Outreach to Diverse Communities

Maximizing Organizational Effectiveness

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Objectives

• Review the strategic purpose of diversity, inclusion and cultural and linguistic competency
• Discuss the role intersectionality plays in providing services and supports
• Explore why chapters need to develop an effective community outreach strategy
• Examine key steps to successfully implementing a community outreach strategy
Diversity & Inclusion – Driving Forces

- Demographic shifts
- Increased need for services
- Evolving workplace and community needs
- Multiple generations
- Public policy / legislation
- Increasingly vocal self advocates
## The Bottom Line

<table>
<thead>
<tr>
<th>Value</th>
<th>People with I/DD, their families, the I/DD community and the community at large value the resources and support The Arc provides.</th>
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</thead>
<tbody>
<tr>
<td>Innovation</td>
<td>Innovative, creative, effective solutions are developed and provided that meet the needs of a diverse I/DD community.</td>
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<tr>
<td>Recognition</td>
<td>The Arc is viewed as the premier resource for diverse people with I/DD, their families, the I/DD community and the community at large.</td>
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<tr>
<td>Pride</td>
<td>Employees value working at The Arc and are committed to ensuring The Arc achieves its goals and lives by its core values.</td>
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<tr>
<td>Collaboration</td>
<td>The I/DD community values partnering with The Arc and see us as a necessary collaborator on issues within the I/DD community.</td>
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Definitions – Getting on the Same Page

- Diversity
- Inclusion
- Cultural Competency
- Linguistic Competency
Definitions

The existence of many unique individuals in the workplace and community. This includes men and women from different nations, cultures, ethnic groups, generations, backgrounds, skills, abilities and all the other unique differences that make each of us who we are.

A set of congruent behaviors, attitudes, and policies that come together in a system, agency, or among professionals and enables that system, agency, or those professionals to work effectively in cross-cultural situations.

A work environment where everyone has an opportunity to fully participate in creating business success and where each person is valued for his or her distinctive skills, experiences and perspectives.

The capacity of an organization and its personnel to communicate effectively, and convey information in a manner that is easily understood by diverse groups including persons of limited English proficiency, those who have low literacy skills, individuals with disabilities, or those who are deaf or hard of hearing.
Organizational Imperative

A diverse, culturally competent organization will increase effectiveness, credibility and transparency by expanding our capacity to create impact in the development and implementation of programs, to provide resources and support, to influence public policy, and to advocate for the needs of a diverse local and international I/DD constituency.
Anticipated Outcomes

• Increases our capacity to provide support and services to diverse communities.

• **Supports our organization’s mission and values.**

• Increase support in the community among our constituents

• **The public at large recognizes the role The Arc plays in their communities.**
Anticipated Outcomes

• **Build an organization that is representative of the constituencies it serves**

• **Maximize the individual and collective strengths of a diverse board, management and staff**

• **Compete successfully for talented workers**

• **Promote high-quality and innovative programs, services and products**

• **Demonstrate inclusive practices to regulatory agencies, partners and clients**

• **Increase in the value our clients perceive from their interactions with us**
Intersectionality

• Intersectionality is an analytic sensibility, a way of thinking about identity and its relationship to power. Originally articulated on behalf of black women, the term brought to light the invisibility of many constituents within groups that claim them as members, but often fail to represent them.

• Intersectionality has given many advocates a way to frame their circumstances and to fight for their visibility and inclusion.

By Kimberlé Crenshaw September 24, 2015, The Washington Post
Intersectionality

The concept of “intersectionality,” has emerged as an influential approach to understanding discrimination and exclusion in our society, whose members can experience bias in multiple ways—as a consequence of race, gender, sexual orientation, or a combination of these.
Intersectionality

“As a Black disabled woman, my determination and fearlessness in speaking the truth and improving the status of those like myself are unapologetic.”

- Vilissa Thompson, LMSW
Disability Rights Advocate
Poet, Feminist, Civil Rights, Activist, Writer

There is no such thing as a single-issue struggle because we do not live single-issue lives.

Audre Lorde
The master’s tools will never dismantle the master’s house.
Community Outreach - Why

• To better understand the needs of the communities we work in
• To build trust and relationships with stakeholders in the community
• To ensure that the supports and services we provide are accessible to a diverse I/DD community
• To ensure that we are reaching EVERYONE who needs our support and services
Community Outreach - How

• Be prepared – What resources do you need in place?
• Be strategic – How does this fit into the overall business strategy of the organization? What are long-term and short-term outcomes?
• Have a plan and a rationale – what community, where will you go, what will you do?
Community Outreach Plan

1. Create Situation Statement
2. Identify Goals
3. Identify Target Audience/Stakeholders
4. Craft a Clear Message
5. Identify Incentives (why should I get involved)
6. Identify Outreach Methods
7. Identify Spokesperson(s)
8. Collect Tools to Assess Progress
9. Develop a Timeline
10. Identify Social Media/Communication/Print/TV Media Outlets
11. Implementation
Case Study #1 – Outreach to the Hispanic/Latino community

Case Study #2 – Coalition Building
Questions?

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