



Board Diversity, Equity and Inclusion

Part Two: Reimagining and Deepening Impact

April 1, 2021



About the Center

The Center's mission is to create a healthy future for West Virginia by improving the health of our residents and the strength of West Virginia's health care delivery system, especially in rural and underserved communities.

Institute for Health Care Governance is driven by a strong commitment to impact organizational performance. We focus our work in the Boardroom, along with the CEO and senior leaders, to strengthen governance functions and implement governance best practices – so everyone benefits - - - board members, staff leadership and most of all your patients.





WEBINAR INFORMATION

This webinar is being recorded and the recording will be available on the Center's website by April 2, 2021.

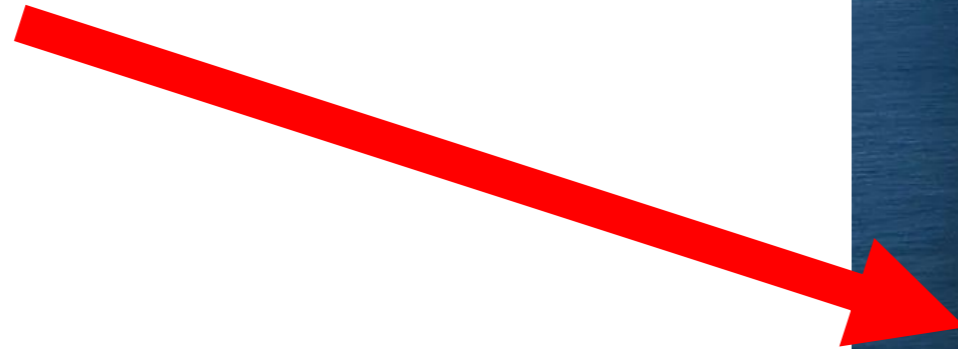
To view the archived webinar, visit www.wvruralhealth.org.

Please post any questions you may have in the **Question box** in the grey GoToWebinar panel that popped up on your computer when you logged in. These questions will be answered in the Q&A period after Dr. Walker's presentation has ended.

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PRESENTER

Vernetta Walker, J.D.
CEO and Chief Governance Gladiator
Walker and Associates Consulting, Inc.

Reimagining and Deepening Impact

Appalachian Leadership Forum
April 1, 2021

VERNETTA WALKER
& ASSOCIATES CONSULTING, INC.

Vernetta Walker, J.D.



- CEO & Chief Governance Gladiator, Vernetta Walker & Associates Consulting, Inc.
- Lecturer, Columbia University
- Board Member

Former Roles:

- Chief Governance Officer and Senior Advisor on DEI, BoardSource
- Associate General Counsel, Maryland Association of Nonprofits

Agenda

Last Week

- Contextualizing DEI
- Building Shared Understanding
- Advancing DEI

This Week

- Start with “Why”
- Articulate Guiding Principles & Commitments
- Take Action



First Things First: Session #1 Q & A

- Our board has a lot of anxiety about how to reach out to People of Color who we identify as potential candidates for board membership, because we do not want to do this in a tokenizing way...But this fear also seems like a stalling mechanism.
- How do you have conversations about race when determining board candidates?
- I want concrete steps to center DEI.
- Share some reading recommendations.

Start with Why



POLL

Are your board members aligned? Which statement best represents the current thinking of your board?

- A. All lives Matter
- B. We stand with BLM & AAPI
- C. Not sure - it's a toxic issue, so we avoid it



