

Facing Change, LLC Priority Recommendations

FPRA Diversity, Equity & Inclusion

2022

Initial Goal: FPRA leadership should reflect the demographics of the state of Florida and the diverse communities that its chapters represent.

Conduct additional research to help develop FPRA's DE&I strategies

- Collect demographic data from FPRA members – a non-negotiable first step
 - Future surveys should also ask for demographic information
- Survey **current leadership** to discover what motivates them to serve, the benefits they receive from serving and how they chose to serve
- Survey **past leadership** to discover what motivated them to serve, the benefits they received from serving and how they chose to serve
- Survey **members who have not served in leadership positions** to discover why they are not serving

Define FPRA's DE&I efforts

- Craft a DE&I statement to guide FPRA's work

Examine bylaws, policies and procedures through an equity lens

- Look at the process for how leadership is encouraged and chosen
- Look for barriers that may prohibit some members from rising in the organization
- Develop a formal onboarding process for FPRA members that includes structured ways to welcome people

Set measurable goals

- Set goals based on problems that are measurable, determine a timeline and decide upon a structure that will work for the organization moving forward

Educate FPRA membership on DE&I

- Provide opportunities for members to learn about diversity, equity and inclusion, how they are linked and why they are important
- Provide opportunities for members to explore their dimensions of identity and consider the impact of their identity on their work at FPRA, which could include:
 - Crafting cultural autobiographies
 - Book studies
 - DE&I-focused workshops
 - Standing DE&I agenda items at meetings
 - Monthly or quarterly communication from the Task Force to membership with updates on the latest DE&I efforts at FPRA and the industry
- Educate FPRA's membership on the benefits of becoming a leader

Practice intentional membership recruitment

- Focus on opportunities to recruit diverse FPRA members and promote interest in the public relations industry by targeting specific organizations, businesses and universities

For the context of these recommendations, please read Facing Change, LLC's full report, *Diversity, Equity and Inclusion: A Self, Systems and Steps Approach – Moving towards a more diverse, equitable, and inclusive FPRA.*