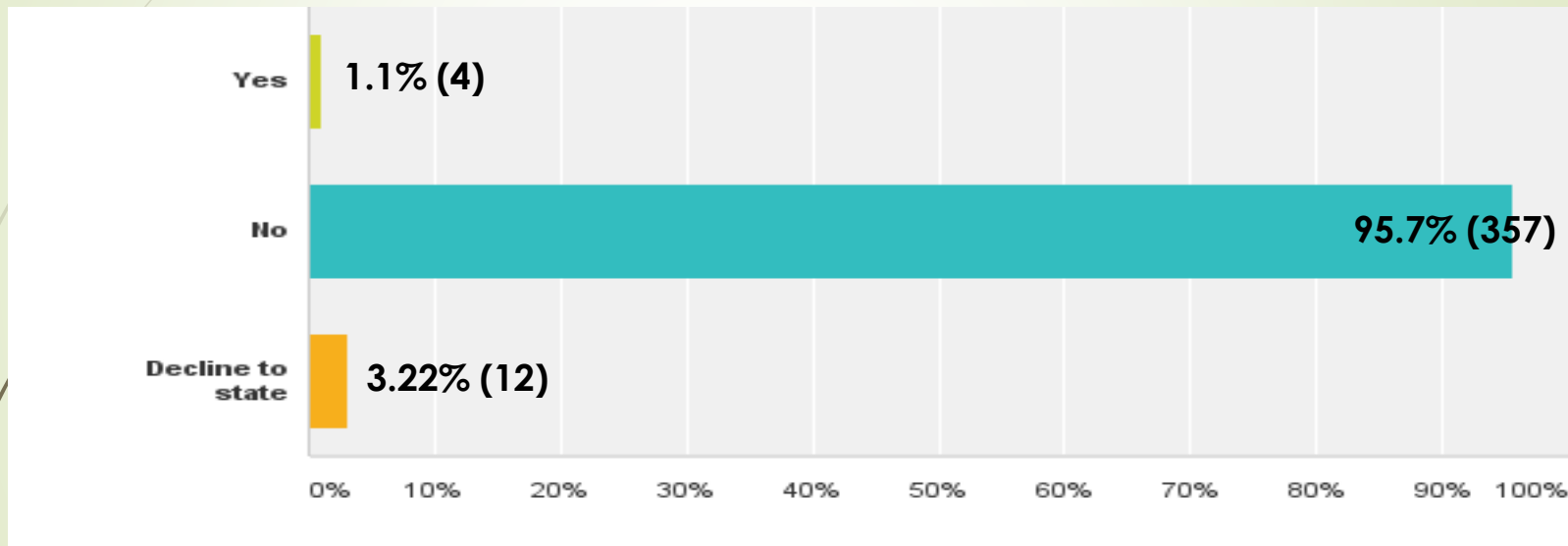
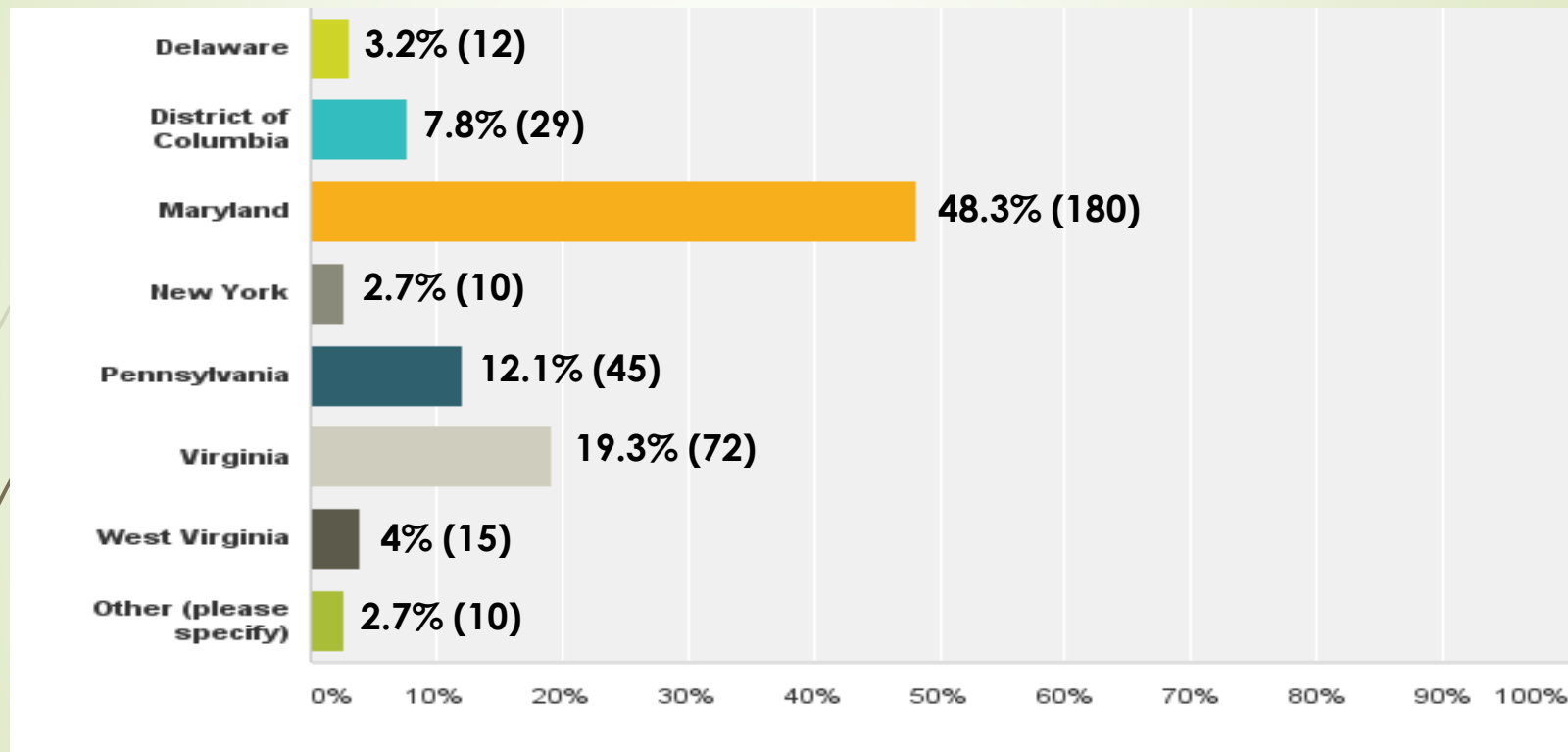# What is your gender?