The Racial
Equity
Institute

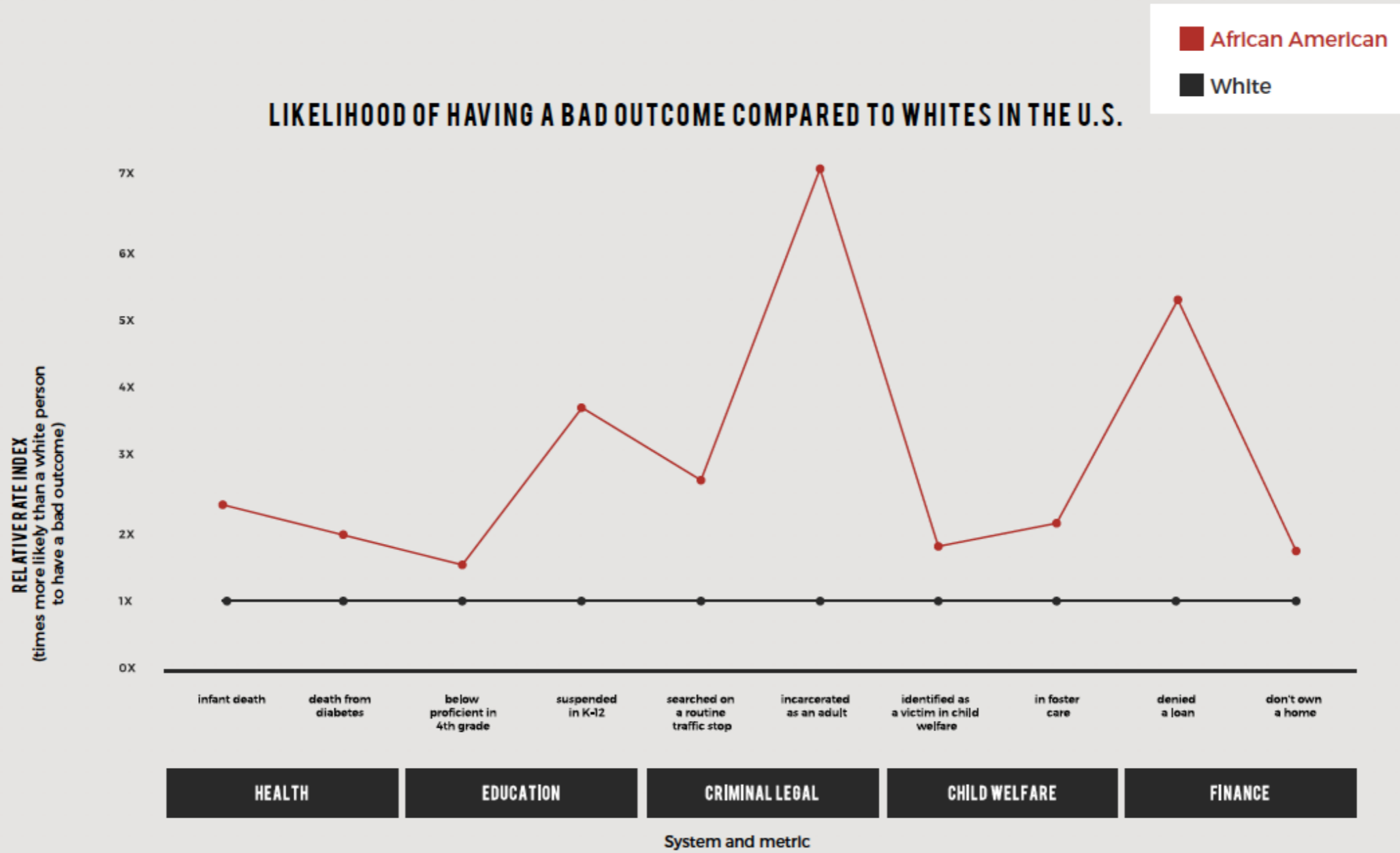
THE GROUNDWATER APPROACH:

building a practical understanding
of structural racism






The Fish and the Lake



LIKELIHOOD OF HAVING A BAD OUTCOME COMPARED TO WHITES IN THE U.S.



