Our Diversity, Inclusion, and Integration Journey

July 22, 2020
Welcome

Mandy Mahoney
President
Our Speakers

John Silkey
Board Chair

Pamela Fann
Director of Member Services
Certified Cultural Diversity Professional and Trainer

Mitchell Simpson
Board Vice-Chair

Wesley Holmes
Director of Strategy & Development
Diversity
The inclusion of different types of people (different races, cultures, experience) in a group or organization.

Inclusion
The achievement of an environment in which all individuals are treated fairly and respectfully, have equal access to opportunities and resources, and can contribute fully to the organization’s success.

Integration
The blending of two or more cultures that happens without one of the cultures sacrificing the characteristics that make it unique.
Our Intention: Show the Steps of Our Journey

This webinar summarizes our steps.

We hope sharing this information will inspire you to **take the first step and keep going.**

- Develop a Culture of Trust
- Establish Commitment at the Board-level
- Establish a Plan and Align Resources
- Integrate DII into Our Work
Develop a Culture of Trust
Our Team

Claudette Ayanaba  
Policy Manager

Cyrus Bhedwar  
Director of Policy

Anne Blair  
Director of Energy Efficient Transportation

William Bryan  
Built Environment Project Manager

Sarah Burgher  
Communications Manager

Madeline Clowse  
Energy Efficient Transportation Intern

Linda Elder  
Accountant

Pamela Fann  
Director of Membership

Randall Frazier  
Director of Finance

Wesley Holmes  
Director of Strategy and Development

Maggie Kelly  
Built Environment Project Manager

Emmeline Luck  
Policy Associate

Mandy Mahoney  
President

Ashley Blackwell  
Chief Operating Officer

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Director of Strategy and Development

Maggie Kelly  
Built Environment Project Manager

Emmeline Luck  
Policy Associate
A Culture of Trust

- Deep commitment to creating and maintaining a healthy culture of support, honesty, and transparency
- Collaborative framework that supports organization culture and work
- Robust culture of giving and receiving peer feedback, staff development and support
- Intentional meeting designs that create safe spaces where all parties speak and are heard.
Every Journey Starts at Home

System (The Industry)
...which will influence how external stakeholders perceive the importance of DII and incorporate it into their decisions/actions.

Other (Your Work)
...which will inform where and how you incorporate DII topics into your role and work...

Self (You)
Your individual understanding of DII topics will influence your thinking and actions...

Self
Other
System

...
Establish Commitment at the Board-level
Diversifying Our Board

John Silkey
Board Chair

Challenges Present in 2016:
• Board was smaller (24 total)
• Board was majority male (71%)
• Board was majority White (92%)
• Lack of criteria for board selection
• Lack of transparency in board recruitment process

SEEA’s Board of Directors

24 Voting Board Members
6 Advisory Committee Members
What Is Takes To Cultivate Board Diversity

1. Creating an inclusive and welcoming environment
   Ex. Creating a collaborative meeting agenda that allows everyone to have a voice

2. Build ownership and alignment with the board of the directors
   Ex. Creating space for focused conversations about diversity

3. Be intentional and use explicit language to define diversity goals for the organization (geography, industry, race, gender).
   Ex. Establish diversity goals through our Nominations and Governance Committee

4. Recruit for diversity
   Ex. Extend your network beyond your social circle
# SEEA’s Board Diversity
## Board Member Selection Criteria

### Board Member Criteria*
- Institutional or Individual membership
- Dues Paying OR significant in-kind support
- History of SEEA engagement (ex. Committee membership, review of research)
- Commitment to fundraising and expanding membership for SEEA
- Adding to value and impact of SEEA

### SEEA Membership Categories

#### 1. Utility (Electric and Natural Gas)

#### 2. Energy Service & Product Providers
- Consulting services/implementers/ESCOs
- Legal or other professional services
- Manufacturer, construction, retailers and other product-related businesses