What is your age?

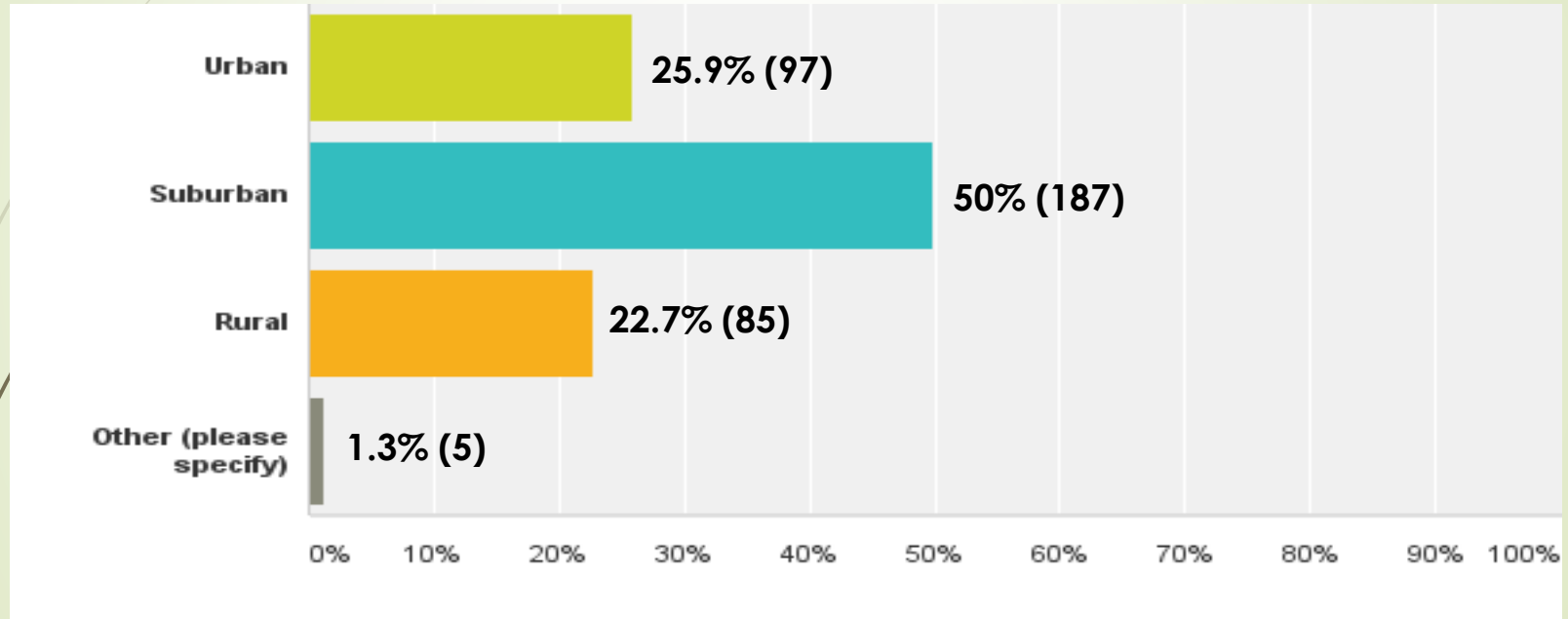# Do you identify as a member of the Lesbian, Gay, Bisexual, Transgender or Gender Nonconforming community?

