



Ensuring a More Diverse Land Trust: 5 Strategies for More Effective Inclusion

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Interactive Discussion

- Why?
- Who makes up diversity?

THE 4 TRUISMS of D&I

1. *Sameness is not sustainable*
2. *Our future is inextricably linked to those who are not involved in the conservation movement*

THE 4 TRUISMS (continued)

3. Not so much about color, gender, or age
 - Broader social networks
 - An ability to connect with others unlike ourselves, and
 - A willingness to invite conflict into your organization

4. Not just mission statements or policies
 - Intentional and relentless pursuit of performance-based, inclusive operating procedures

Q. How many have lived in a community where people of color are in equal proportion to white folks?

- Have gone to a diverse HS or college?
- Have had sustained contact with another ethnic group?
- Have had multiple in depth conversations about color, race and class with a person who was not from your same ethnic group?

27 environmental scientists and economists from 12 entities
(government, academia and private sector)

EPA - several offices
represented

US Forest Service

NPS

USGS

National Atmospheric
Deposition Program

National Environmental

Research Center, Wales UK

Academia:

Washington State Univ

UC Irvine

Univ of Maryland

Private consultants:

Research Triangle

Institute

Resources for the Future

E&S Consulting



Strategy 1: AWARENESS

- ◉ *Own your lack of diversity*
- ◉ *De-personalize it*
- ◉ *Recognize that people can pervert inclusion processes without knowing it –*
 - *through unconscious bias,*
 - *privilege,*
 - *prejudice and inaction*

“The current state of racial diversity in environmental organizations is troubling, and lags far behind gender diversity.”

Ethnic minorities and people of multi-racial backgrounds make up nearly 40% of the US population yet they do not exceed 16% of the general staff of the organizations studied.

-Dorceta E. Taylor. Green 2.0, 2014.



Breathe

- ◉ Land Trusts are supposed to look the way they look.
- ◉ Demographic Homogeneity is in our hardwiring.
- ◉ Even pre-verbal babies exhibit racist tendencies
- ◉ Creating an Us and Them

We have an innate propensity to favor the self - where 'self' means people who look and act like us, and enjoy the same things we do.



Natural Selection

- Consequences of being wary of the “other”
- Need parental nurturing and society to intervene
- Treat everyone the same, but are we?
- Path Dependence driven by lack of cognitive diversity and expression of opposing views
 - We tend to stay on the paths we were born into - Prejudices, Preferences, and Perspectives

Path Dependent Thinking often permeates every conversation including:

- board meetings,
- executive team meetings,
- strategic planning meetings and
- political agendas.



This is a movement, right?

1. *Social habits of friendships and the strong ties between close acquaintances.*
2. *The habits of a community and the “weak” ties that hold neighborhoods and community groups together.*



3. *The movement's leaders give the participants new habits that create a new sense of identity and a feeling of ownership.*

Creating a Sense of Identity

- How?
- Develop a presence
- Friendships
- Strong community ties

Strategy 2: Understand

How do different cultural communities perceive nature?
and how might they connect with the conservation
movement?

- Axiology: Assignment of value, ethics and aesthetics to objects
(like land)
- Epistemology: Method of learning

