



DIVERSITY, EQUITY & INCLUSION

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GUIDE

FORMING A LOCAL ASSOCIATION DIVERSITY, EQUITY, AND INCLUSION COMMITTEE

Equity and Inclusive efforts succeed if they are supported by your associations policies and leaders, while reflecting the needs of your membership.

Below is a guide to help Local Associations plan and form a DEI committee:

COMPOSITION:

- A committee of about 15 to 20 is usually effective in discussing and addressing diversity, equity, and inclusion issues. Key constituent groups to be included on the committee are leaders from other association committees such as Government Affairs and Professional Development, regional or local association representatives, and leaders from any state or local Boards of multicultural real estate organizations.
- Create a standing committee. A standing committee demonstrates your intent to make DEI and fair housing an integral part of your associations mission.
- Committee members and local association staff should participate in Culture Competency and Implicit Bias Training to be able to understand and have authentic, raw, and clear communication.

MEETINGS AND GOVERNING AUTHORITY:

- The committee should meet throughout the year, similar to other key committees of the association. In person meetings help develop trust among members that is particularly important when discussing issues such as racial and ethnic inclusion.
- The Diversity and Inclusion committee should also have authority, like other committees, to recommend policy and activities to the Board of Directors.

PURPOSE & MISSION STATEMENT:

Having a clear purpose is essential to an effective diversity, equity, and inclusion committee. The purpose is made stronger when it is clearly linked to the association's mission and strategic plan. The Diversity, Equity and Inclusion Committee purpose must be distinct from similar committees such as membership or fair housing to help guide the leadership and members of the committee as they plan association policy and activities.



SAMPLE MISSION STATEMENTS:

- *“The Diversity Committee supports Washington REALTORS® in its commitment to foster Diversity, Equity, and Inclusion in our association and industry through communication knowledge and encouraging community engagement.”*
- *“The Diversity Committee promotes diversity, equity, and inclusion within TPCAR and the communities we serve.”*
- *“To recommend policy and action regarding the inclusion of diversity in the Association’s governance, and that of local Associations within the state. To develop and recommend strategies and actions that will identify, engage, recruit and mentor future leaders at the state and local level who represent the diversity of our markets and the membership of our Associations. To provide guidance and support for local association inclusion efforts.”*

DEVELOP CLEAR, LONG TERM GOALS THAT REFLECT YOUR ASSOCIATION AND YOUR ASSOCIATIONS STRATEGIC PLAN:

- Plan reasonably: Be realistic about what your association can control and affect. Put goals in order of priority so that the most needed can be addressed first.
- Create a DEI strategic plan for the next 3 years that reflects your goals, mission statement and purposes. DEI efforts should be achievable and will likely be incremental.
- Build a simple business plan for your DEI committee and its efforts. This can include what you want to accomplish in the next year, how it will be measured and any fiscal items that need to be budgeted within your association.
- Encourage members to learn about equity and fair housing and identify opportunities for doing so. DEI education is important for building relationships and business. At Home with Diversity Course is a great starting point.
- Identify real estate issues affecting local communities of people of color and develop association response.

- Encourage a diverse association and leadership.
- Develop strategic relations, partnerships, and coalitions with leading local people of color and community-based organizations.
- Apply for the NAR Diversity and Inclusion grant program to support your associations DEI activities.
- Measure your progress. Hold your committee and association accountable for DEI efforts, and be prepared to adjust course.

A WORD ABOUT OTHER DIVERSITY EDUCATION OR FAIR HOUSING ACTIVITIES AND CONCERNS:

Educating members about diversity and the importance of serving all communities without discrimination is a priority mission of our Associations. Those activities are distinct from those that work to assure that the leadership of the Association reflects the diversity of the state and the markets served by members. Associations should also have fair housing initiatives to address fair housing issues and education, including education about serving diverse markets within the state.

RESOURCES:

NAR Diversity and Inclusion Grants

realtorparty.realtor/community-outreach/diversity/grant-applications

NAR Diversity and Inclusion Program

www.nar.realtor/ae/leading-with-diversity-program

NAR Fair Housing Program

www.nar.realtor/fair-housing

Five-Point Framework to Address the Black Homeownership Gap

www.urban.org/sites/default/files/publication/100204/building_black_ownership_bridges_1.pdf