Do you identify as a person who is disabled?

What Chesapeake watershed jurisdiction do you live in?

Jurisdiction	Percentage (Count)
Delaware	3.2% (12)
District of Columbia	7.8% (29)
Maryland	48.3% (180)
New York	2.7% (10)
Pennsylvania	12.1% (45)
Virginia	19.3% (72)
West Virginia	4% (15)
Other (please specify)	2.7% (10)

What landscape do you currently reside in?

Urban — 25.9% (97)

Suburban — 50% (187)

Rural — 22.7% (85)
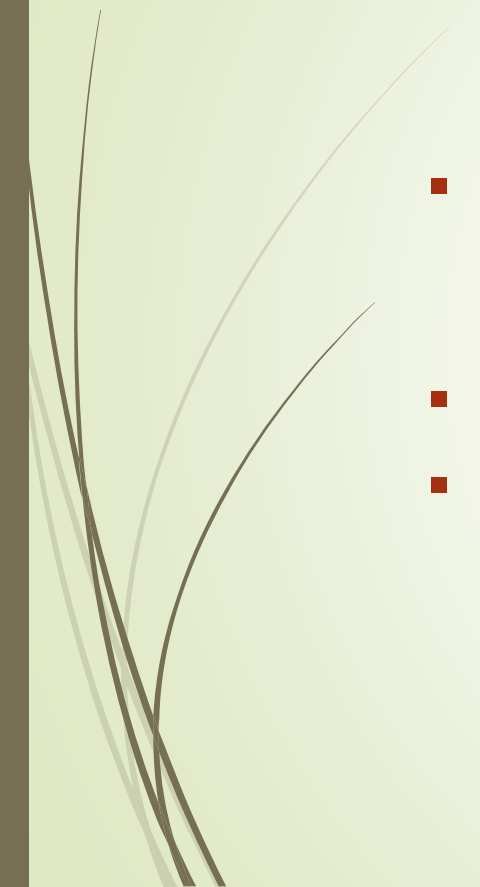
Other (please specify) — 1.3% (5)

Which category(s) best describe you?

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/racial diversity because from the results of the profile tool, it was identified as a major gap.**

