

## Listening Tour with Marketing Department

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- Objective: To hear from the Marketing department any hopes and concerns regarding DEIJ at Defenders.
- Prior to each discussion: I provided my intention of the listening tour and assured that, while I will be capturing reoccurring themes during the discussion, I will not be taking down any names of who said what.
- During the discussion: I began by defining DEIJ, as the environmental industry defines it, to help clarify any confusion as to what DEIJ is and what it stands for. I mentioned that although Defenders' definition of DEIJ is still in progress, the listening tours will help the Working Group as to where staff are in regard to DEIJ and formulate best practices at Defenders. This can then help the department incorporate DEIJ efforts into their daily work (i.e. social media, ads, data collection, etc.).
- Outcome Topics and Questions:
  - What does DEIJ mean practically and what is the value stand point? What are we trying to accomplish?
    - Not all staff are mission-driven but care about their jobs
    - Do not force DEIJ on staff but educate them
    - “diversity” can be too broad, narrow it down
  - Organizational directive
    - Organized vision not just piecemeals
    - More action items and tangible goals
    - Provide clear opportunities for everyone
  - What are the D&I ethics surrounding data collection?
    - Nonbinary titles in the database
  - Rules of engagement

- Provide language translations
- Involve schools of all levels and the communities
- Invite diverse speakers for panel discussions/brown bags
- Seek out diverse partnerships and collaborations
- What is the best route for addressing equity?
  - Job titles, responsibilities and management
  - Disparities among departments and work flows
    - Work-life balance is not equal nor valued
    - Environmental volunteering counted against personal/vacation day
- Ageism and work styles
- Imposter syndrome in the workplace
- Microaggressions and normalized certain behaviors
- Training for:
  - Unconscious bias
  - All levels of management not just executive
- Recruitment and retention
  - Proper onboarding orientation
  - Provide paid internship
- Board recruitment and buy-in
  - Should be the example for fundraising efforts
  - Collaborate more with staff to advance strategic goals