



Rotary District 6450 DEI Demographics & Sentiments Report Presentation

Presented by:
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JUSTICE INFORMED STRATEGIES EMPLOY A HISTORICAL LENS WITH AN ACCOUNTABLE APPROACH

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AGENDA

1. Observation Report Development Process
2. Demographics Overview
3. Observations
 - Spectrum of Engagement
 - Understanding
 - Rooting
 - Accountability
4. Recommendations
5. Q&A

WHO WE ARE: JUSTICE INFORMED



WE ARE A **SOCIAL IMPACT CONSULTING FIRM** THAT BUILDS STRATEGIES AND EMPOWERS COMPANIES TO MOVE TOWARD A MORE **EQUITABLE FUTURE**.

- **WHAT WE DO:** Social Impact Consulting (DEI, Community Engagement, Philanthropy, CSR) for Companies, Nonprofits, and Philanthropic Foundations
- **WHY WE DO IT:** To build an inclusive, equitable world by accelerating the speed of progress of the social realities of the western world through education, relationships, and changing the face of expertise

Background

Rotary District 6450 began its work with Justice Informed in February 2022 to gauge its membership demographics, expectations and experiences as they relate to diversity, equity, and inclusion (DEI) within their clubs, District, and Rotary generally. To accomplish this, Justice Informed designed an anonymous survey tool to be distributed to District 6450's membership.

The goals and purpose of this assessment were to:

- Receive and review demographic information regarding District 6450's membership,
- Assess District 6450 members' evaluation of and alignment with DEI principles and practices
- Receive honest, candid feedback from District club members about club, District, and Rotary's DEI leadership capabilities, treatment of those holding marginalized and minoritized (M&M) identities, and general DEI strengths and growth areas
- Understand how District 6450's DEI strengths and challenges map to Justice Informed's framework for advancing and sustaining DEI: The *DEI Spectrum of Engagement*

Through this process, Justice Informed received over 300 responses detailing members' hopes, expectations, ambitions, and challenges as they relate to DEI. Overall, District 6450 is in a strong position to capitalize on these findings by focusing attention on key issues around diversity, communications, and the creation and implementation of specific DEI goals and policies. The strong levels of alignment across its membership along with the newfound insights on what specific actions and policies members are interested in pursuing should allow District 6450 to move its DEI efforts forward and serve as a beacon for the rest of Rotary as an organization.

Methodology

1

DEI Task Force Meetings



- Justice Informed worked closely with the District 6450 DEI Task Force to review and finalize the survey tool
- Socialization of this initiative with the broader membership was the DEI Task Force's responsibility
- The Justice Informed team met with this task force between February 2022 - June 2022

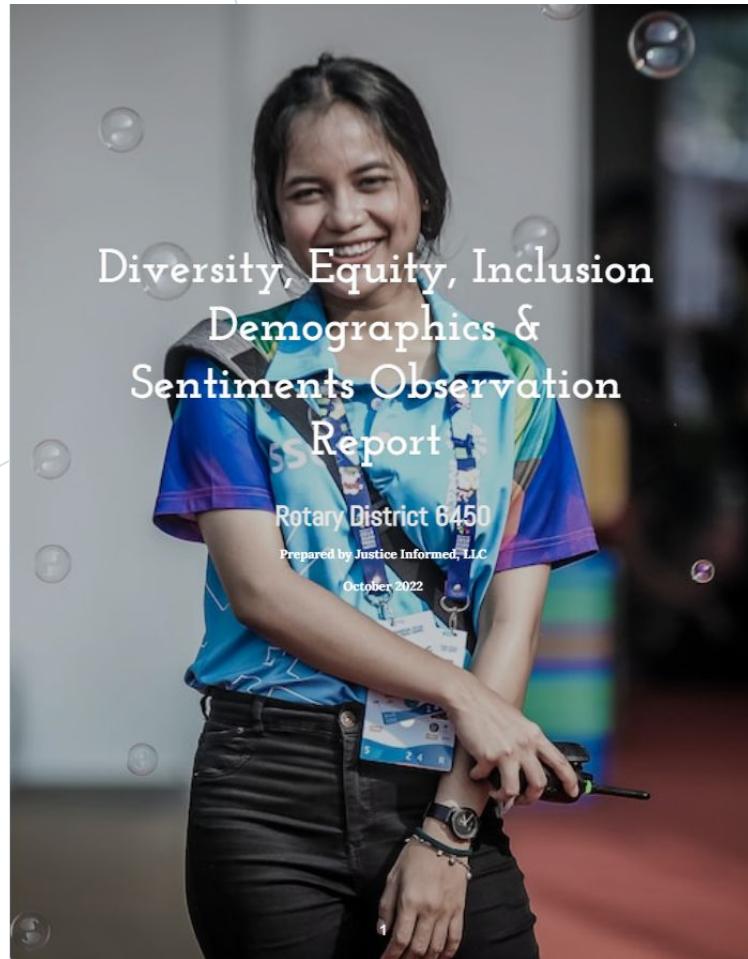
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Digital Survey



- District 6450 DEI Task Force managed the delivery of the survey
- Survey was kept anonymous and all information and all raw data kept confidential ONLY to the Justice Informed team
- Survey was released on Friday, July 29th and closed on Friday August 12th
- 310 responses from Rotarians and Rotaractors from 50 surveyed clubs

For full context and explanation for these findings and more, please refer to the full District 6450 DEI Observation Report



The Rotary District 6450 DEI Observation Report* includes:

- Full demographic data breakdown of survey respondents for sample survey
- Additional context, data, and analysis on various strengths and growth areas for DEI across Rotary Clubs
- Recommendation list, observational notes and considerations on implementation strategy for District 6450

