

## Introduction

Diversity, Equity, and Inclusion (DEI) is a phrase that has become increasingly popular as our country works to become better for all who live here. This includes people who have been overlooked, under-resourced, and marginalized throughout history. By promoting DEI, we can work to improve the lives of these individuals and provide them with the necessary tools to thrive

Diversity - the practice or quality of including or involving people from a range of different social and ethnic backgrounds and of different genders, sexual orientation.

Equity - focuses on helping people obtain what they need in order to get to a place where equality is possible.

Inclusion - providing an environment of letting people in and making them feel welcome.

This report begins to address how APT can implement a DEI initiative to the benefit of the organization, its corporate and individual members and their partners (clients, employees, employers)

It's hard work with no guarantee of success. Working on improving an organization's Diversity without addressing Inclusion and Equity fails. (see Feb. 20, 2022 Inquirer) We, the members of the Committee, are outlining the goals and objectives for implementing a DEI initiative, the benefits of doing so and a first blush on how to do it.

## Considerations

- How can our Association ensure that diversity, equity, and inclusion are woven into decisions and operational priorities? How does our Association communicate and demonstrate our values?
- Are Association values published on our website? Does it make sense for our DEI commitments to be inward-facing, outward-facing, or a combination of both?
- Does our Association create opportunities to listen to the voices directly from our corporate and individual members?

- How can our Association open its membership recruitment? How can our Association improve our retention rate of diversified members? (the question is why did they drop out - did we try to retain?)
- How can we ensure that our commitment to diversity, inclusion, and equity is a key part of the orientation messaging for board members and membership?
- How will our Association measure the progress we make towards our goals?

## **Strategy and Actions for a DEI focused organization**

This Committee has been working for several months to further understand DEI - what it is, why and how APT can adopt and embrace it. We have read and researched various documents, articles and videos in that process and discussed our findings. One of our current priorities is to present to The Board a vetted and relevant list of the most appropriate resources for our Association. We envision the list will be dynamic, always minimal rather than broad, and, at some point, be available on our website.

Our goal is to have this resource list to you by the end of April.

To ensure that the Association provides a safe educational, social and working environment for its members we recommend that each Committee consider the following guidelines

1. How does this promote inclusivity (increase the comfort level of attendees who are not in the majority of our group)?
2. How does it provide equity to those with different circumstances (monetary, experiential, physical challenges)
3. How does this address our needs and goals for more diversity

All three items are critical to provide sustainable diversity.

In order to facilitate the changes that need to be made to our organization mindset, we recommend the following:

1. Committees develop a checklist for the process. The DEI Committee is willing to work with each committee to develop these lists on an “as-needed” basis.
2. Committees develop measurements for success.
3. Expedite the establishment of the mentorship program. The result should be camaraderie and inclusivity between and among individuals of different backgrounds (ethnic, racial, sexual identification and gender identification). This in turn, could potentially provide our membership with increased business opportunities.
4. Add to Guide Training specific Historical Site Walkthroughs/write-ups that stress the elements of our “lost, hidden, destroyed and suppressed” histories.
5. We suggest that during situations where we are face to face (casually, meetings, and special events, board and committee members make a conscious effort to seek out new members and guests to develop stronger ties and feelings of belonging (inclusion).
6. In order to increase inclusion, establish an on-going effort to contact the membership (past and present) to get their feedback, suggestions, and questions on a variety of subjects relating to but not limited to membership experience, speakers, events, etc.
7. Utilize more options in zoom for transcription and live streaming for all meetings and events.
8. Establish a Committee to update our ByLaws to incorporate DEI values.

## **Cost to APT for DEI Initiative Implementation**

Currently, we anticipate no financial impact. There will be an investment of individual time and mindset. However, it may be necessary in the future to have additional workshops that require professional facilitators.

## **Benefits to APT**

The potential to become a model Tour Guide Association in bringing together individuals and companies to embrace ALL histories and create a welcoming diverse environment for those who we encounter during our daily activities.