



**Diversity, Equity & Inclusion (DEI)**  
**Strategic Action Plan**  
**Adopted February, 2019**





As the region's leading advocate and largest provider of programs and services to support the protection and preservation of our natural and cultural resources, the Dan River Basin Association (DRBA) is committed to ensuring ALL communities view DRBA as an organization that is responsive and inclusive. To fulfill this commitment, DRBA must be strongly committed to diversity in all aspects of our work and must be a culturally competent organization.

DRBA's commitment to diversity dates back to its founding in 2002, when it was determined that the region's natural and cultural resources need to be available to all citizens and protected for all people of future generations.

Although DRBA's environmental education programs reach youth of all races and economic backgrounds, other areas of the organization do not accurately reflect the diversity of our service area.

As a result, this Diversity Strategic Action Plan will be a focus area for the DRBA Board of Directors in 2019 - 2020 so that the organization can explore issues of diversity and cultural competence and develop tools to assess its performance in this area.

DRBA is committed to become a more culturally competent and inclusive organization to ensure all of DRBA's programs and services are easily accessible and promoted to a diverse community.

# GOALS & ACTION STEPS

- Goal 1}** Increase the diversity of DRBA’s Board of Directors to be more representative of the region in which we work (ongoing)
- Action Step 1: The DRBA Board of Directors will develop and pursue diversity recruitment goals and metrics for measuring success.
  - Action Step 2: The DRBA Board of Directors will work with staff to identify DRBA programs and services that already have a diverse population of volunteers with passion and commitment for DRBA's mission.
  - Action Step 3: The DRBA Board of Directors will create a list of current volunteers and potential board members from diverse backgrounds, establish contact, and build awareness of DRBA.
  - Action Step 4: The DRBA Board of Directors will conduct a racial equity audit.
- Goal 2}** Increase outreach to minority, under-served and marginalized communities and build awareness of DRBA's programs/services and advocacy/volunteer opportunities.
- Action Step 1: The DRBA Board of Directors will create a cross-functional team of both staff and board members to monitor progress on diversity.
  - Action Step 2: The DEI Task Force will gather best practices on current outreach strategies from other local, state and national environmental organizations.
  - Action Step 3: Staff and board will identify and begin cultivate working relationships with minority-led organizations and those organizations serving predominantly minority communities.
  - Action Step 4: DRBA will conduct focus groups with diverse communities to ascertain views on DRBA and its services.
  - Action Step 5: DRBA will identify and recruit a network of volunteers from diverse communities and involve them in establishing and sustaining our relationships in their communities.
- Goal 3}** Increase the accessibility of DRBA’s programs and services to diverse populations.
- Action Step 1: New and existing programs will translate key documents into Spanish, as appropriate.
  - Action Step 2: the DRBA website will have translation capability.
  - Action Step 3: DRBA Program Staff will develop and implement a strategy for outreach to diverse communities for each of DRBA's main programs: Environmental Education, Cleanups, Citizen Water Quality Monitoring, Water Protector Certification, Trail & River Access Planning, Development & Adoption, Grassroots Advocacy and Kids4Rivers.

# OUTCOMES

## Short-term Outcomes

- DRBA has an active DEI Task Force
- DRBA has researched/assessed best-practices and integrated into DEI Plan/Action Steps
- DRBA materials/website (danriver.org) are available in Spanish
- DRBA has identified and begun relationship-building with organizations/groups/churches, schools, etc. who serve mostly minority, underserved and marginalized citizens, families, youth
- Each of DRBA's main programs have a well-articulated and written strategy for outreach to diverse populations
- DRBA's staff and board have completed diversity, equity and inclusion training and racial equity audit

## Long-term Outcomes

- DRBA has increased the number of racially/ ethnically diverse members on its board of directors
- DRBA has a strong and active relationship with diverse partnering organizations (and other groups) in every county in the service area
- DRBA has a strong and active force of diverse volunteers both serving DRBA's programs/services/event and their neighborhoods, towns, churches, etc.
- DRBA staff and board members participate in ongoing diversity, equity and inclusion training
- Outreach discussion and written strategy is completed for every DRBA program/strategy and presented at board/committee/planning/task force, etc. meetings

## Key Metrics

- Percentage of board members who are racially/ ethnically diverse will match - or exceed - diversity percentages of DRBA's service area
- Relationships with diverse organizations will be active in each of DRBA's service area Counties/Cities
- Number of pages (print or web) of materials in Spanish
- Number of board and staff training programs conducted
- Number of volunteers with racially/ ethnically/ economically/ socially diverse backgrounds
- Percentage of favorable responses to DRBA's current and future plans/outreach by focus groups participants