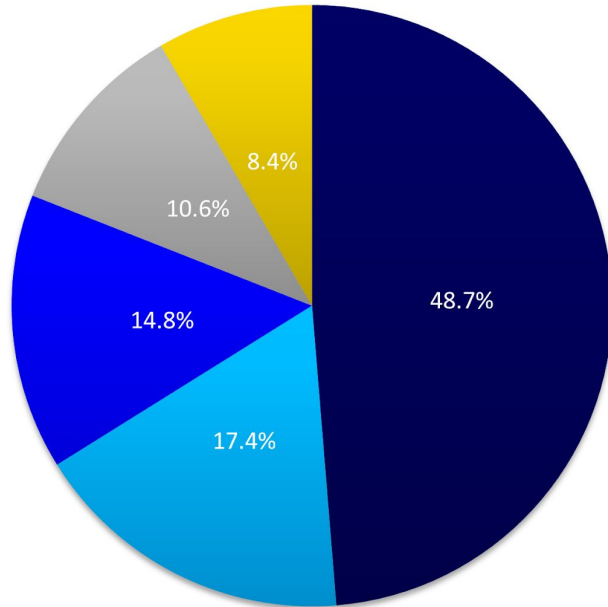
*This report is not a comprehensive report such as the one Justice Informed provides, rather a shorter one that provides sufficient context to inform DEI challenges/opportunities and strategy

Report Insights:

**DISTRICT 6450 DEMOGRAPHICS
OVERVIEW**

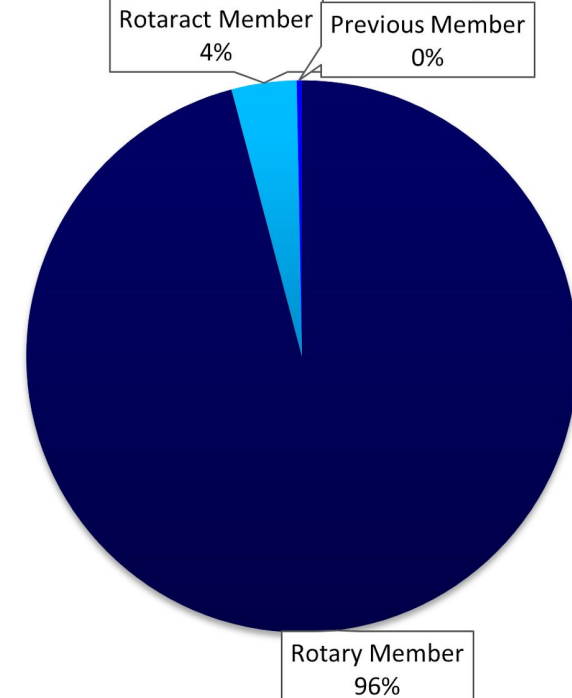
Respondents ranged in regards to their level of involvement within Rotary though most respondents were Rotarians

Current Level of Involvement



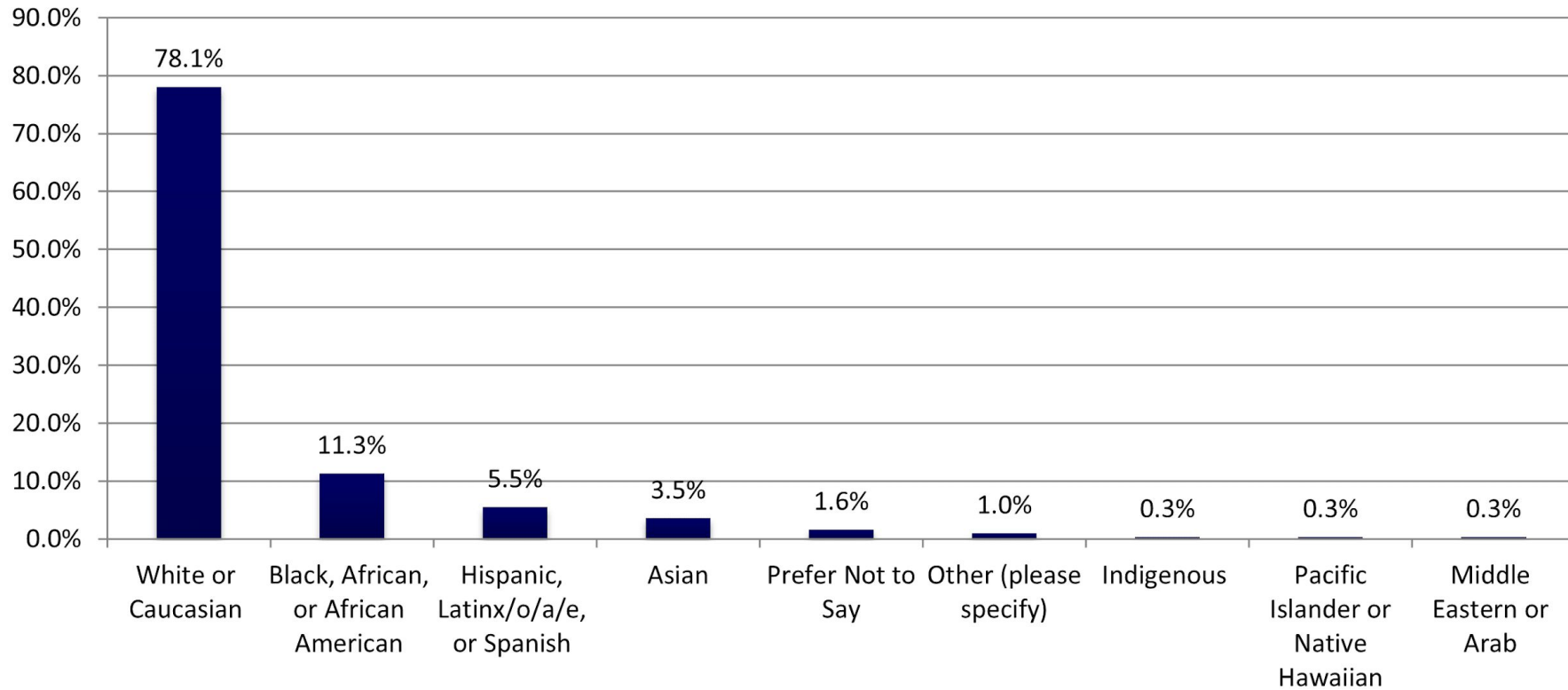
■ General Member ■ Club Board Member ■ Club Officer ■ District Leader (including officers and non-officers) ■ Club President

