Listening Tour with Marketing Department

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? Wat 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 diversity and inclusion 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 discussion/brown bags

Seek out diverse partnerships and collaboratioins

What is the best route for addressing equity?

Job titles, responsibilities and management

Dispariaties among departments and work flows

Work life balance is not equal nor valued

Environmental volunteering counted against personal/vacation days

Ageism and work styles

Imposter syndrome in the workplace

Microagressions and normalized certain behaviors

Training for unconscious bias

Training for 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