



DIVERSITY EQUITY AND INCLUSION SURVEY RESULTS

JULY 2021

Delivered by



TANAMSESSION.COM

SURVEY RESULTS

SURVEY BACKGROUND

DETAILS



- 18 questions in 2 categories (excluding demographics)
- 17 demographic questions
- 1 open-ended question
- Survey administered electronically June 2021
- 159 total recorded responses (staff excluded)
- All respondents received the same survey

All data reflected in this presentation is accurate in its reflection of NCMA.

SURVEY ITEMS

Category	Items
Policy and Procedures	The Board has an effective method for deciding what skills, experiences, and educational backgrounds are needed on the Board.
	The Board is transparent with and shares the matrix of skills, experiences, and educational backgrounds it uses to appoint to the Board.
	The desired areas of expertise sought in Board members align with the profession and NCMA Strategic Imperatives (strategic plan).
	I am aware of the diversity objectives in NCMA Strategic Imperatives (strategic plan).
	The desired skillsets currently required for Board members has proven effective to the support and development of NCMA members.
	The Board should consider sources outside of NCMA, such as representative diversity organizations, to gain more diverse candidates to serve on the Board.
	The Board does consider sources outside of NCMA, such as representative diversity organizations, to gain more diverse candidates to serve on the Board.
	Members have access to serve and grow in association leadership positions at the Chapter.
	Members have access to serve and grow in association leadership positions at the National level.
Team Culture	My team understands the need for diversity at NCMA.
	My team recognizes how diversity is necessary for the ongoing success of NCMA.
	My team understands the urgency of Diversity & Inclusion initiatives.
	My team understands the difference between Equality (everyone has the same level of opportunities and support) and Equity (everyone has the level of opportunity and support based on individual need).
	My team understands the importance of equity to ensure inclusion and access for all people.
	I feel senior leaders will devote enough time to successfully drive Diversity & Inclusion within NCMA.
	I feel the current culture within NCMA will encourage and support new Diversity & Inclusion initiatives.
	I believe everyone can succeed in America if they work hard enough.

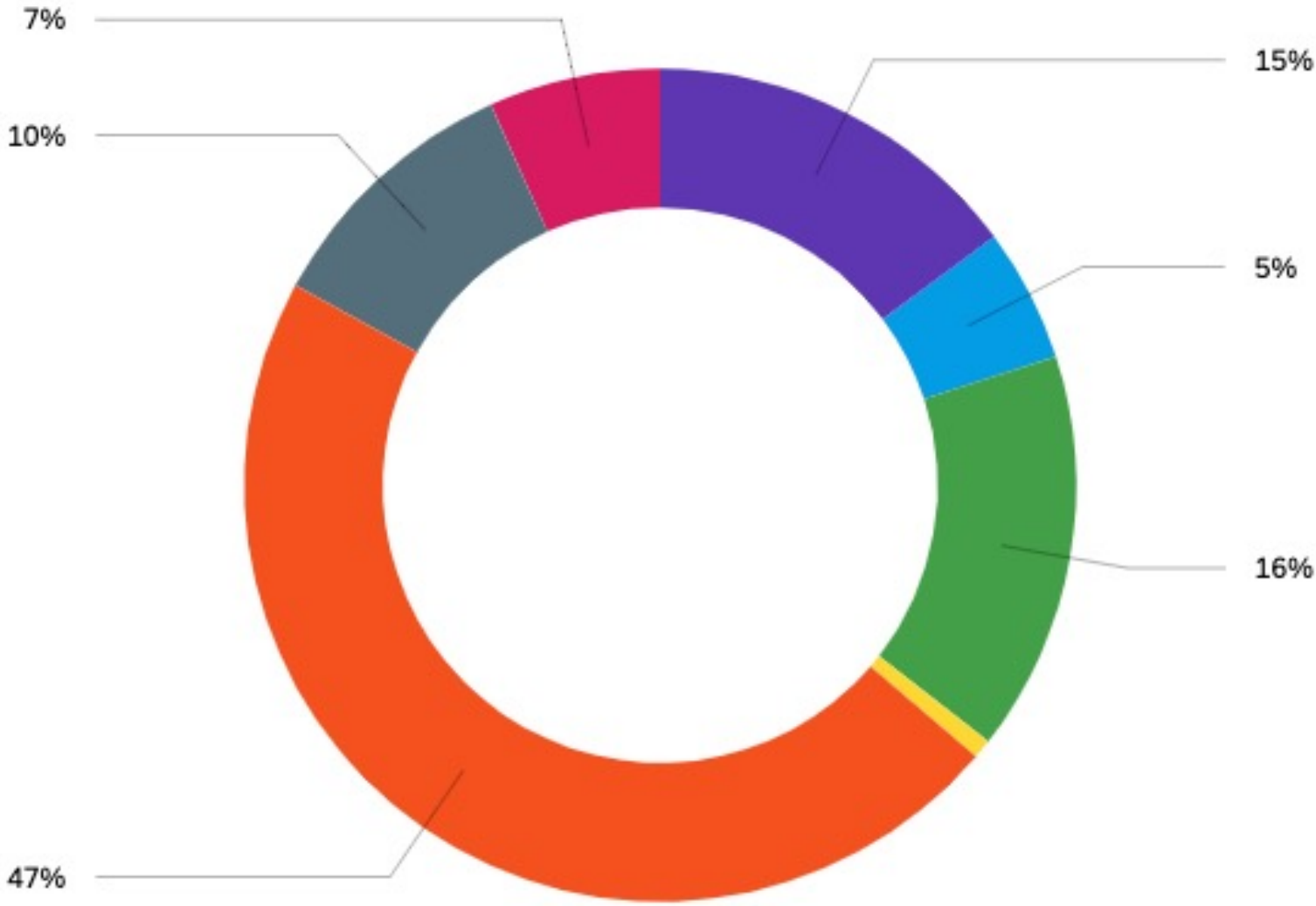
A woman with glasses is looking at a document in a modern office setting. The background is blurred, showing office lights and equipment. A dark blue rectangular overlay covers the center of the image, with the word "DEMOGRAPHICS" written in white capital letters.

DEMOGRAPHICS

Ethnicity

n = 135

Survey item was not answered by 24 respondents.



I choose not to disclose Asian Black/African American Native Hawaiian or Pacific Islander White or Caucasian More than one ethnicity Hispanic/Latino

Please Note: Respondents could select more than one answer for this demographic question.