Role within Rotary



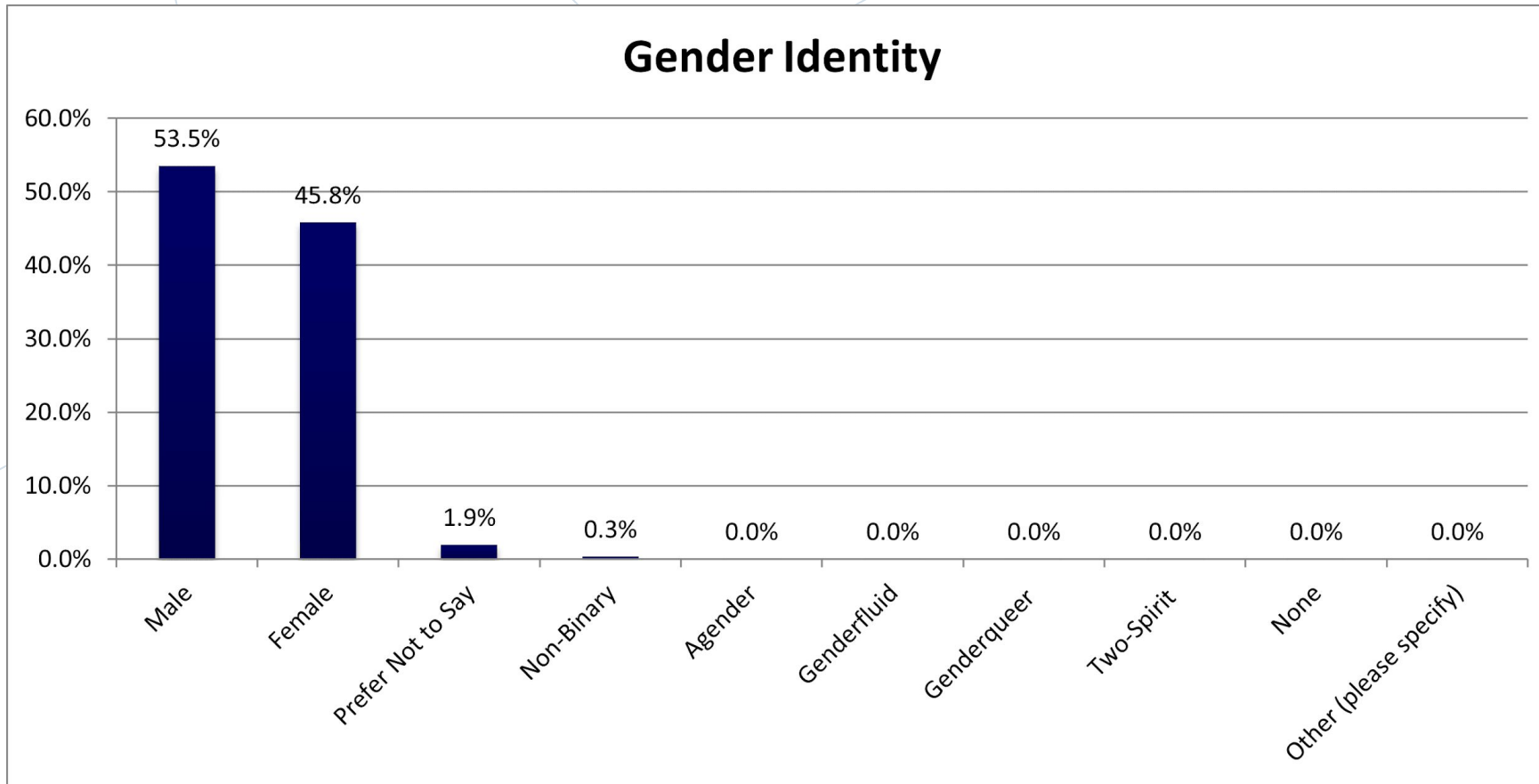
While responses varied across levels of involvement, this sample's demographic diversity as it pertains to specific types of identity (e.g. racial, sexual, etc.) is low (1/2)

Racial Identity



- Club Racial diversity across the District was not representative of the respective cities and suburbs that many clubs exist in.
- 22/50 clubs surveyed depicted clubs that were fully racially homogenous, with 100% white persons identifying
- Where there is racial diversity, it is not spread out across the member clubs in any representative or consistent manner. Most racial diversity across the District exists in a few specific clubs.