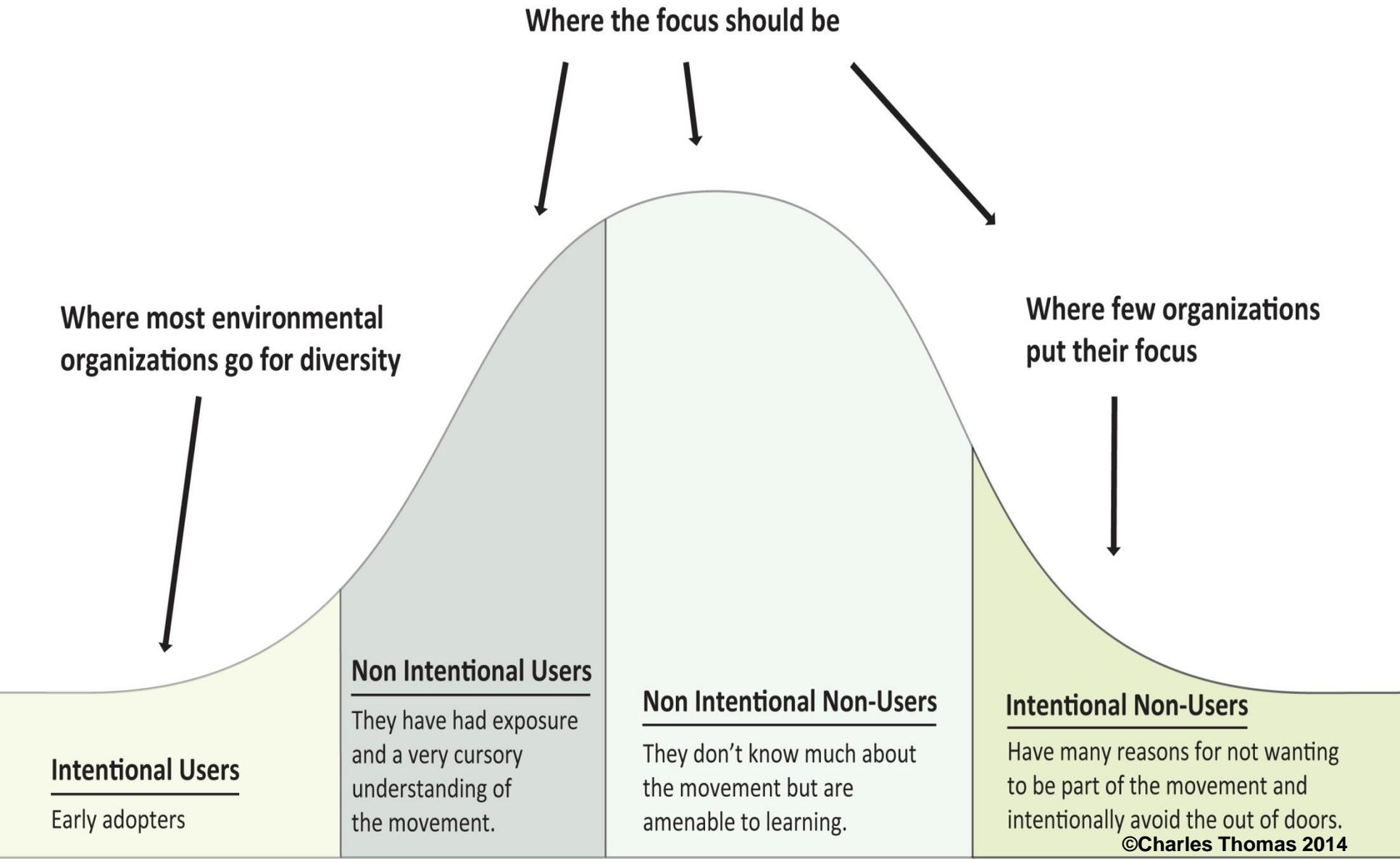
The Philosophical Aspects of Cultural Difference

| Ethnic Groups | Axiology | Epistemology |
|--|--|--|
| <p>EUROPEAN EURO-AMERICAN</p> | <p>HUMAN-OBJECT The highest value lies in the Object or in the acquisition of the Object</p> | <p>COGNITIVE One knows through counting and measuring</p> |
| <p>AFRICAN AFRO-AMERICAN</p> | <p>HUMAN-HUMAN The highest value lies in the interpersonal relationship between humans</p> | <p>AFFECTIVE One knows through symbolic Imagery and rhythm</p> |
| <p>ASIAN ASIAN-AMERICAN</p> | <p>HUMAN-GROUP The highest value lies in the cohesiveness of the Group</p> | <p>CONATIVE One knows through striving towards the transcendence</p> |
| <p>INDIGENOUS OF THE AMERICAS</p> | <p>HUMAN-MULTIVERSE The highest value lies in the balance of relations between humans, other beings and spirits of past, present and future</p> | <p>AFFECTIVE-ACTIVE One knows through activity, symbolic imagery and rhythm</p> |

Understand

- Cultural drivers
 - Dominant culture
 - Other cultural groups
- Effective outreach
 - Meaningful
 - Lasting practices
 - Best focus for our efforts

The People of Color Outdoor Users Bell Curve



Strategy 3: Find the beehives

Develop a presence and relationship with a diverse audience of:

- Non-intentional Users
- Non-intentional Non-users

1. Appeal to people's social habits in their normal social relationships



2. Market the movement to others in “their language”

3. Take our movement to them and quit expecting them to come to us

Strategy 4: Answer three questions

1. What is our motivation?
2. Do we believe in the value?
3. Do we believe we can do it?

Strategy 5: Create Your Game Plan

- Identify what D&I looks like in your organization (avoid path dependent thinking)
- Clarify your objectives, expectations and timeframe
- Set crystal clear manageable goals

Game Plan (Continued)

- ◉ Gather support and guidance
- ◉ Publicly state your goals
- ◉ Be prepared for setbacks
- ◉ Pursue your goals with unyielding intention
- ◉ Measure your success and adjust your sails if needed
- ◉ Celebrate your success

Tools

- ◉ Time
- ◉ In Situ Discourse
- ◉ A hand