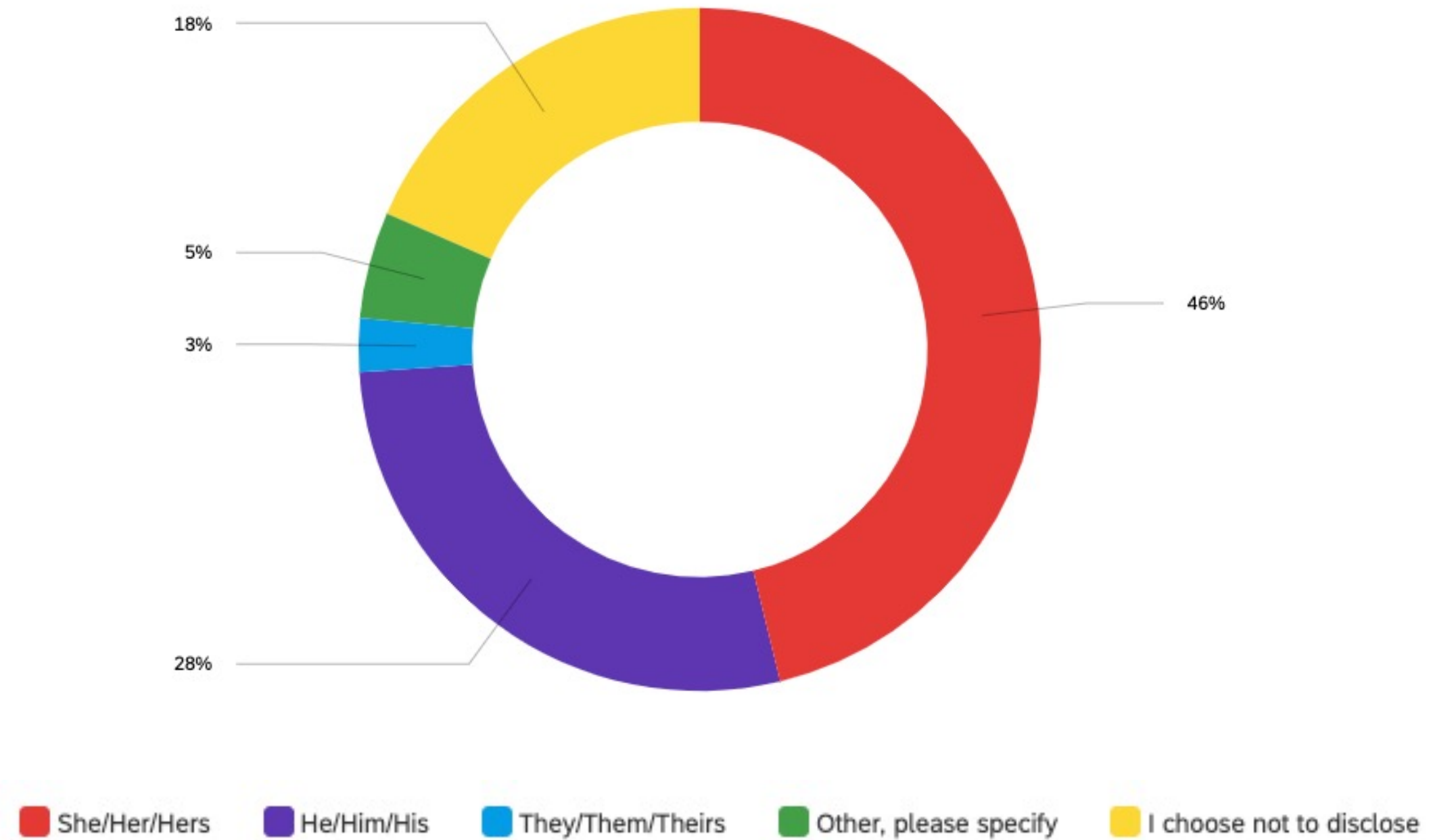
DEMOGRAPHICS

Demographics information is "as reported" by the survey respondents

Pronouns

n = 119

Survey item was not answered by 40 respondents.

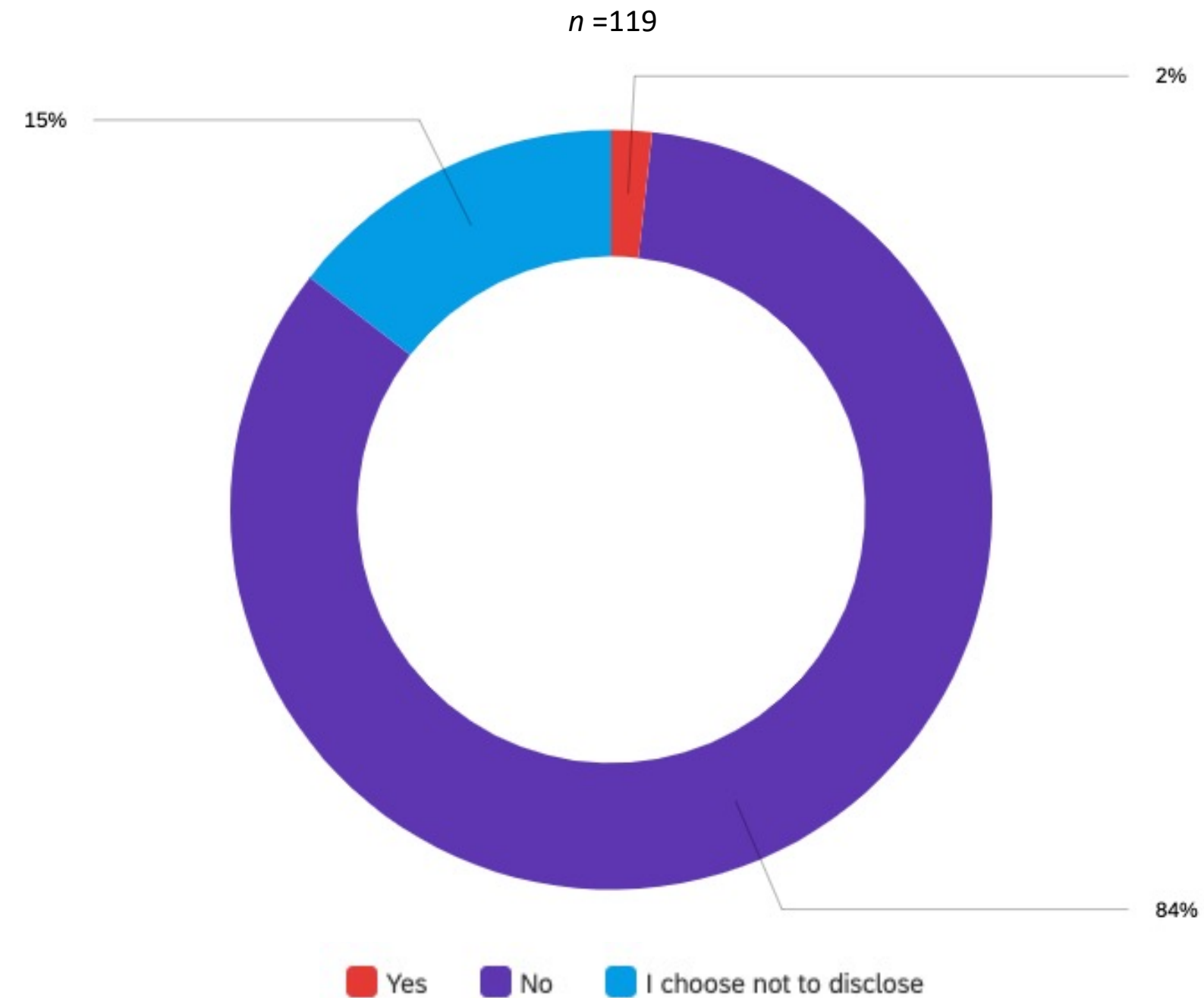


DEMOGRAPHICS

Demographics information is "as reported" by the survey respondents

Based on my Sexual Orientation, I identify with the LGBTQ+ Community.

Survey item not was not answered by 40 respondents.