Data from banking and finance shows pervasive advantage given to whites


Company	Year	Dataset	Finding	Settlement
 Countrywide	2011	2.5M mortgages, 2004 - 2008	Whites have 2 - 8x lower odds of getting subprime mortgage	\$335M
 Wells Fargo	2012	Nationwide lending 2004 - 2009	Whites more than 4x less likely to get subprime mortgage than Blacks and more than 3x less likely than Hispanics	\$175M
 SunTrust	2012	850,000 loans 2005 - 2009	Whites charged 1.9% - 2.6% less for APR than Blacks	\$21M
 PNC	2013	850,000 Nat'l City Bank loans 2002 - 2008	Whites charged \$228 less than Blacks in annual fees and \$125 less than Hispanics	\$35M
 Hudson City Bank <i>Bank as Better Value</i>	2015	Analysis of 2004 - 2010 lending in NYC, Northern NJ, and Philadelphia	New Hudson opened 92-95% of new branches and broker relationships in white communities	\$33M

PAUSE FOR Q & A

Burning questions?

Use Question function; not CHAT



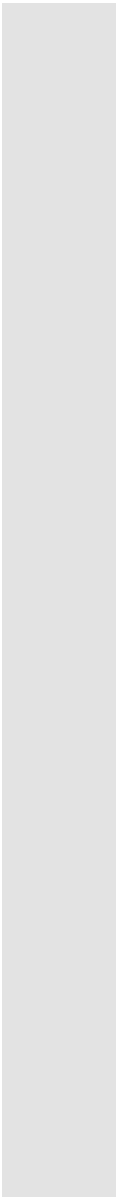




Getting Clear on
the Work

Guiding Principles
& Strategies



Align Board Leaders

- Board determines its role in achieving DEI
 - Create authorizing environment
 - Build in time for shared learning and understanding
 - Use data to inform work, strategies, progress
- 
- 
- 

Case-Making

- Prevent blind spots in board deliberations
- Better decision-making
- Improved reputation
- Access different community resources
- New donor connections
- Ability to integrate equity throughout the work

Statements

1. Acknowledge the historical injustices of structural and systemic racism
2. Create awareness of systemic injustices specific to your work
3. Align statement with your mission
4. State your commitments

NATIONAL PARKS CONSERVATION ASSOCIATION'S JUSTICE, EQUITY, DIVERSITY & INCLUSION STATEMENT OF INTENTIONS

What We Believe

... we know our founders marginalized certain people. We were not always on the right side of justice; we helped pioneer the concept of public lands but excluded important voices in the creation of national parks and our organization. And many of our national parks and public lands were created by forcibly removing those who called them home.

What We Commit To

NPCA will ground itself in the tenets of justice, equity, diversity and inclusion.

...different perspectives at every level of our staff, board, advisory councils and volunteers.

What We Will Advocate For

Equitable access to national parks for those who have historically been excluded or have felt unwelcome due to socio-economic constraints, biased or unrepresentative park interpretation, historical trauma, language barriers, fear for their personal safety or any reasons related to discrimination or injustice.

Challenges We Will Overcome

... we will hear and **amplify new voices** that have traditionally not been part of the dialogue on parks and public lands.

Board Composition

- Identify & address potential barriers
- Get outside your comfort zone:
 - Reach out to the community
 - **Cultivate relationships**
 - Develop a pipeline

Strategies: Organizational Planning

- Convene staff and board discussions on topics related to DEI
- Establish subcommittees of the board and staff to focus on DEI issues
- Include a standing agenda item on DEI in meetings of the staff and board
- Conduct an organizational DEI self-assessment
- Develop an organizational DEI vision/desired future state

Strategies: Organizational Policies

- Incorporate DEI into the organization's values, vision and mission statements
- Incorporate DEI into the organization's strategic plan
- Create diversity and inclusion statements
- Create an equity policy or statement
- Evaluate the organization's policies to identify any systemic barriers to DEI and systemic opportunities to support DEI