- **Analysis is preliminary**

- **Will continue to consult with diversity workgroup, MB, STAR, indicators workgroup, Green 2.0, etc.**
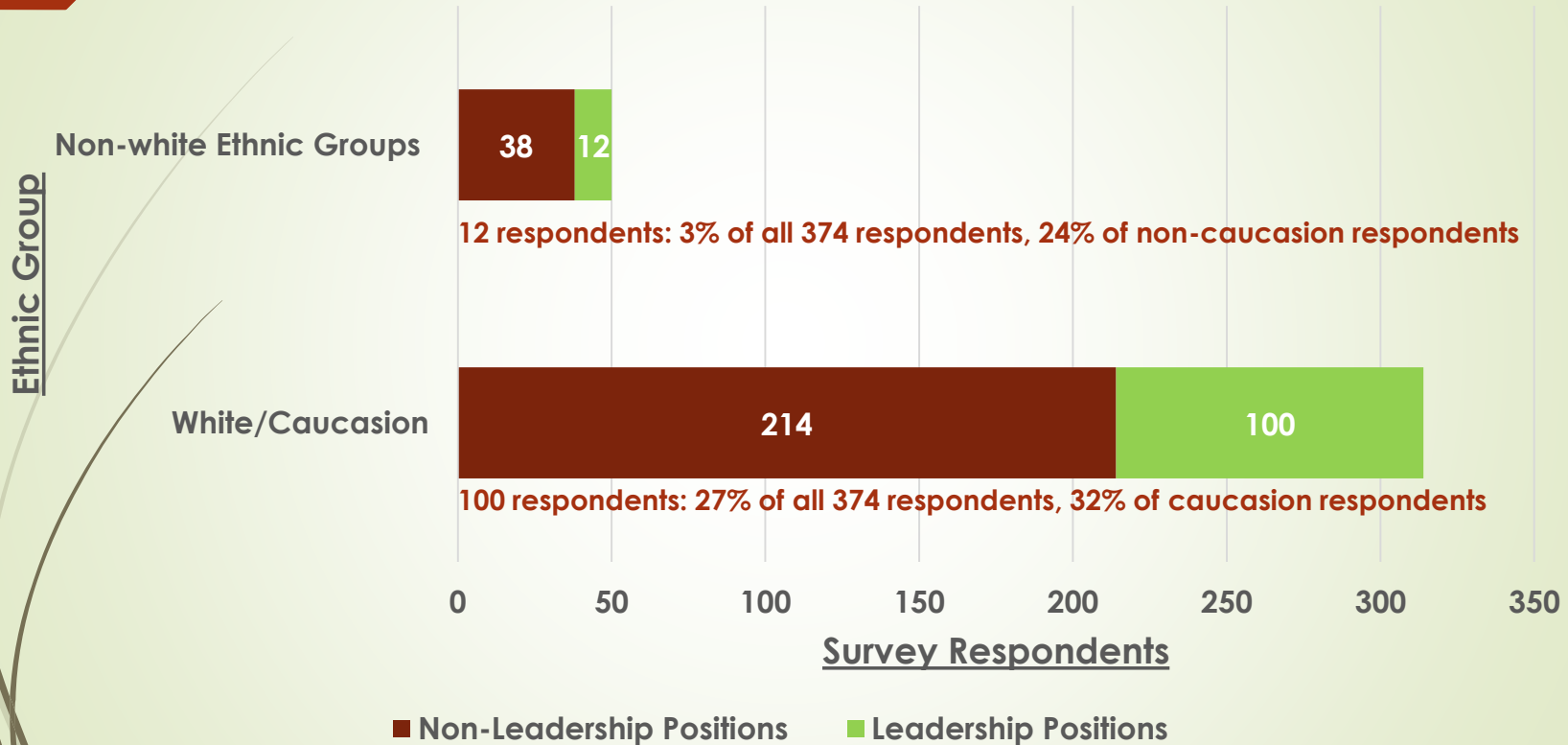
Data Analysis