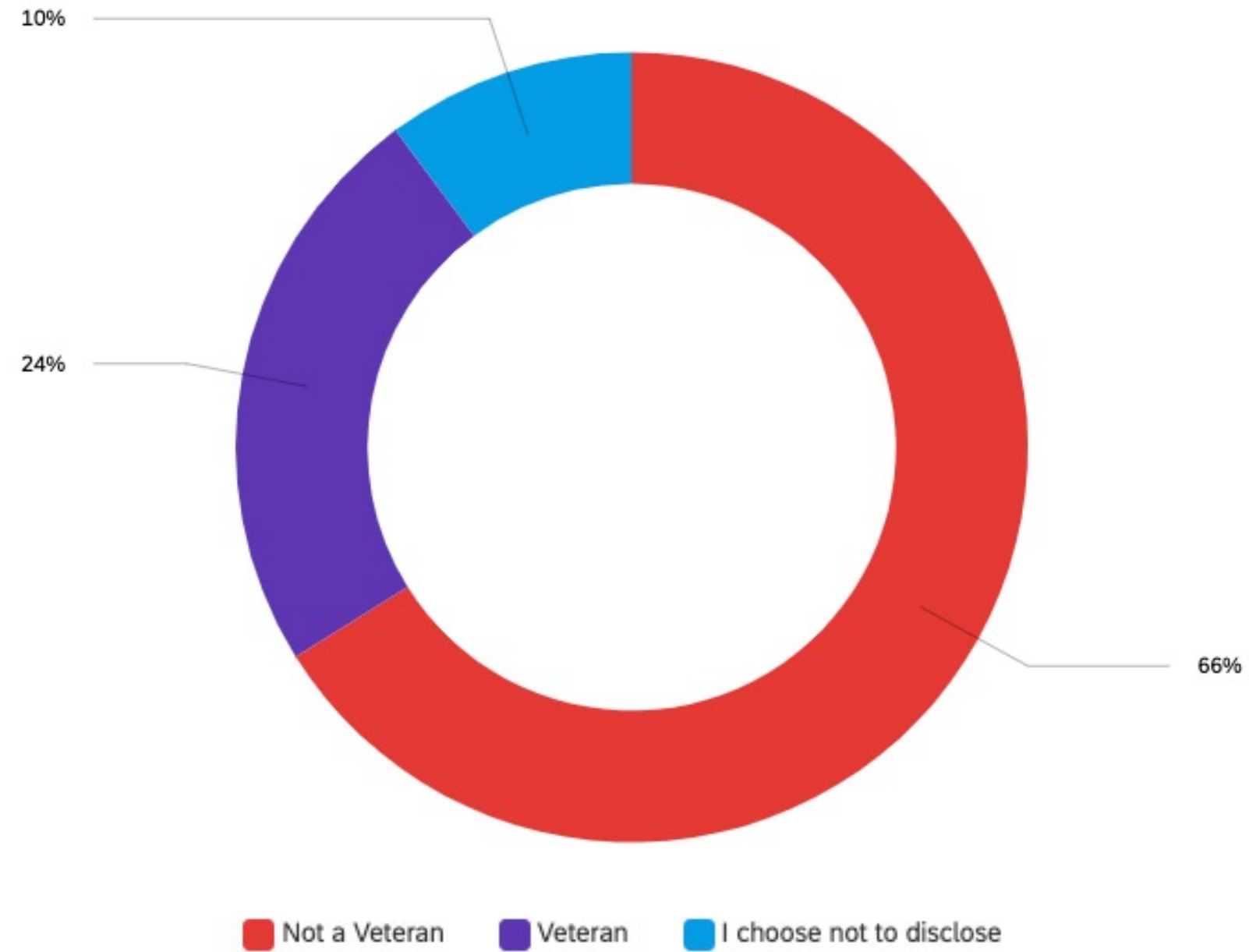
DEMOGRAPHICS

Demographics information is "as reported" by the survey respondents

Veteran Status

n = 117

Survey item was not answered by
42 respondents.



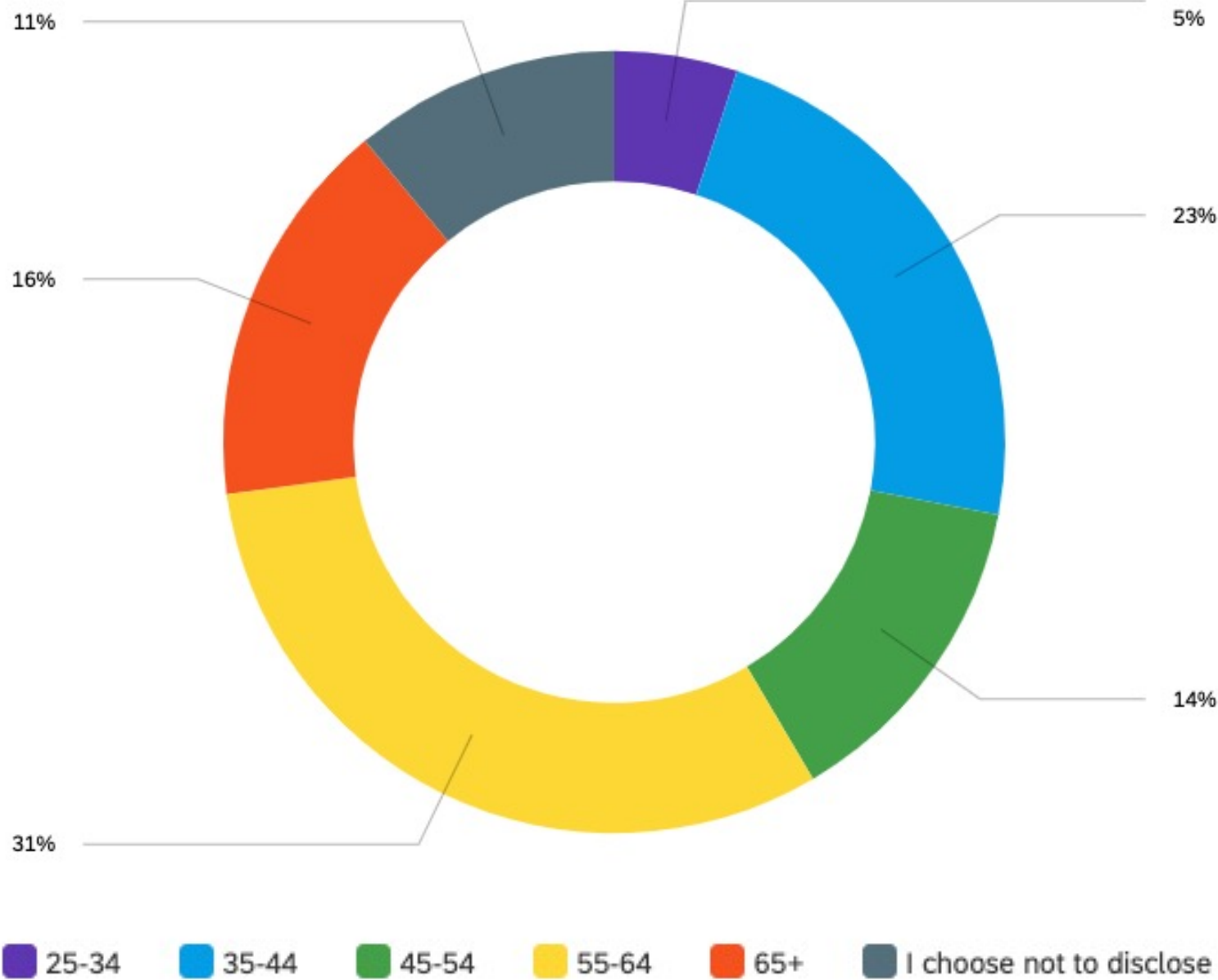
DEMOGRAPHICS

Demographics information is "as reported" by the survey respondents

Age

n = 118

Survey item was not answered by 41 respondents.

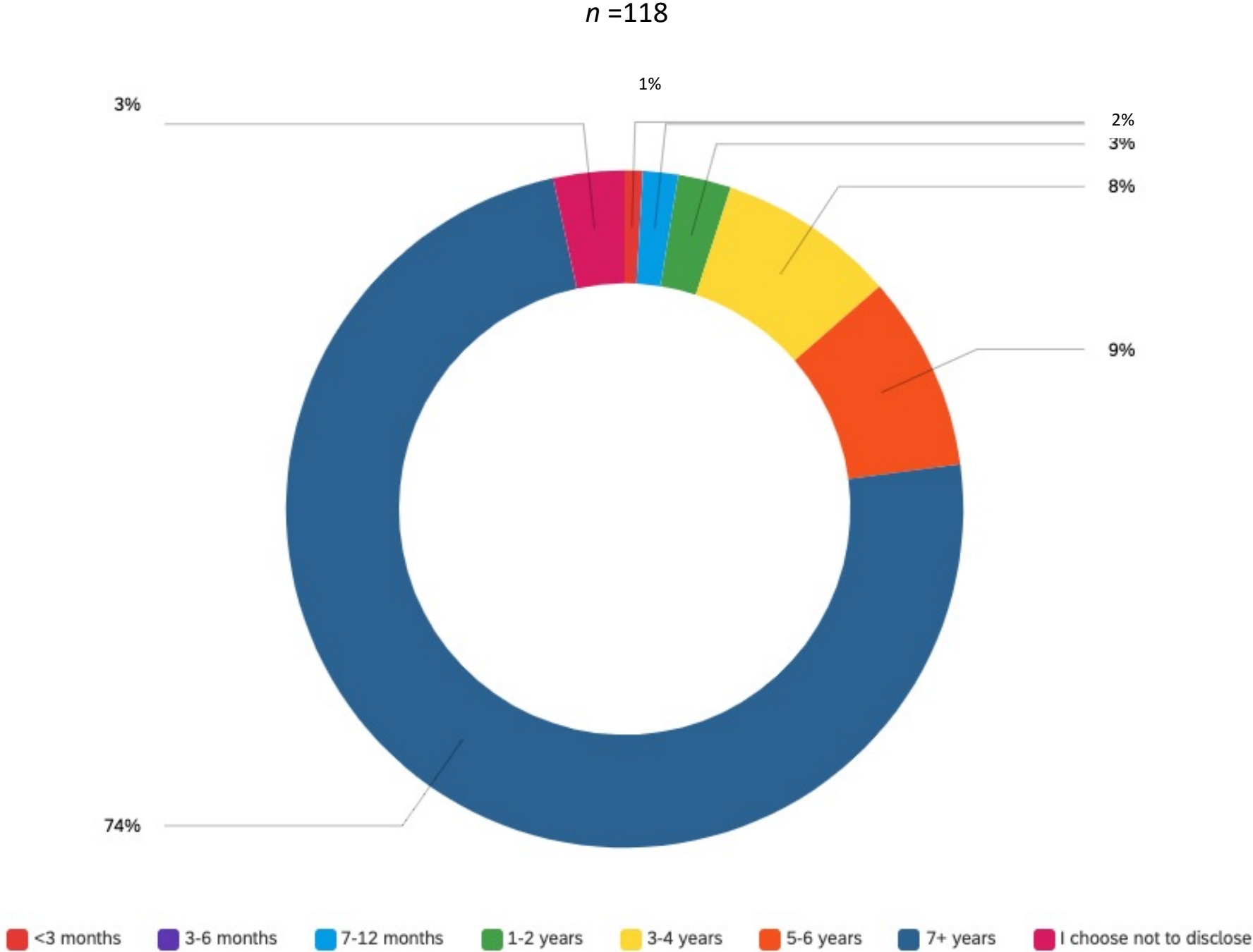


DEMOGRAPHICS

Demographics information is "as reported" by the survey respondents

How long have you been a part of NCMA?