#### 3. Government, Academia, NGO
- SEO, Air Office, Governor’s Office, PSC
- Academia - Research

### Individual Qualifications

- Holds a position serving directly related to EE issues
- Experience serving on NGO boards
- Commitment to committee service and meeting attendance
- Experience in emerging issue areas – built environment, policy, resilience, health, transportation
- Geographic connection needs - VA, FL, LA

### Diversity
- Diverse board membership based on years of experience, geography, race, and gender
Some progress, but our board is still majority male.
Some progress, but our board is still majority White.
Board Composition By Sector

2016
24 Members

- Energy Products & Services: 42%
- Utility: 29%
- Government, Nonprofit, Academia: 29%

2020
28 Members

- Energy Products & Services: 30%
- Utility: 44%
- Government, Nonprofit, Academia: 19%
- Corporate: 7%
Board Diversity Sub-Committee

Formally Created in 2019:

- Volunteer Board members from N&G
- Was initially centered on the increasing the racial and gender diversity on the SEEA board.
- More interest in seeing DII integrated into the strategic plan.
- Helped us to align on the "Integration" naming, DII strategy, and craft the DII statement and President’s message

Mitchell Simpson
Board Vice-Chair

SEEA’s Board Diversity Sub-Committee
6 Board Sub-Committee Members
SEEA’s Diversity, Inclusion & Integration Messaging

Headline & Statement

A Continuous Commitment to Diversity and Inclusion in the Southeast

The Southeast Energy Efficiency Alliance is committed to creating opportunities for diversity, inclusion, and integration across race, gender, age, religion, identity, and experience to generate more equitable outcomes for all.
SEEA’s Diversity, Inclusion & Integration Messaging

President’s message:

SEEA values the richness of the people, places, and cultures in the Southeast United States. We recognize that diversity of race, gender, age, religion, identity, and experience strengthens our ability to achieve our mission. We are committed to leading by example and modeling diversity, inclusion, and integration in our work, our membership, and the energy industry.

SEEA welcomes diverse backgrounds and experiences. We believe this creates stronger teams, allows our organization to be more dynamic, and enables us to transcend perceived differences as we engage with our members and the communities we support.

Our objective is for everyone to have the opportunity to develop and achieve their full potential and to contribute their unique perspectives to support SEEA’s mission. We believe this advances collaborative thinking, develops greater levels of trust, and generates more equitable outcomes for all.
Establish a Plan and Align Resources
Developing a DII Plan

Pamela Fann
Director of Member Services
Certified Cultural Diversity Professional and Trainer

SEEA Celebrates Diversity
• MLK 50 March for Humanity
• Unity wreaths
• DII Teams Channel

How it Started:
• 2018 SEEA Conference: The Value of Cultivating Diversity and Inclusion in Energy
• Certified Cultural Diversity Training
• Presidents message on diversity
• Designing DII Strategy
• Educating board, staff and stakeholders; 2019 SEEA Conference, events, webinars
March for Humanity
Phase 1/Preparation
COMPLETED IN 2019

- Recruit Board Diversity Sub-Committee
- Hold an alignment meeting with Board Diversity Sub-Committee
- Determine capacity to work on initiative
- Clearly align on purpose and goals
- Develop DII Initiative and vision statement
- Communicate DII vision and strategy to key stakeholders
## Diversity, Inclusion, & Integration Plan

<table>
<thead>
<tr>
<th>Phase</th>
<th>Details</th>
</tr>
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<tbody>
<tr>
<td><strong>Phase 2/Assess</strong>&lt;br&gt;(Complete)</td>
<td>Needs assessment of board, staff, and focus areas will determine training and/or policy and work needs</td>
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<tr>
<td><strong>Phase 3/Analysis</strong>&lt;br&gt;(Complete)</td>
<td>Analyze assessment information to determine DII gaps for training needs</td>
</tr>
<tr>
<td><strong>Phase 4/Development</strong>&lt;br&gt;(Due by June-July 2020)</td>
<td>Design a training plan and/or policy roll out and focus area work strategy based on organization goals</td>
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<tr>
<td><strong>Phase 5/Implementation/Roll-out</strong>&lt;br&gt;(August 2020)</td>
<td>Begin training delivery and focus area implementation</td>
</tr>
<tr>
<td><strong>Phase 6/Evaluation/Maintenance</strong>&lt;br&gt;(Every 3-6 months)</td>
<td>Routine follow up on goals</td>
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2020 Presented Challenges & Opportunities
Caring Conversations

An open, honest group dialogue to better understand each other and the challenges we all face in an increasingly complex world.