- 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
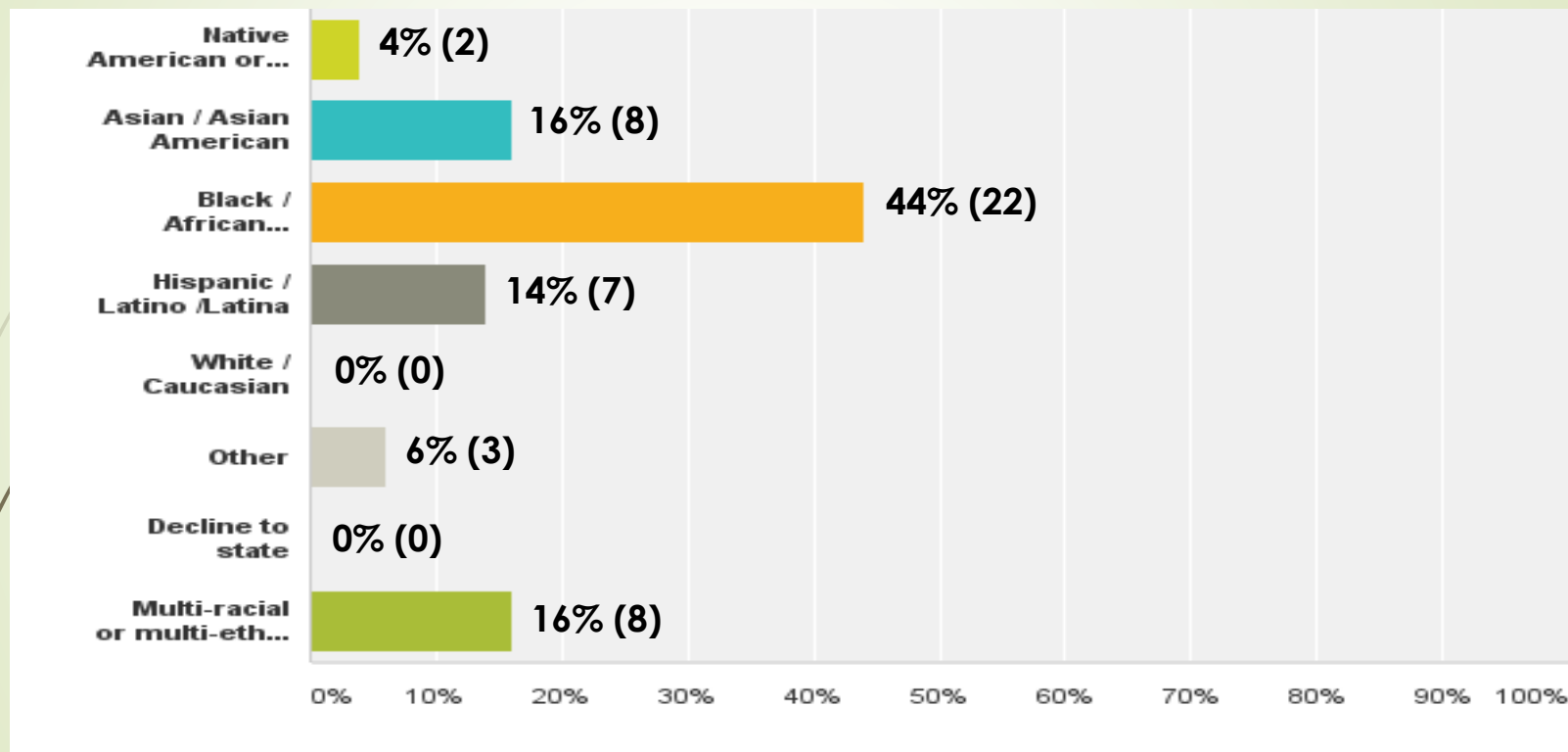
Data analysis of 50 non-white respondents

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

Which ethnic category(s) best describe you?

Category	Percentage (Count)
Native American or...	4% (2)
Asian / Asian American	16% (8)
Black / African...	44% (22)
Hispanic / Latino /Latina	14% (7)
White / Caucasian	0% (0)
Other	6% (3)
Decline to state	0% (0)
Multi-racial or multi-eth...	16% (8)

How long have you been participating in the CBP organization?

0-5 years — 70% (35)

6-10 years — 18% (9)

11-20 years — 6% (3)

21-30+ years — 6% (3)

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

Role	Percentage (Count)
Principal Staff Commit...	4% (2)
Management Board Member	4% (2)
Goal Team Chair/Vice-c...	2% (1)
Workgroup Chair/Vice-c...	2% (1)
Advisory Committee...	2% (1)
I do not identify mys...	76% (38)
Other (please specify)	10% (5)

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?**

- Once we decide on an indicator(s), do we want to set a **specific Program diversity "goal" for 2025?**

Key Challenges/Stressors in Setting an Indicator for the Diversity Outcome

Outcome: 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.