Survey item was not answered by 41 respondents.

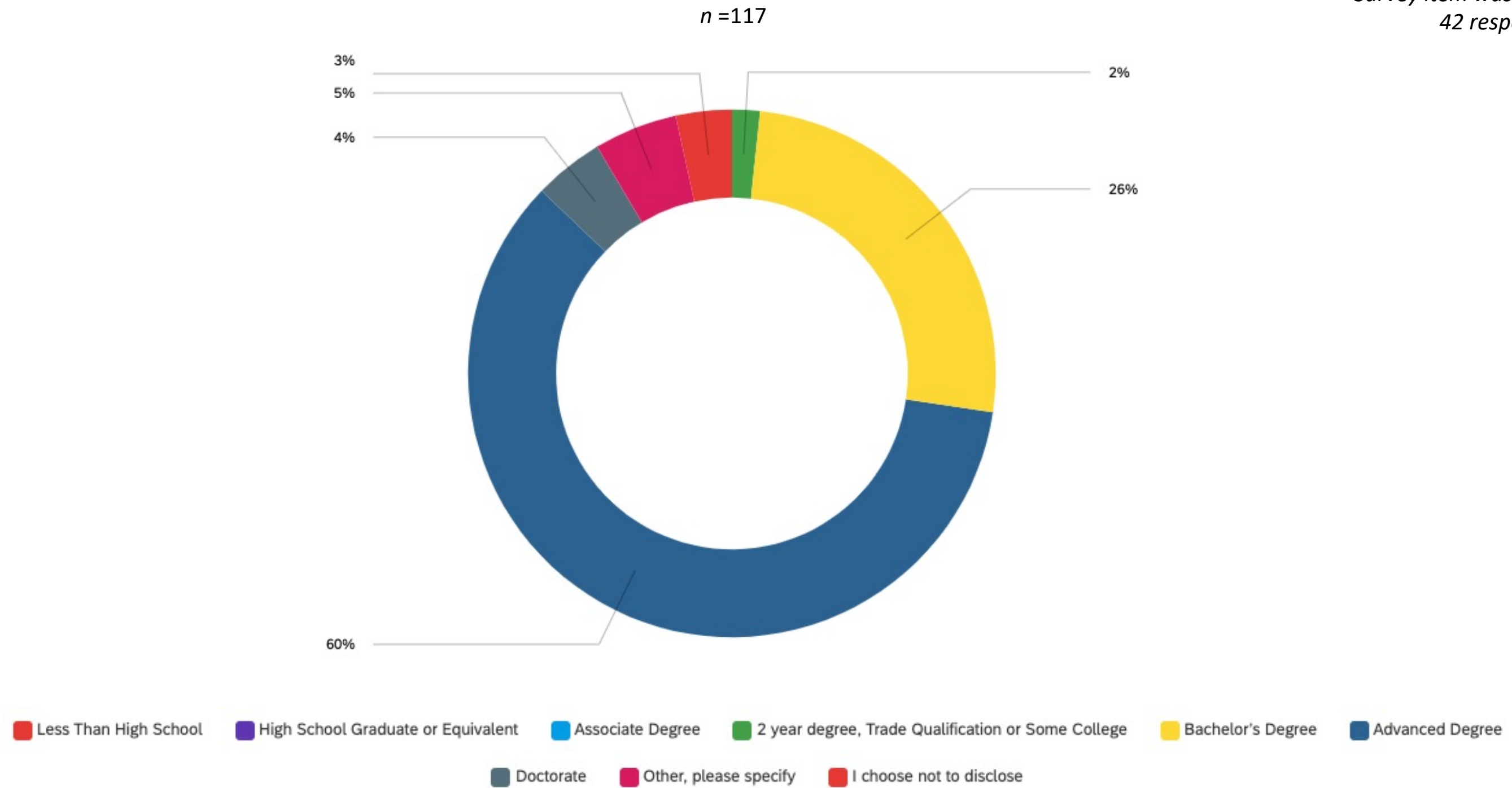


DEMOGRAPHICS

Demographics information is "as reported" by the survey respondents

Highest Level of Education.

Survey item was not answered by 42 respondents.



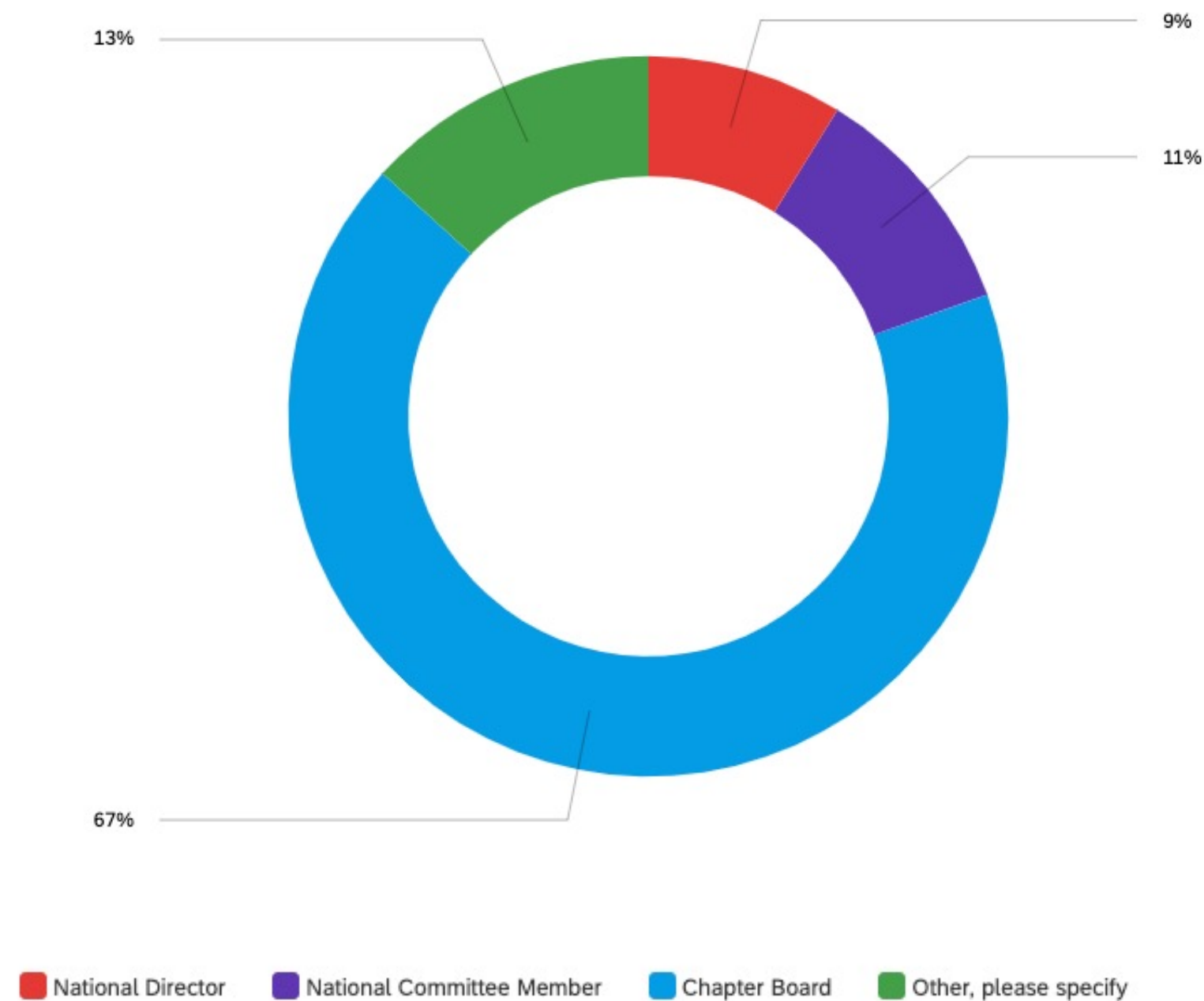
DEMOGRAPHICS

Demographics information is "as reported" by the survey respondents

Volunteer Perspective

n = 159

Survey item was answered by all respondents.