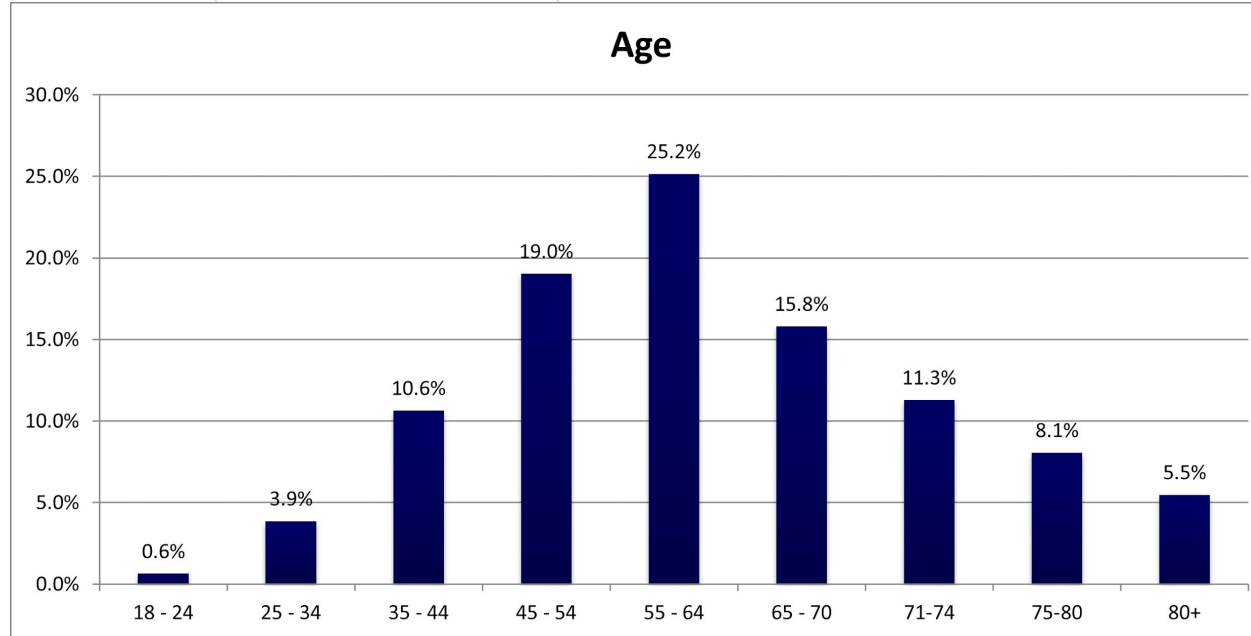
While responses varied across levels of involvement, this sample's demographic diversity as it pertains to specific types of identity (e.g. racial, sexual, etc.) is low (2/2)



- District members are fairly representative across the gender binary (i.e. male-female)
- The diversity of sexual and gender identities and expressions today and in this region beg the question of why this diversity is not reflected in Rotary's membership.
- No respondent identified as transgender, only about 1% of respondents identified as outside the gender binary, and 90% of respondents identified as Straight or Heterosexual.

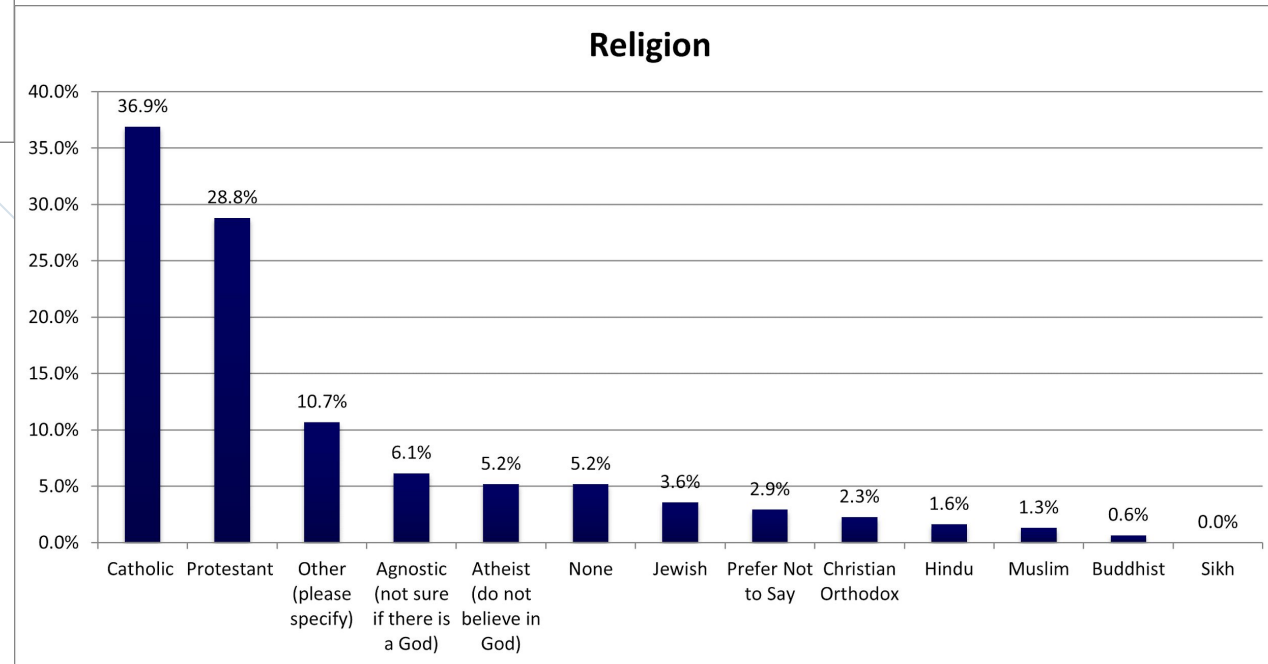
Other identities show greater rates of diversity (in comparison to race, gender, and sexuality)

Age



- Despite this greater diversity, it should be noted that 56.5% of members desire greater age diversity and instances of age bias have been noted by members

Religion





Report Insights: DEI OBSERVATIONS

In developing District 6450's strengths and growth areas, we based our analysis on Justice Informed's DEI Spectrum

Understanding

The spectrum starts with establishing understanding. This area of work is where the focus is to grow consensus within an organization about WHY DEI is important, HOW it impacts their world and organizational performance, and WHAT drives the need for DEI internally and in the world. **The purpose of Understanding is to grow organizational *capacity* for DEI.**

Rooting

This area focuses upon changing organizational policies and practices. Rooting work is where DEI becomes about infrastructure, not initiatives. Rooting is where we look at how power infrastructure for equity is established into the foundation of the operations, financial model, vision, and strategic plan for years to come. **The purpose of Rooting is to increase the *probability* of equity through DEI.**

