

Sierra Club North Star Chapter 2015 Plan for Increasing Diversity, Equity and Inclusion*
Executive Summary - Overview

Vision:

An inclusive, effective environmental movement in which the Sierra Club plays a critical connecting, movement building and support role for the broad diversity of environmental interests and stakeholders in the North Star Region.

Priorities:

1. Transform our inner understanding and practice of Diversity, Equity and Inclusion (DEI) in 2015.
2. Transform the way we practice “culture” so that we embody more inclusive and holistically welcoming norms by end of 2015.
3. Develop internal capacity to re-shape our inside to match our “Level 6” commitment – fully inclusive, antiracist multicultural organization ([learn about Level 6 in the Multicultural Organization Development Model here](#)) -- by 2016.
4. Shift our internal composition of staff and volunteers to be thoroughly representative of the diversity in our region.
5. Transform the way we engage in partnerships so that we can both recruit talent in from our diverse partnerships and share our talent out to our partner organizations, AND collectively discern high leverage opportunities for shared campaigns, with shared risk and reward.

Key Innovations to move these priorities	Implementation		OUTCOMES: What will it produce		
	Resources required	Leadership to make it happen will come from...	Short-term	Medium-term	Long-term
<p>Develop and deliver trainings throughout 2015</p> <p>Diagnose org culture and set conditions for culture shift.</p> <p>Identify and recruit talent to fill roles on committees and transform our recruitment strategy for all future open positions.</p>	<p>Identification of training topics and possible trainers</p> <p>Time</p> <p>Financial resources</p> <p>Dedication and discipline for effort</p> <p>Identification of potential stakeholders in DEI campaign and relationship building</p>	<p>Executive Committee, Chapter Director, every committee, every staff</p>	<p>Approve and share new DEI statement</p> <p>Write and approve chapter plan</p> <p>Schedule and Facilitate DEI retreat in spring 2015</p> <p>Schedule training</p> <p>Complete diagnosis of existing culture /protocols and propose/commit to shifts that move us toward level 6 by end of April 2015, or after the retreat</p>	<p>We increase volunteer diversity by at least 10% by August 2015.</p> <p>We increase staff diversity by 20% by August 2016.</p> <p>Our communications work demonstrates increased DEI awareness and capacity by June 2015</p>	<p>We increase volunteer diversity by at least 30% by August 2018.</p> <p>We increase staff diversity by at least 30% by December 2018.</p> <p>We reach level 6 internally by December 2020.</p> <p>We realize, with partners a shift toward a transformed region by 2030.</p>

* Plan operationalizes 11/14 DEI statement – see last page

DEI 2015 Plan for Increasing DEI Executive Summary

This is intended to be a living document that is improved upon over time by input from all parts of the Chapter, and by what we learn along the way. Please share your feedback via email to Margaret Levin at margaret.levin@sierraclub.org

1. Create/Identify DEI training opportunities for members, leaders, staff

- Create DEI resource portal on Chapter website
- Develop resource list with existing training materials, trainings, toolkits, trainers, speakers, etc.
- Create fund to sponsor Chapter leaders and staff attending trainings
- Develop chapter-specific trainings
- Integrate DEI training components into orientations for new leaders, new staff
- Create post-training opportunities for members to work together to implement what they've learned
- Other actions, as identified by staff, committee chairs, committee members, other chapter members

2. Identify and recruit diverse leadership: Recruit at least one leader from the Native American and/or communities of color to join each of our acting Sierra Club Committees. Over time, the goal is to secure at least one person from a community under-represented on committees into a committee leadership role.

- Create ongoing recruitment committee
- Develop case statement. Why should activism within the Sierra Club North Star Chapter be attractive to leaders in communities of color?
- Conduct audit of membership and leadership diversity
- Create recruitment goals and plans with all Chapter committees
- Dedicate staff time to recruiting diverse candidates for leadership roles
- Other actions, as identified by staff, committee chairs, committee members, other chapter members

3. Create an inclusive office: Make the office atmosphere, visible and invisible, more inviting, welcoming. Actively invite people from diverse communities to come to meetings and events at office, and give us feedback on how welcoming our space feels.