“Others” identified themselves as one of the following:

- Board of Advisor (BOA)
- Member (at large)
- Chapter President
- Former Chapter Committee Member
- Chapter Officer

DEMOGRAPHICS

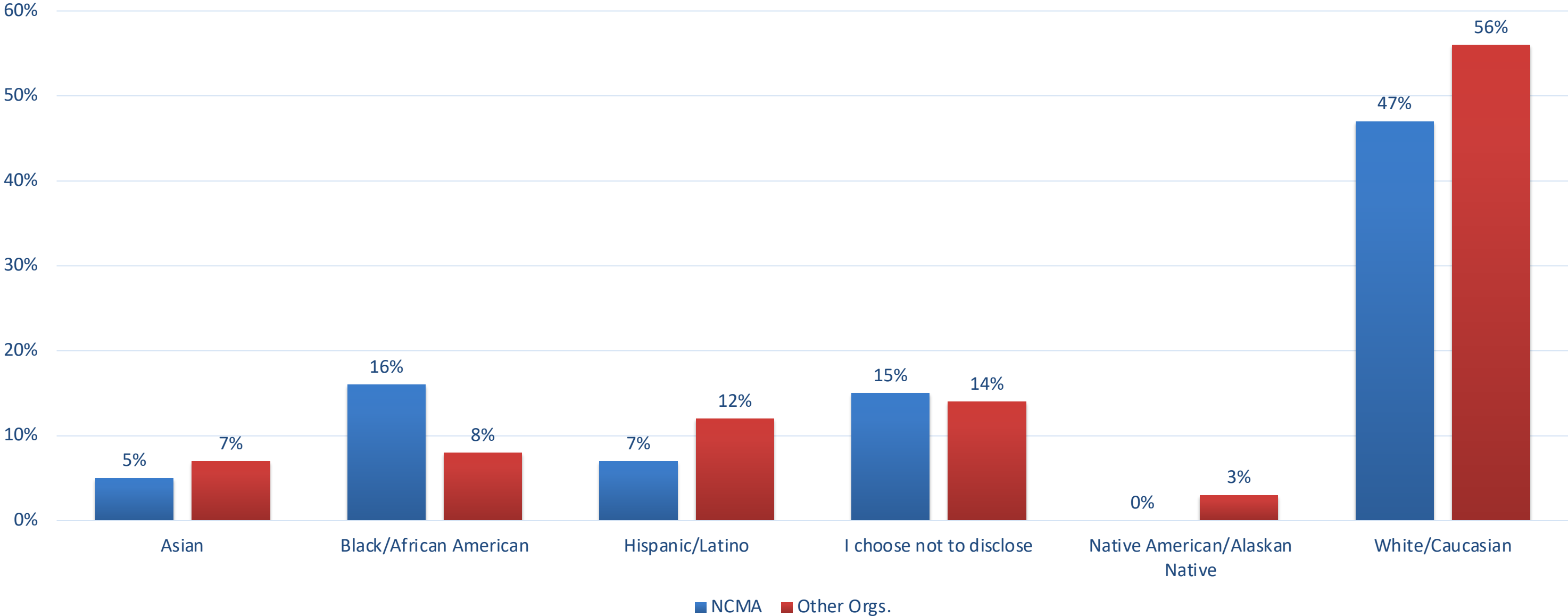
Demographics information is “as reported” by the survey respondents

A woman with glasses is looking down at a document in a professional setting. The background is blurred, showing office lights and equipment. A dark blue rectangular overlay is positioned in the center of the image, containing the text 'DEMOGRAPHICS BENCHMARK' in white, uppercase letters.

DEMOGRAPHICS BENCHMARK

Ethnicity

“Other Orgs.” data is based on the average demographics across approx. 5 other organizations

