



Forming an Association Diversity, Equity & Inclusion Committee

PURPOSE/MISSION STATEMENT:

A clear and concise purpose is fundamental to an effective Diversity, Equity & Inclusion (DEI) Committee. The purpose is more substantial when it is linked to the association's mission and strategic plan.

The purpose must help guide leadership and members of the committee as they plan association policies and activities.

SAMPLE: Effectively communicate with Arizona's diverse population to help Arizona REALTORS® to be the best prepared real estate practitioners with the highest standards and build successful relationships with their clients, colleagues, and other housing industry professionals.

SAMPLE: 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.

COMPOSITION:

Create a standing committee which demonstrates your association's intention to make DEI and fair housing (if your association does not have a dedicated fair housing committee) an integral part of your mission and strategic plan.

A committee of 15-20 members is most effective when discussing DEI issues. Consider including leaders from other association committees such as government affairs and professional development, regional or local association representatives, and leaders from any state or local multicultural real estate organizations.

MEETINGS & GOVERNING AUTHORITY:

The committee should meet throughout the year, similar to other committees of the association. In-person meetings help develop trust among members that are particularly important when discussing DEI issues.

The Diversity, Equity & Inclusion committee should also have authority, similar to other committees, to recommend policies and activities to the Board of Directors.

GOALS:

Develop clear, long-term goals.

Develop a Plan: Make an assessment of the issues your association can affect. Prioritize the association's DEI goals so that the committee can address the most pressing goals first.

Strategic Plan: Based on your association's planning schedule, create a DEI plan reflecting your goals, mission statement, and purposes. Your efforts should be S.M.A.R.T. (Specific, Measurable, Attainable, Relevant, Time-based). Measure your progress and hold your committee and association accountable for DEI efforts.

Business Plan: The committee should have a business plan. The plan should include:

- what the committee plans to accomplish during the year,
- how the goals will be measured, and
- any programs or events that should be added to the budget.

Education: Provide opportunities for members to expand their knowledge of DEI and fair housing. DEI education is crucial for building relationships and business. The "At Home with Diversity Course" and promotion of "Fair Haven" are great starting points.

Leadership: Encourage diversity in association leadership and other volunteer roles.

Partnerships:

1. Work to foster relationships with multicultural organizations, both real estate and community-based.
2. Develop relationships with government entities with the assistance of government affairs liaisons and legislative committees.
3. In partnership with these organizations, work to identify real estate issues affecting local communities and develop the association's plan or response.

NAR:

Utilize the resources that NAR offers, including the NAR Diversity and Inclusion grants and Fair Housing grants to help supplement your association's DEI and Fair Housing activities.

A word from NAR 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 a fair housing committee to address fair housing issues and education, including education about serving diverse markets within the state.

RESOURCES:

Additional links and resources can be found at <https://www.aaronline.com/arizona-realtors-inclusiondiversity-committee/>

MEETING CORE STANDARDS – Examples of events/initiatives to help meet core standards requirements:

- Help promote a statewide event.
- Contribute to speaker fee on a joint event with the state association/local association.
- Host an implicit bias workshop and discuss how racism and bias can limit inclusion of diversity.
- Multicultural Educational Session
 - » How to communicate without offending other cultures
 - » How to serve underrepresented demographic groups in the market area
 - » Event with food, clothes/items, dancers, customs from other cultures
- Cultural Diversity Summit - an informal forum for participants to voice concerns and discuss issues of common interest. Discussions about current programs, pending legislation, housing affordability, etc.
- Host Zoom presentation on a Diversity, Equity and Inclusion (DEI) topic.
- Host Zoom presentation on Fair Housing.
- Partner with other state/local organizations to promote homeownership in Arizona.
- Have a dedicated Diversity, Equity and Inclusion section on the association's website which includes: calendar of events with upcoming diversity activities; links to educational articles, books and resources; links to other diversity initiatives, multicultural real estate organizations, and multilingual resources.