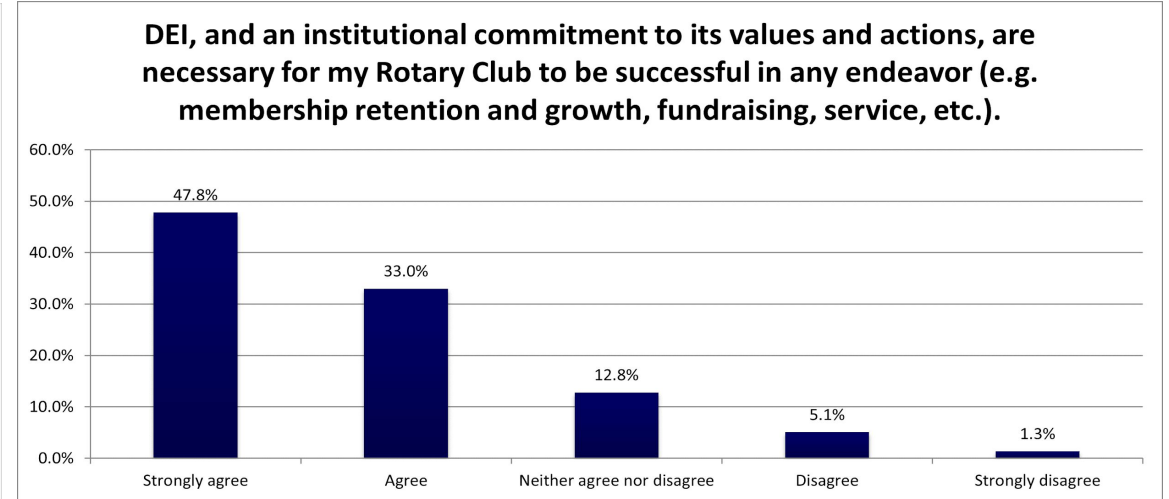
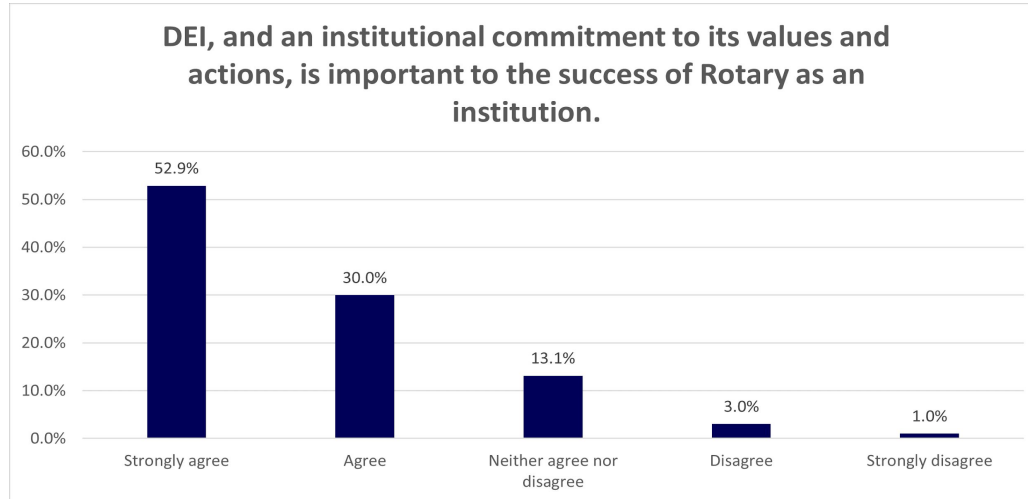
Accountability

Accountability is where we look at shifting how power is shared and infrastructure for equity is laid for years to come. Accountability requires seeing oneself as a member of a local and global community of people that must center the marginalized, and as potential leaders for exciting work that joins humanity and institutions in mutually prosperous actions to grow our communities and societies. **The goal of accountability is to ensure *longevity* of equity created through Rooting**

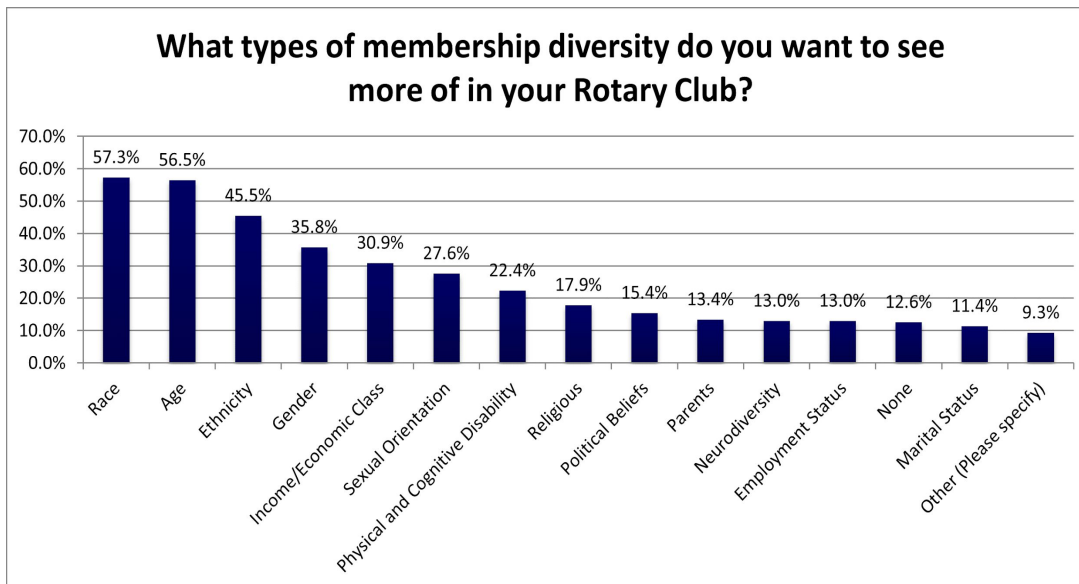


Understanding: Responses indicate there is clear enthusiasm and alignment on several areas of DEI