- Assess current office space and culture
- Develop recommendations for changes to space and events we could host
- Create budget for carrying out recommendations, hosting events, etc.
- Hold open houses regularly and recruit Chapter members and other community members to interact

- Develop hospitality standards for the office
- Other actions, as identified by staff, committee chairs, committee members, other chapter members

4. Model ally work in at least one campaign: Join one or more local environmental movement campaigns led by an indigenous or community of color, and take our leadership from them, offering active solidarity and support around what they are striving to achieve. Leverage the commitment of our Chapter to get the national Sierra Club and other mainstream environmental organizations to support the environmental priorities emerging in indigenous and communities of color. Then tell this story.

- Identify list of opportunities via staff and leadership brainstorm, and identify criteria for choosing
- Assess pros and cons of each and choose top priority opportunities
- Have a discussion with the leaders of the top priority campaigns to assess their interest in having Chapter support
- Bring recommendation to ExCom for one campaign, including how it fits the identified criteria and what Chapter resources are needed.
- Other actions, as identified by staff, committee chairs, committee members, other chapter members

5. Structure / Culture Shift: In order to be a Level 6 organization, the way we function must be driven by relationships with constituencies currently under-represented in our structure. There are three activities, described below, that provide us with feedback on the cultural evolution of our Chapter, AND provide direct connection to the work being designed and led in indigenous and communities of color.

- Launch a Native Nations Environmental Committee
- Launch a Communities of Color Environmental Committee or Council
- Design and facilitate feedback loops between these committees and all of the committees and campaigns of our chapter.

6. Communications

- Develop communications plan to lay out how we will talk about, promote, advance our DEI work through our communications channels
- Update Chapter communications plan to include DEI framing in all our communications work
- Develop a media campaign to highlight the diverse roles indigenous and communities of color play in leading on environmental issues and how these connect to the core interests of the Sierra Club.
- Share openly the Chapter's story of transformation via our communications channels
- Develop plan for sharing within the Chapter our progress on this plan, including opportunities for feedback and input.
- Other actions, as identified by staff, committee chairs, committee members, other chapter members

7. Create a chapter budget for DEI work

- Assess financial resources needed to carry out this plan and set aside those resources in the 2015 budget
- Raise additional funds for DEI work
- Other actions, as identified by staff, committee chairs, committee members, other chapter members

8. Plan chapter meetings/retreats with focus on DEI

- Develop plan for ExCom retreat in 2015
- Hold an in-person ConCom meeting
- Create additional opportunities for chapter leaders to interact and work on this plan and to develop plans for how to implement it in their own parts of the Chapter's work.
- Develop plan for gathering feedback and input from other parts of the Chapter to inform any of the above meetings
- Other actions, as identified by staff, committee chairs, committee members, other chapter members

9. Other priorities, as identified by staff, committee chairs, committee members, other chapter members

Diversity Statement
 Sierra Club North Star Chapter
 Adopted November 2014

As the leading grassroots voice for Minnesota's environment, the Sierra Club North Star Chapter is committed to:

- 1) Better serving our mission and our members by becoming an intercultural, anti-racist organization that is committed to partnering with organizations and communities to eradicate all forms of oppression;
- 2) Reflecting in our issue priorities the environmental concerns of all communities that call our state home;
- 3) Transforming our staff, leadership, membership and organizational culture to be more reflective of Minnesota's diverse communities by actively recruiting and warmly welcoming members of all communities into the Chapter's work;
- 4) Continually evaluating the chapter's issue priorities and campaign plans through the lenses of equity and Environmental Justice

We share the national Sierra Club's commitment to diversity, inclusion and equity as essential to our mission because:

- Diversity is a conservation necessity and a social imperative that will enable the Sierra Club to remain a leader of the environmental movement.
- Inclusion fosters involvement of all persons and organizations that share our vision for a healthy planet.
- Environmental equity ensures that everyone has the right to experience nature and access to clean water, clean air, clean soil and a safe environment.