

## **A NOTE ABOUT PLANNING WITH A FOCUS ON DIVERSITY, EQUITY, AND INCLUSION - FROM YOUR STRATEGIC PLANNING FACILITATOR**

The nationwide racial justice protests in 2020 brought widespread attention to the imperative to address systemic racism in our culture and organizations. How does this affect your organization's approach to strategic planning?

Consider where you find your organization at this point in time. In my experience, the ways nonprofits have been addressing this challenge fall into one of three categories: Mission; Goal; Lens.

Some organizations have concluded that nothing short of a change in their **Mission** will be sufficient to address the enormity of the challenge. A good mission statement answers these two questions: Whom do we serve? What is our ultimate aim? Some organizations have determined that either their audience, and their aim, or both, must change. Some have deepened their commitment to diversity, equity, and inclusion in their statement of Values as well. Once organizations change their mission, all other choices flow from, and align with, that shift.

Some organizations have concluded that their current mission is sound, but they must add an organizational **Goal** that specifically addresses diversity, equity, and inclusion. It becomes one of their top five strategic goals. From that commitment flows the full operational weight of their organization through DEI objectives, accountabilities, action plans, success measures, and resources.

Some organizations have concluded that an organizational goal isolates their commitment to diversity, equity and inclusion when it should be a **Lens** through which all thinking, decision making, and resource allocation must pass. These organizations adopt strategic goals as they usually would, but add diversity, equity and inclusion as an imperative that must be considered when implementing all goals and objectives.

Some organizations adopt a combination of the above.

How has your organization responded to the nationwide call for greater racial justice and an end to systemic racism? What does that suggest about your approach to this challenge in your strategic planning?

At a minimum, please read the one-page overview from the Nonprofit Association of Oregon on how to apply a DEI lens to strategic planning. If you have the time, please review its source document, the Equity & Inclusion Lens Guide.

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