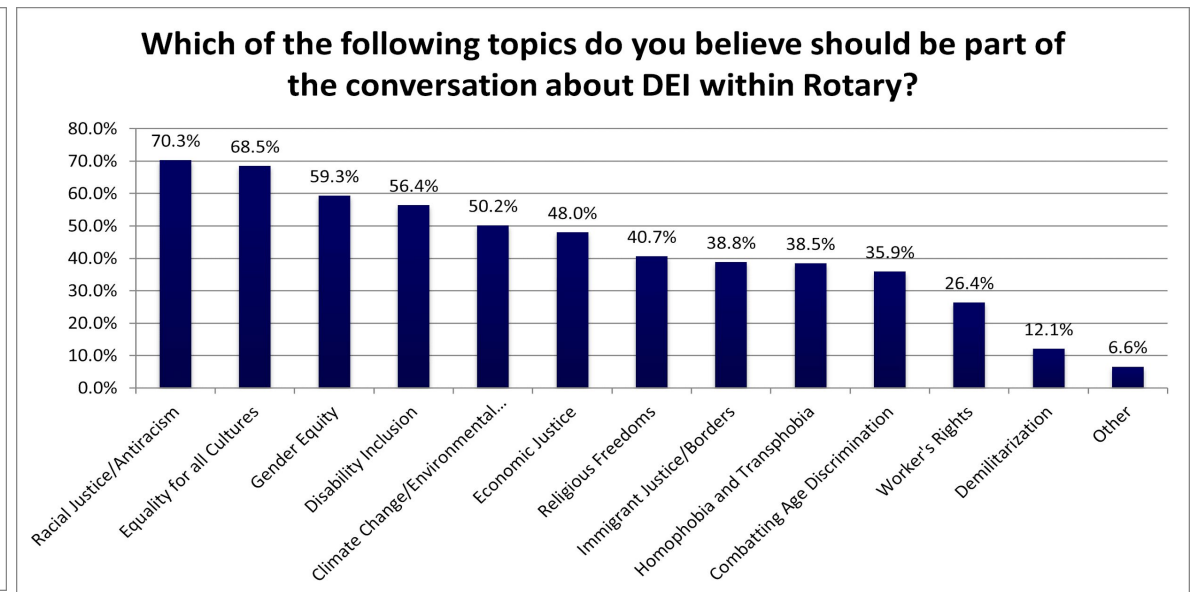
1) Value of DEI to Rotary and Clubs



2) Priorities for Member Diversity



3) DEI Learning Opportunities



Understanding: A majority of respondents are not familiar with who leads DEI at the club, District, or international level

Q: Is DEI ownership and authority clear to you within _____?

	District 6450	Your Rotary Club	Rotary International
Yes	35.4%	32.1%	25.2%
No	28.0%	36.2%	30.5%
Unsure	36.6%	31.7%	44.3%

A lack of clear visibility to DEI leadership poses several logistical challenges as well as communication and management issues. Consider:

- Members may not know who to listen to for guidance on certain issues, communication may be watered down or not heard at all, and finally no champions can be identified for others to draw inspiration and motivation from during this work.
- Although members did not display any clear signs of frustration or distrust toward their club or Rotary leadership, it was clear that many members who responded were simply not sure of their leadership's abilities to lead DEI and manage DEI challenges and initiatives well
 - 45-55% "disagree" or "unsure" of Rotary, District, and club leadership knowledge of DEI and abilities to manage DEI conflicts

Rooting: A large portion of individuals within District 6450 are not familiar with their club or Rotary International's leadership, policies, or processes.

Q. Are you aware of _____ having clear policies and procedures to handle issues related to cultural, racial, gender, or ability biases or acts of discrimination internally?

	District 6450	Rotary International	Your Rotary Club
Yes	28.0%	26.8%	18.7%
No	33.3%	31.3%	45.5%
Unsure	38.6%	41.9%	35.8%

Q: Is DEI ownership and authority clear to you within _____?

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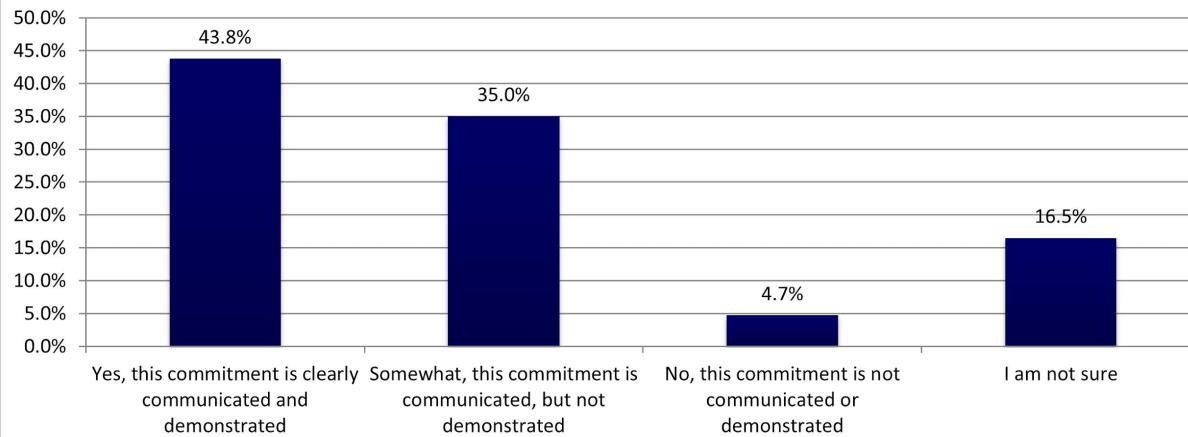
Rotary and District 6450 should spend time considering how best to raise the visibility of different policies and structures in place and what the DEI responsibilities are between Rotary International and District.

Rooting: District 6450 would do well to consider the below list of requested policies from respondents and work to understand if they or Rotary International should respond.