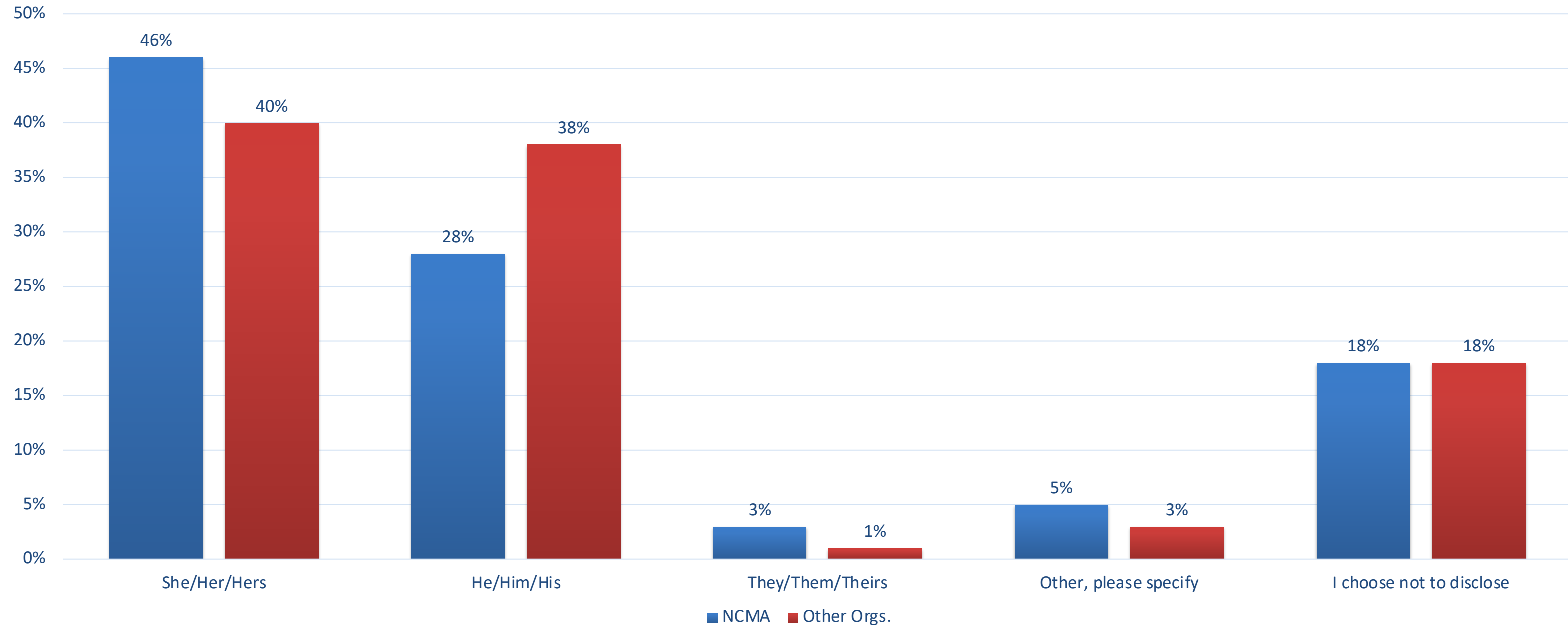


DEMOGRAPHICS

Demographics information is “as reported” by the survey respondents

Pronouns

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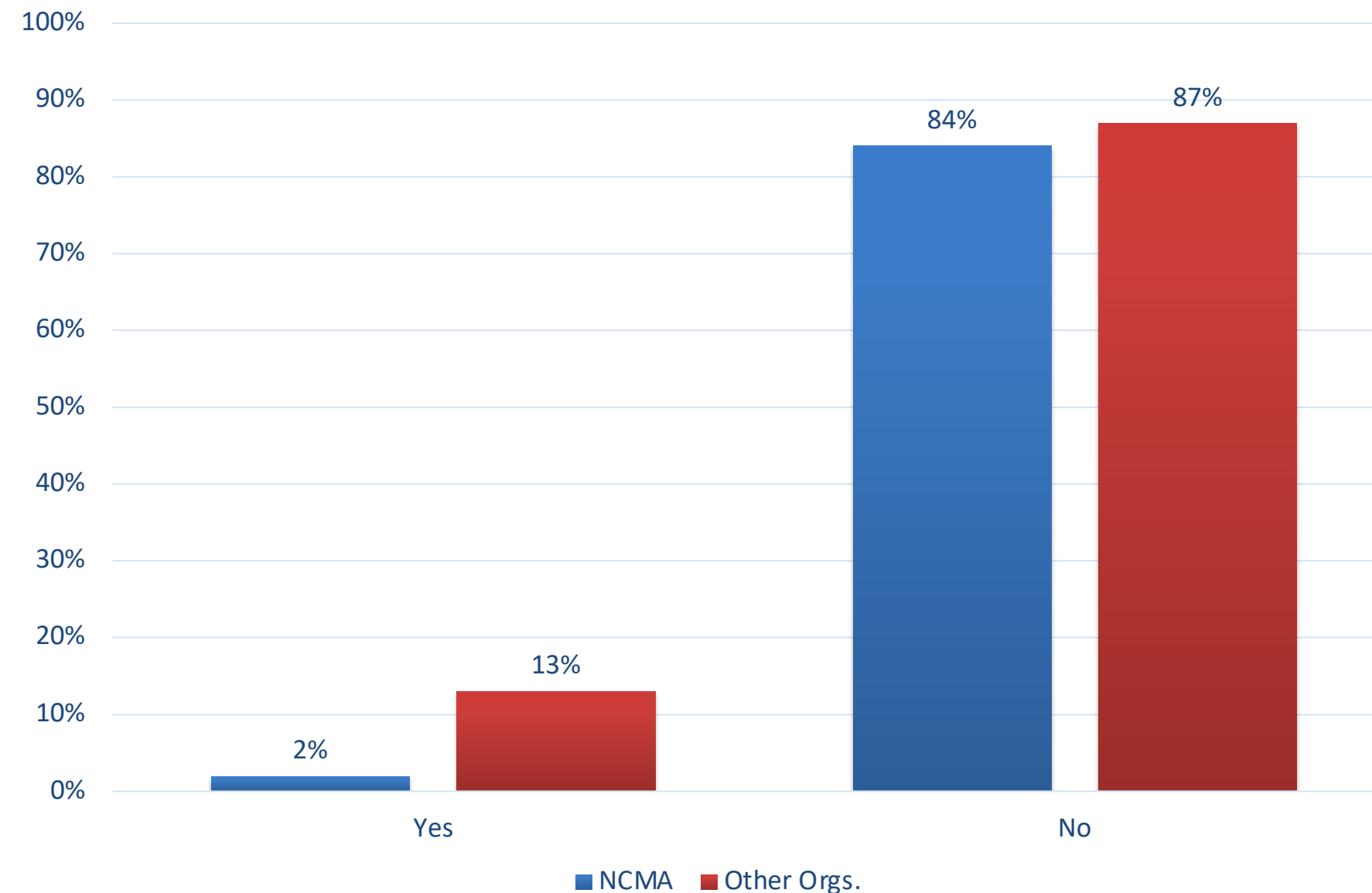


DEMOGRAPHICS

Demographics information is "as reported" by the survey respondents

Based on my Sexual Orientation, I identify with the LGBTQ+ Community

*"Other Orgs." data is based on the average demographics across approx. 5 other organizations
Data does not include "I choose not to disclose" responses*

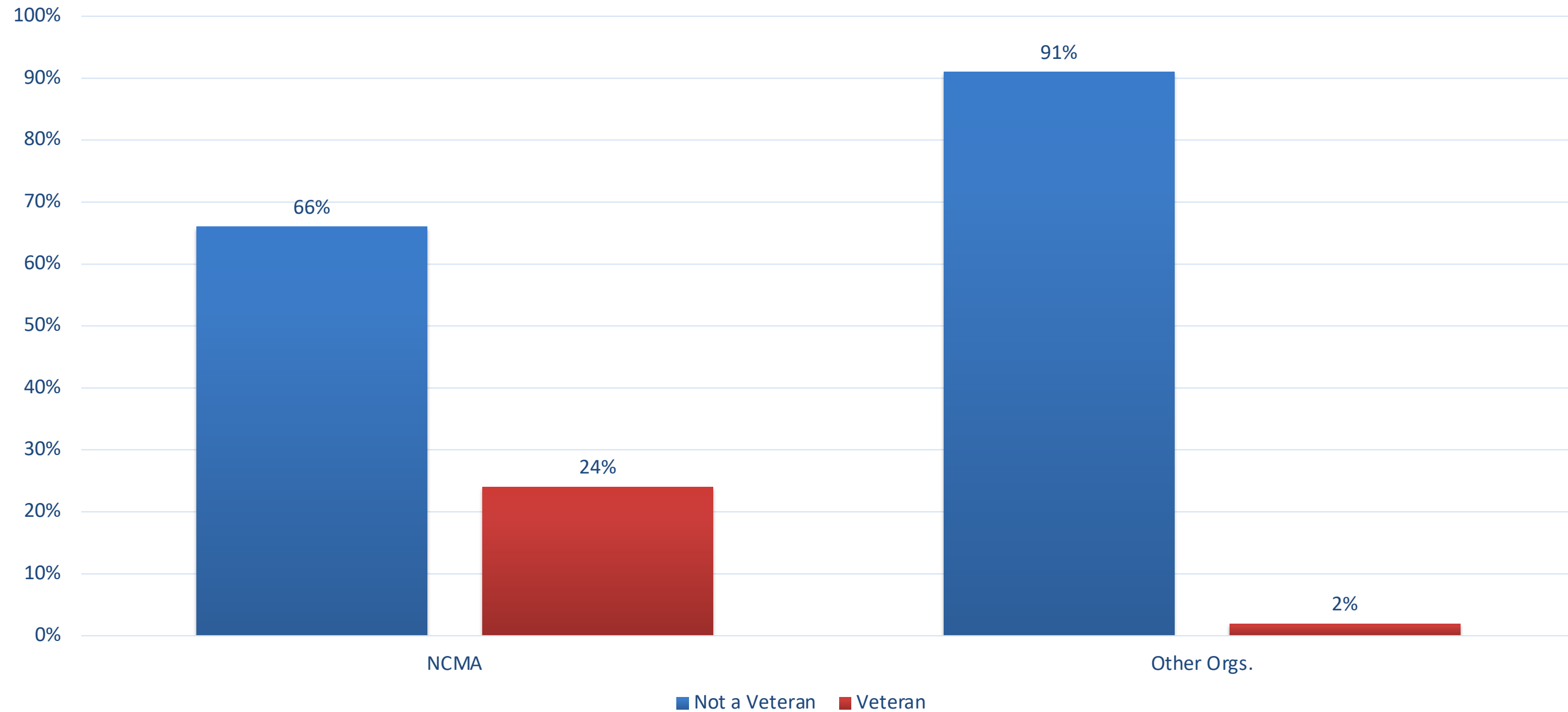


DEMOGRAPHICS

Demographics information is "as reported" by the survey respondents

Veteran Status

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Data does not include “I choose not to disclose” responses*