Why Caring Conversations?

Creating opportunities to reflect, understand our feelings, and hear the perspectives of others in a safe environment, creates connections that lead to team cohesion, innovative thought, and an integrated experience.

*Caring Conversations PowerPoint template available as a resource on SEEA’s website.*
Diversity, Inclusion, and Integration
Engagement and Training

Upcoming Staff Engagement Trainings to Include:

- Diversity Dexterity Assessments
- Unconscious/Implicit Bias
- Micro/Macro- Aggressions
- Diversity; Gender, Sexuality, Religion, Race, and Politics
Integrate DII into Our Work
Integrating Our Values Into Our Work

Wesley Holmes  
Director of Strategy & Development

Developing Our Values

- In 2016 SEEA staff identified Trust, Collaboration, Leadership and Equity as core values for the organization
- During our 2019 strategic planning process key themes emerged
  - Be more explicit
  - Be action oriented
  - Acknowledge the role of inequity in the issues we address
  - Live into our values

DII Considerations

SEEA is committed to addressing Diversity, Inclusion, and Integration within our organization so that we can support our partners, communities, and industry in realizing meaningful, systemic change in the energy industry.
SEEA’s Value Statements

**Take Initiative**
We take responsibility for realizing a better quality of life in the Southeast.

**Value Others**
We seek, respect and promote diverse perspectives.

**Earn Trust**
We pursue our work with benevolence, competence, and reliability.

**Pursue Equitable Solutions**
We recognize, acknowledge, and account for a history of prejudice and inequality in Southeastern communities and the role it plays in the issues we address.
Pursuing Justice Across the Organization

SEEA is committed to combatting structural racism in energy policies and policymaking.

<table>
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<tr>
<th>Diversity, Inclusion, and Integration</th>
<th>Barriers to Equity in the System</th>
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<tbody>
<tr>
<td>SEEA’s internal and external engagement, education, and facilitation to raise awareness of social justice issues and support cultural change within the industry.</td>
<td>SEEA is working to identify policy and regulatory elements that manifest inequity in energy burden, environmental justice and economic opportunity.</td>
</tr>
<tr>
<td>– Working on ourselves.</td>
<td>– Where are the sources of inequity/injustice in this work?</td>
</tr>
<tr>
<td>– Supporting others to do self-work.</td>
<td>– What are specific actions we can take to address these?</td>
</tr>
<tr>
<td>– Advocating and enabling this work in the energy space.</td>
<td>– Define specific goals and strategies to pursue across our portfolio of work.</td>
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“In a racist society, it is not enough to be non-racist, we must be antiracist.”
- Angela Davis
To Recap: The Journey so far…

Develop a Culture of Trust
- Support
- Honesty
- Transparency

Commit to DII at the Board-level
- Create an inclusive environment
- Build ownership and alignment
- Be explicit
- Recruit for diversity

Set DII Plan and Align Resources
- Commit to diversity
- Develop organization statement and initiative
- Assess for needs
- Train board and staff

Integrate Our Values into Our Work
- Align on values
- Own them publicly
- Develop a plan to live them through your work
Discussion

Type your question into the QUESTION box in the GoTo Webinar control panel

We will read your questions and direct them to the appropriate speaker.
A Call to Action

If you have any questions, please reach out to us:

Mandy Mahoney
President

Pamela Fann
Director of Member Services
Certified Cultural Diversity Professional and Trainer

seealliance.org/diversity