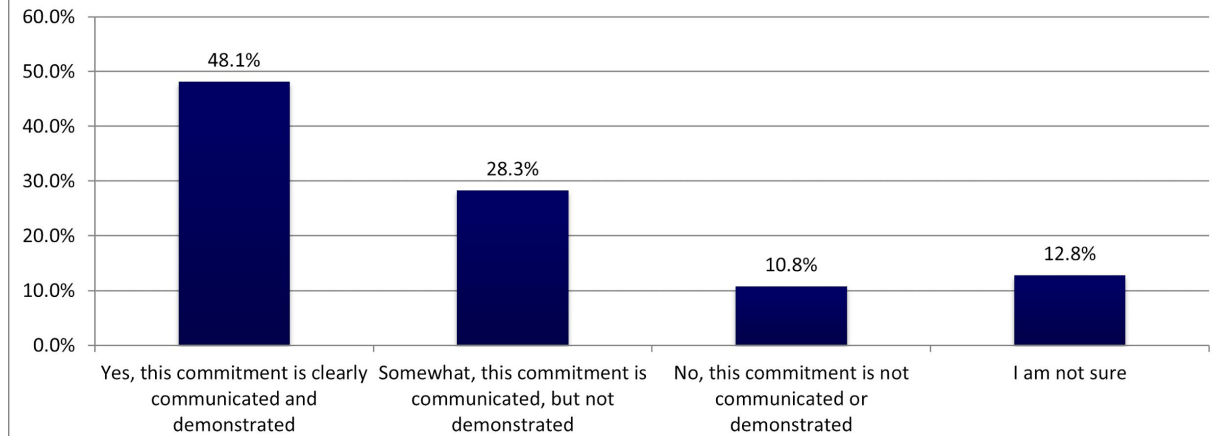
Rotary International Supports Requested		Club Level Supports Requested	
A DEI Values Statement	64.3%	A DEI Values Statement	62.2%
A DEI Strategic Plan	61.0%	A Member Policy/Handbook that specifically speaks to issues related to DEI, including how the Club deals with issues of identity-based harms such as racism, sexism, ageism, homophobia, <u>etc</u>	47.4%
A policy that specifically speaks to issues related to DEI, including how the Club deals with issues of identity-based harms	60.6%	A DEI Strategic Plan	46.9%
Trainings and guidance for Club members to know how to handle DEI issues with community partners and volunteers	51.6%	Trainings and guidance for all Club members to know how to handle DEI issues with community partners and volunteers	42.6%
Leadership qualification requirements that include demonstrated DEI values and actions within and outside of Rotary	46.0%	Support for members that are having challenges working with diverse persons or workgroups	40.7%
Support for members that are having challenges working with diverse persons or workgroups	46.0%	Leadership qualification requirements that include demonstrated DEI values and actions within and outside of Rotary	39.2%
A person or committee that is specifically trained and skilled in managing DEI issues/club conflicts related to identity	45.1%	A person or committee that is specifically trained and skilled in managing DEI issues/club conflicts related to identity	36.4%
A whistleblower/grievance/complaint policy	42.3%		
Member hotlines/webforms for anonymous reporting of DEI-related issues that occur in the Club	37.1%		
Internal DEI report (i.e. progress, status updates, etc.)	33.8%		

Accountability: Member responses indicate general belief in the District and RI's commitment to DEI, though many believe this commitment has yet to be demonstrated

Do you feel that Rotary (as an institution) has communicated and demonstrated a commitment to increasing investments in and understandings of DEI issues?

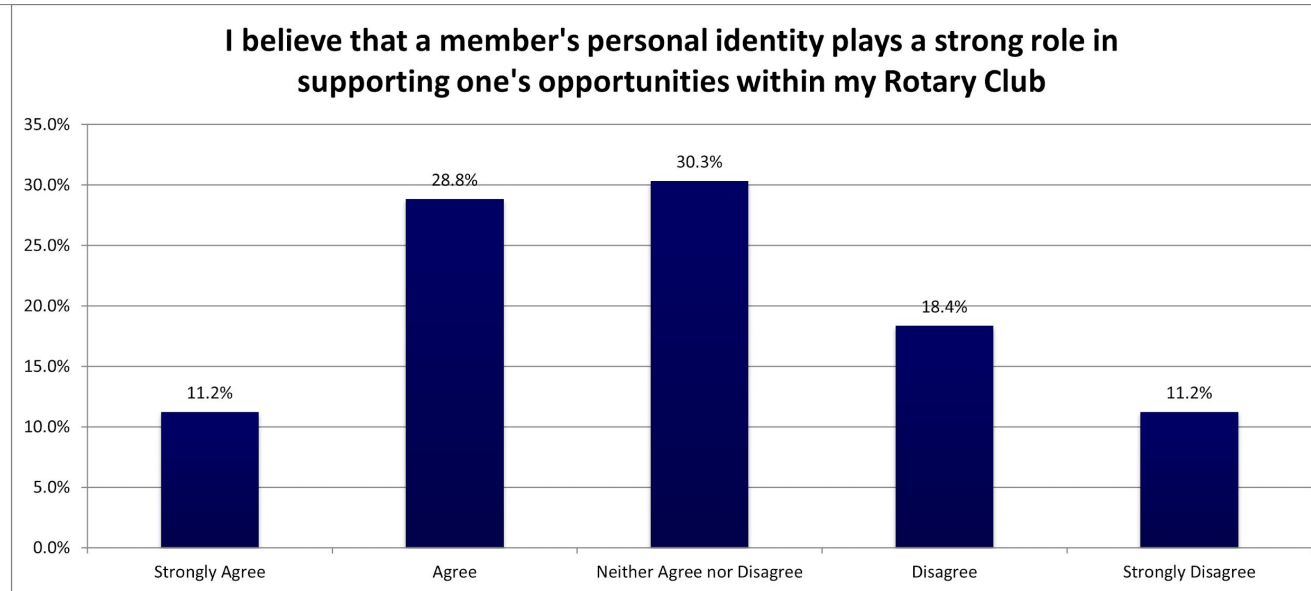
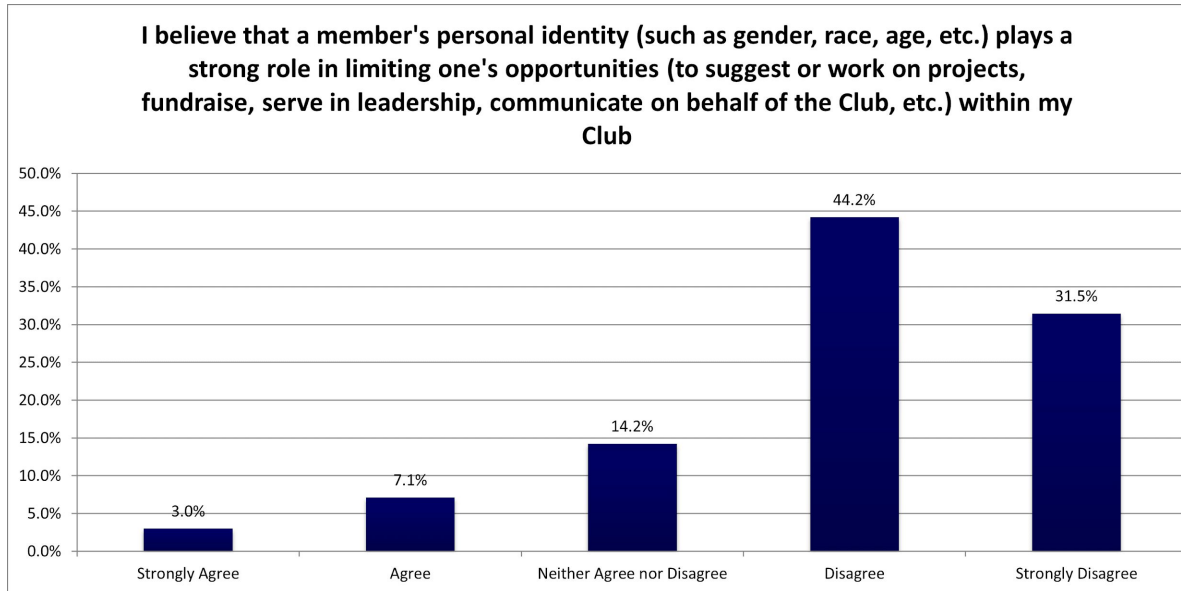