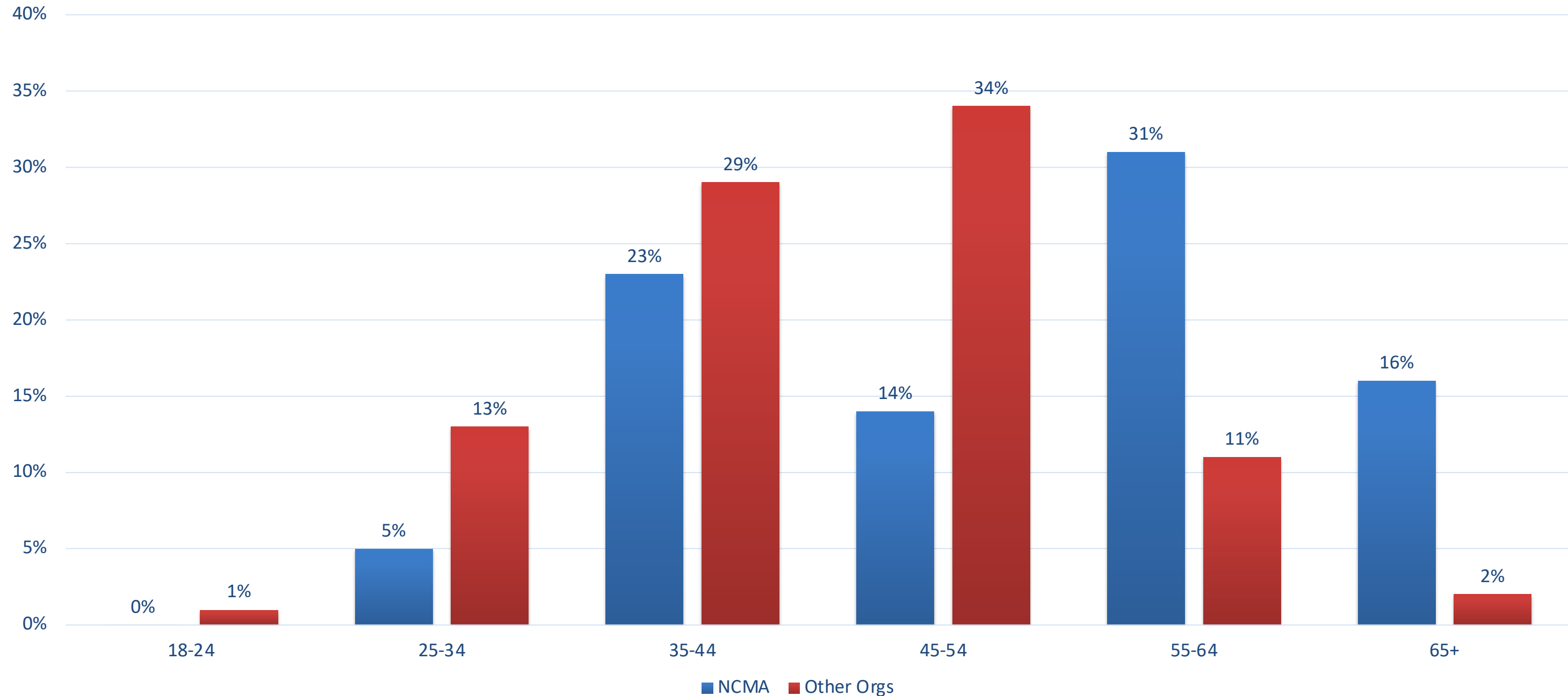


DEMOGRAPHICS

Demographics information is “as reported” by the survey respondents

Age

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Data does not include “I choose not to disclose” responses*

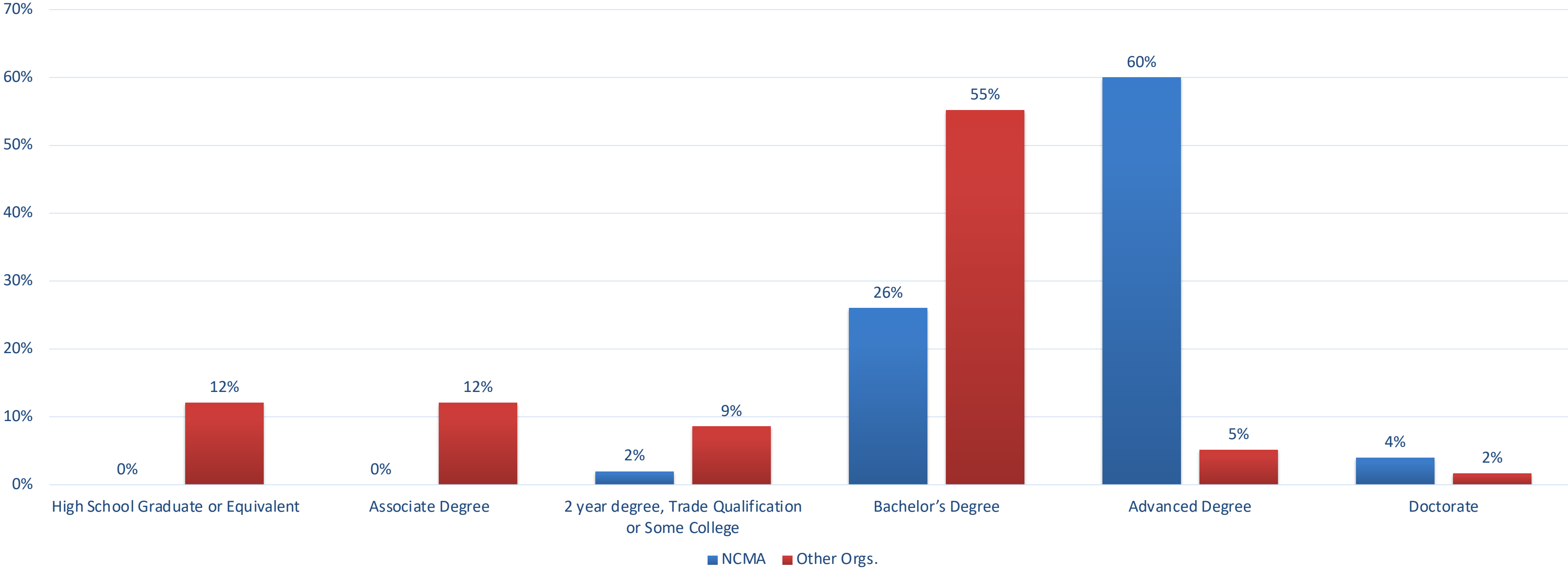


DEMOGRAPHICS

Demographics information is “as reported” by the survey respondents

Highest Level of Education

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Data does not include “I choose not to disclose” responses*



DEMOGRAPHICS

Demographics information is “as reported” by the survey respondents

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OPEN ENDED QUESTION

*Q: If you have any additional thoughts or comments regarding NCMA,
please feel free to share in the space provided.*

Thoughts Regarding the DEI Initiative

Comments were divided between those who support the DEI Initiative and those who do not.

Against	In Favor
<p>"Instead of recognizing people, in spite of their race or gender, we recognize them specifically because of their race and gender. "Diversity" is racism in new clothes. And I personally have had enough of it." <i>(White/Caucasian, 55-64)</i></p>	<p>"NCMA is smart to take a hard look at itself in regards to diversity, equity & inclusion." <i>(White/Caucasian, 65+)</i></p>
<p>"Don't go overboard. Equality vs Equity begins to drove wedges between NCMA members." <i>(White/Caucasian, 65+)</i></p>	<p>"I believe it's most important that NCMA leadership learns and embraces the need for DE&I initiatives. Though I believe we can get there, its important that we provide the right message and direction to all members within the Association and our stakeholders." <i>(Black/African American, 55-64)</i></p>
<p>"I understand the difference between equality and equity. That doesn't mean I necessarily agree with the concept of Equity." <i>(I choose not to disclose, 65+)</i></p>	<p>"Why DEI now? NCMA has been around a very long time and I am surprised that DEI is being considered. I should have been looked at since the beginning of NCMA." <i>(Chapter Board)</i></p>
<p>"Don't sacrifice quality and capabilities for equity." <i>(White/Caucasian, 65+)</i></p>	<p>"I've been a member for a few years now, and this is the first time I've heard of NCMA addressing Diversity, Equity, and Inclusion (DE&I). NCMA also has an opportunity to shape other industries by partnering with other DE&I organizations to both learn and share our lessons learned." <i>(Asian, 35-44)</i></p>
<p>"I have never felt that NCMA has discriminated against anyone based on race, religion, gender age, etc." <i>(White/Caucasian)</i></p>	<p>"I'm excited that NCMA is working on diversifying our boards/programs/members. It became very clear through my responses to the survey questions that we're lacking in this area, and this is a great opportunity for growth!" <i>(White/Caucasian, 45-54)</i></p>

Please Note: Open ended responses are the respondents' perceptions, not statements of fact.