Strategies: Capacity Building

- Provide DEI training(s) for board and staff
- Create opportunities for key staff and/or board to attend DEI training or leadership development program(s)
- Utilize relevant DEI tools, resources and best practices to advance the organization's DEI work
- Engage external consultants or partners to provide assistance with the organization's DEI efforts
- Secure additional funding to support the organization's DEI work
- Create staff position(s) focused on strengthening the organization's DEI work

Strategies: Community Engagement

- Develop a communications strategy to inform diverse populations of the organization's activities and invite them to participate
- Work to build effective informal partnerships with organizations and leaders representing communities and populations facing disparities
- Develop formal partnership agreements with organizations representing communities and populations facing disparities
- Work to engage communities and populations facing disparities in the organization's decisions (e.g. board, committees, advisory groups, community listening sessions, etc.)
- Develop strategies to remove barriers and create opportunities to participation of communities and populations facing disparities (e.g. time and location of meetings, availability of childcare, meeting style, stipends, language, etc.)

Apply an Equity Lens

How do you define your community?

How are you including and engaging the communities you serve?

What would it take for the communities you serve to see your strategies as a success?

Take Action



Road Map
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Take Action:

Developing an inclusive and equitable organization takes work at the individual, leadership and organizational levels, to dismantle systemic barriers and lead with authenticity.

Examine:

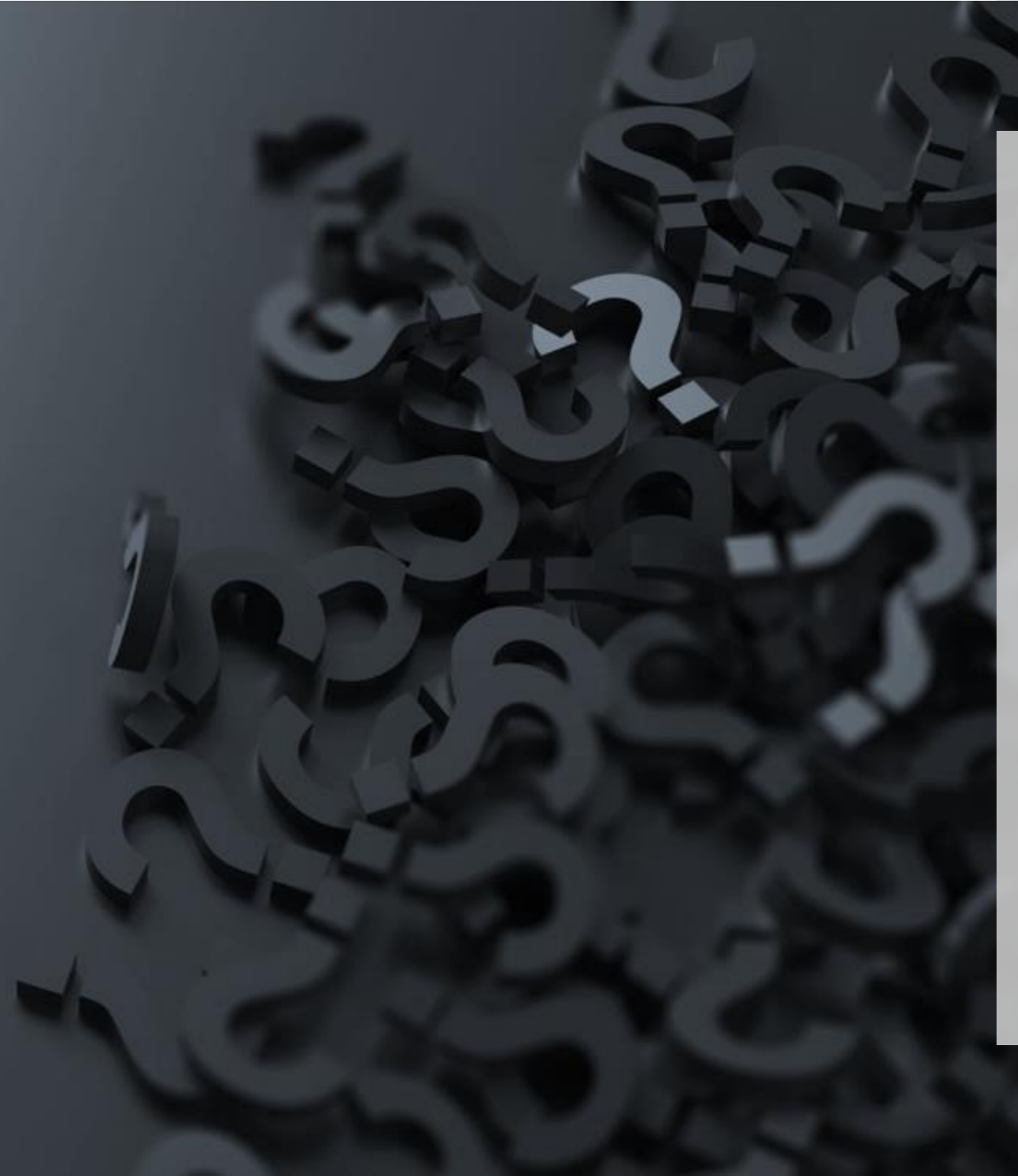
- Policies and Practices
- Organization Culture
- Communications
- Staff & Board Composition
- Community Collaborations
- Access