Do you feel that your club specifically has communicated and demonstrated a commitment to increasing investments in and understandings of DEI issues?



- The reasons for why members feel RI and the District could demonstrate DEI more may revolve around prior concerns discussed (e.g. lack of insight into DEI leadership, insufficient DEI programming, etc.)
- Another reason why these members may not see the District and Rotary as the most accountable to DEI may be the patterns of favoritism and harm that a notable portion of respondents highlighted in their responses.
 - Nearly 20% of all respondents indicated that they have experienced some kind of offensive comment; 7% named experiencing discrimination
 - Women were slightly overrepresented in these instances of harm while Black respondents were 3x as represented in instances of discrimination when compared to their share in the general respondent population

Accountability: Many members listed identity as a major contributor to success and opportunity at their club



- Interestingly, when asked if identity limits individuals' abilities to advance within Rotary, few declaratively said yes. However, it is clear that members do identify a form of preferential treatment in regards to identity and advancement as the numbers of those who do believe identity supports advancement is significantly larger.
- Based on member data alone, it would seem age (16%), race (15%), and gender (16%) bias are the most commonly selected reasons for discrimination, outside of "unsure", for those individuals who had witnessed an instance of identity-based bias for advancement.



DEI Recommendations

In developing DEI recommendations, we prioritized the following goals based on our observations

To effectively advance DEI, District 6450 should focus on:

1. Increase understanding of DEI and various areas of DEI-related topics
2. Develop a goal-driven DEI Strategic Plan for District 6450, ideally using the JI DEI Spectrum as a guide
3. Evolve general language of DEI into action and policy-informed conversations and actions
4. Develop a clear call to action and request from Rotary International



Goal 1: Increase understanding of DEI and various areas of DEI-related topics

Key Activities

- 1. Working with RI or sponsored by the District, a DEI-learning series should be engaged and offered as a training for all members.**
- 2. Create a clear DEI Values Statement that moves beyond, but includes the RI DEI Statement language to include values for increased LGBTQIA+, People of Color, and younger generations in the work of Rotary**
- 3. Host an annual DEI forum at the Annual District Conference where a clear, specific discussion on what is driving local DEI-related issues is undertaken.**
- 4. Start an online DEI-learning bookclub.**

Goal 2: Develop a goal-driven DEI Strategic Plan for District 6450, ideally using the DEI Spectrum as a guide

Key Activities

- 1. Articulate clear diversity goals including specific populations / identities to be prioritized and the methods with which you will recruit and retain these individuals**
- 2. Define a clear governance and project management structure for DEI efforts and how this structure will navigate decisions and authority across club, district, and RI levels**
- 3. Review and update DEI policies including grievance and feedback processes and member expectations regarding DEI**
- 4. Consider a communication plan for DEI initiatives and vision with a corresponding budget**

Goal 3: Evolve general language of DEI into action and policy-informed conversations and actions

Key Activities

- 1. Bring in issue-area experts to host monthly DEI roundtables on specific areas of DEI.**
- 2. Interrogate the role and limitations of traditional philanthropy and charity as part of Rotary member education and conversation**
- 3. Include electoral and civic action as parts of Rotary's social and community engagement strategies.**
- 4. Host a series of listening and conversation sessions across the district with members, specifically older white members, to listen to how they see their work to embrace racially, gender, and age-diverse new members**

Goal 4: Develop a clear call to action and request from Rotary International

Key Activities

- 1. Begin conversations with RI on how DEI should be actionably engaged by clubs**
- 2. Identify supports or actions that the District cannot undertake without RI support**
- 3. Consider where and how the District will boldly pioneer in this work where RI cannot or will not (e.g. to specifically advance antiracism in clubs by reviewing how clubs work with police districts to volunteer or raise money, how clubs do or do not support civic/electoral education for all, and/or how clubs/members work to speak out when racial injustices happen within their club or District boundaries).**

**Thank you all for partnering with
Justice Informed!**

Q&A time!

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