Key Challenges/Stressors that can impact indicator:

- Inadequate communication and outreach present challenges
- Lack of employment opportunities and professional engagement presents challenges
- Lack of community-based organization capacity
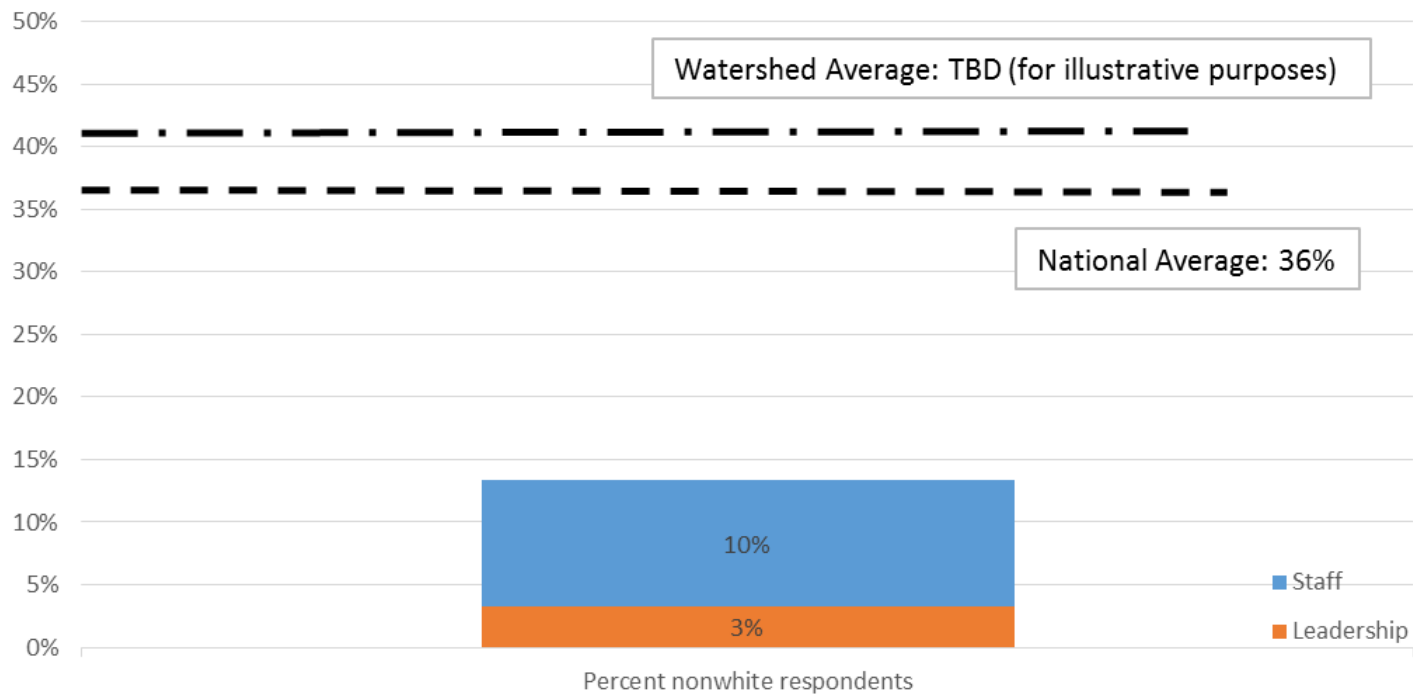- Environmental justice issues
- Lack of metrics and tracking tools

Diversity Indicator Options

1. Set **a specific 2025 goal for increasing overall diversity representation** in the CBP.   (currently 13.4%)

2. Set **a specific 2025 goal for diversity representation in CBP leadership** positions (currently 3%)

3. **Track progress in achieving diversity representation** compared to national and regional percentage thresholds and diversity representation in CBP leadership . (National 36%. CBW x ___%.) **(Preferred Option)**

4. **Set goals for both** overall CBP diversity and diversity in CBP leadership.

5. Others?

Next Steps

- Make Diversity Profile results widely available
- Publish Web Story on ChesapeakeBay.net & Bay Barometer
- Repeat Profile in 2018/2019 and every 2 years through 2025
- In 2017, the diversity workgroup will reevaluate indicator and potentially propose a revised indicator with a target along with a 2025 goal.
- Diversity workgroup may also propose additional indicators that measure diversity participation for partners outside of the Chesapeake Bay Program

Questions?

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