Personal Journey



Final Q & A

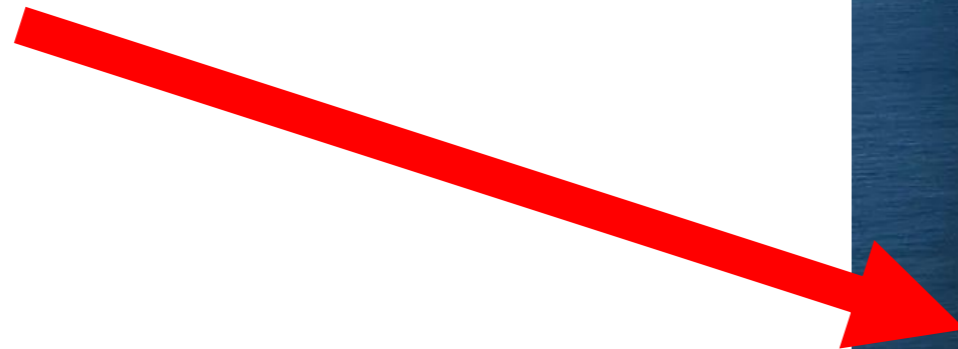
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2021 Winter/Spring Board Development Lunch & Learn Series

Is Your Workplace Ready for the COVID-19 Vaccine?

April 13, 2021 • 11:30 AM - 1:00 PM

Presenters: Wendy G. Adkins & Justin M. Harrison, Attorneys, Jackson Kelly's Labor and Employment Group

Education v. Lobbying: Making Your Case Without Crossing the Line

May 11, 2021 • 11:30 AM - 1:00 PM

Presenter: Richard R. Heath, Jr., Attorney, Bowles Rice

Sustaining & Renewing Your Culture When Dealing with the Unexpected

June 8, 2021 • 11:30 AM - 1:00 PM

Presenter: Joe Tye, CEO and Head Coach, Values Coach, Inc.

Register at: www.wvruralhealth.org/events





COVID-19 VACCINE FACT

When large numbers of people in a community are vaccinated, fewer people get sick, saving lives.

#CommunityImmunityWV

Vaccine Fact

Community immunity begins with each one of us.

Together, we can stop the spread of COVID-19. Learn more at vaccinate.wv.gov #CommunityImmunityWV



Vaccine Fact

Choosing to get vaccinated against COVID-19 helps protect the health and wellbeing of our communities. Together, we can stop the pandemic and build #CommunityImmunityWV.



**Thank you for taking part in this
webinar!**

Sharon Lansdale, President/CEO
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