Additional Concerns Regarding DEI

Key Themes Identified with Supporting Quotes from Respondents

Theme	Supporting Quote
Recruitment of Younger Generation	<p>"I would focus more on motivating and including more of our younger generation regardless of their personal lives or color or gender, etc." <i>(55-64)</i></p>
Training for Small Businesses	<p>"NCMA should consider providing training geared toward small businesses who have a small staff and cannot always take part in lengthy training. Some of the small business I have spoken with have expressed that they don't have the time to attend events." <i>(White/Caucasian, 55-64)</i></p>
Challenges in Sourcing Volunteers	<p>"Board selections are typically based on willingness to volunteer and not skills. Trying to fill those gaps in skills has been challenging." <i>(White/Caucasian, 55-64)</i></p>
Inclusion of West Coast Region	<p>"Consider more volunteers/NCMA members from the West Coast to serve for inclusion. Current leadership needs to consider accommodating meetings with those few members on the West Coast." <i>(White/Caucasian, 55-64)</i></p>
Diversity in NCMA Leadership	<p>"Diversity & Inclusion need to be reflected at all level within NCMA - from Board of Directors to its paid staff." <i>(More than one ethnicity, 45-54)</i></p>

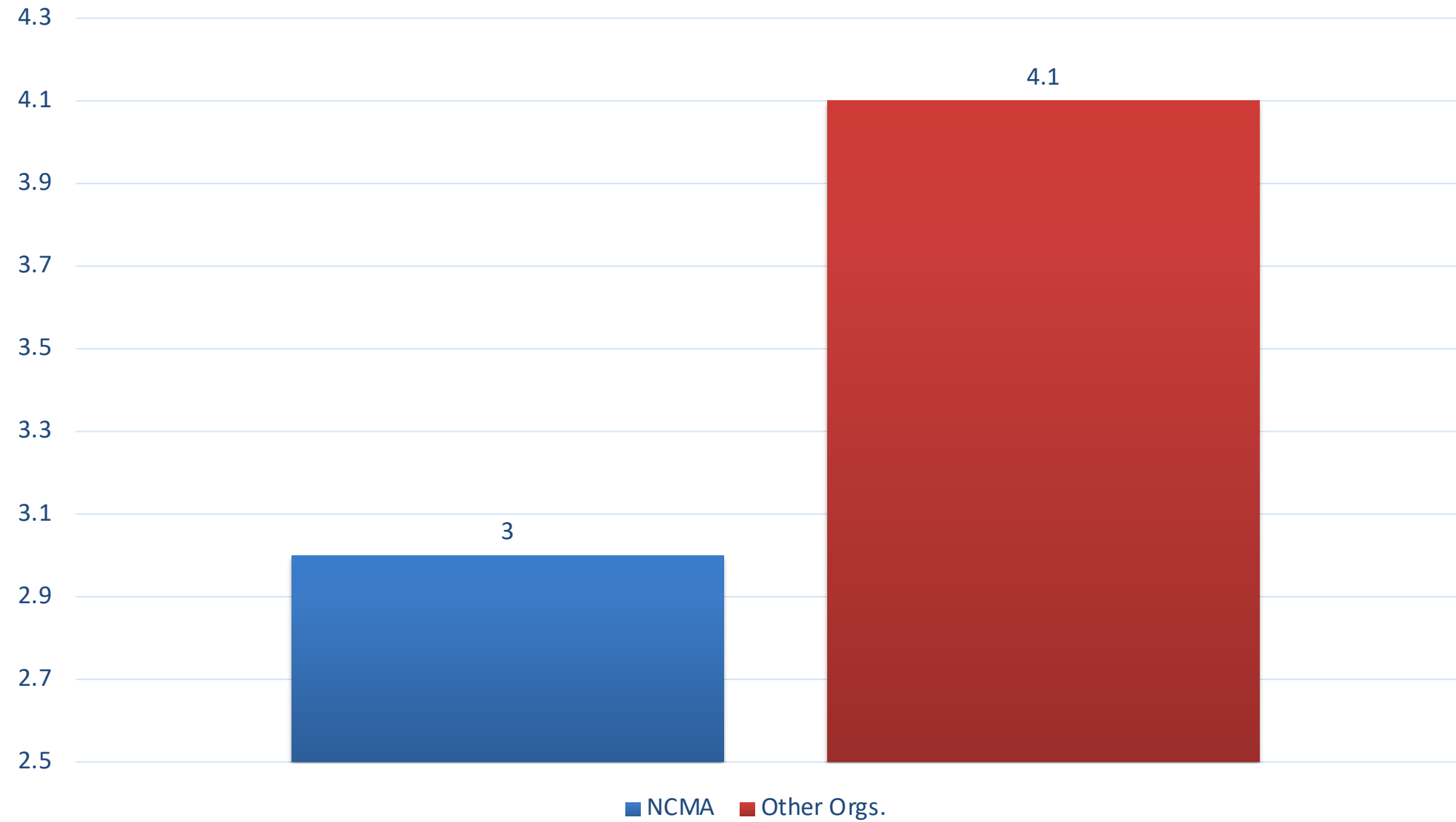
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OVERALL RESPONSES BENCHMARK

Consideration and Action Toward Diversity

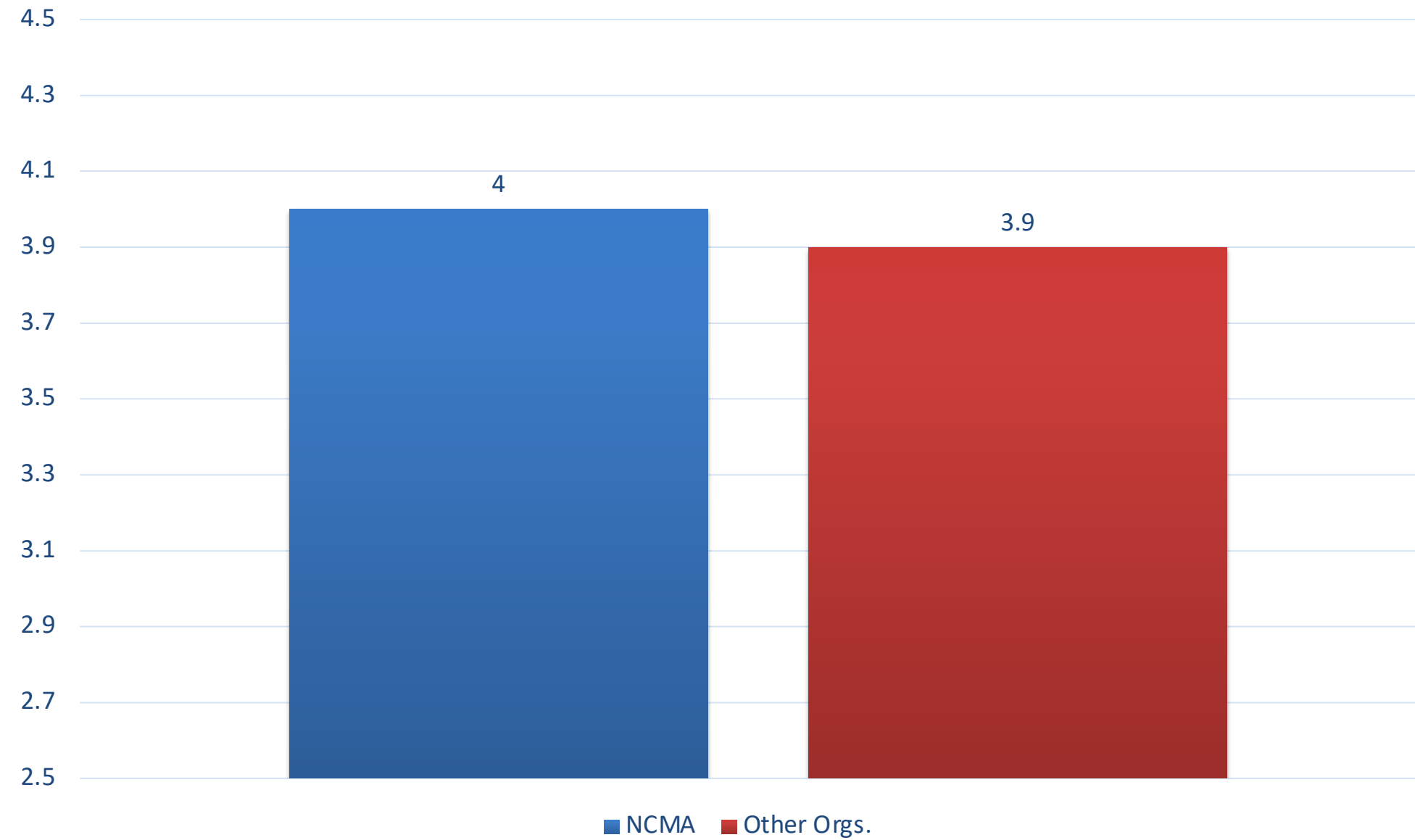
"Other Orgs." data is based on the average score of Likert scale questions across approx. 5 other organizations



BENCHMARK

Access to Opportunities of Growth

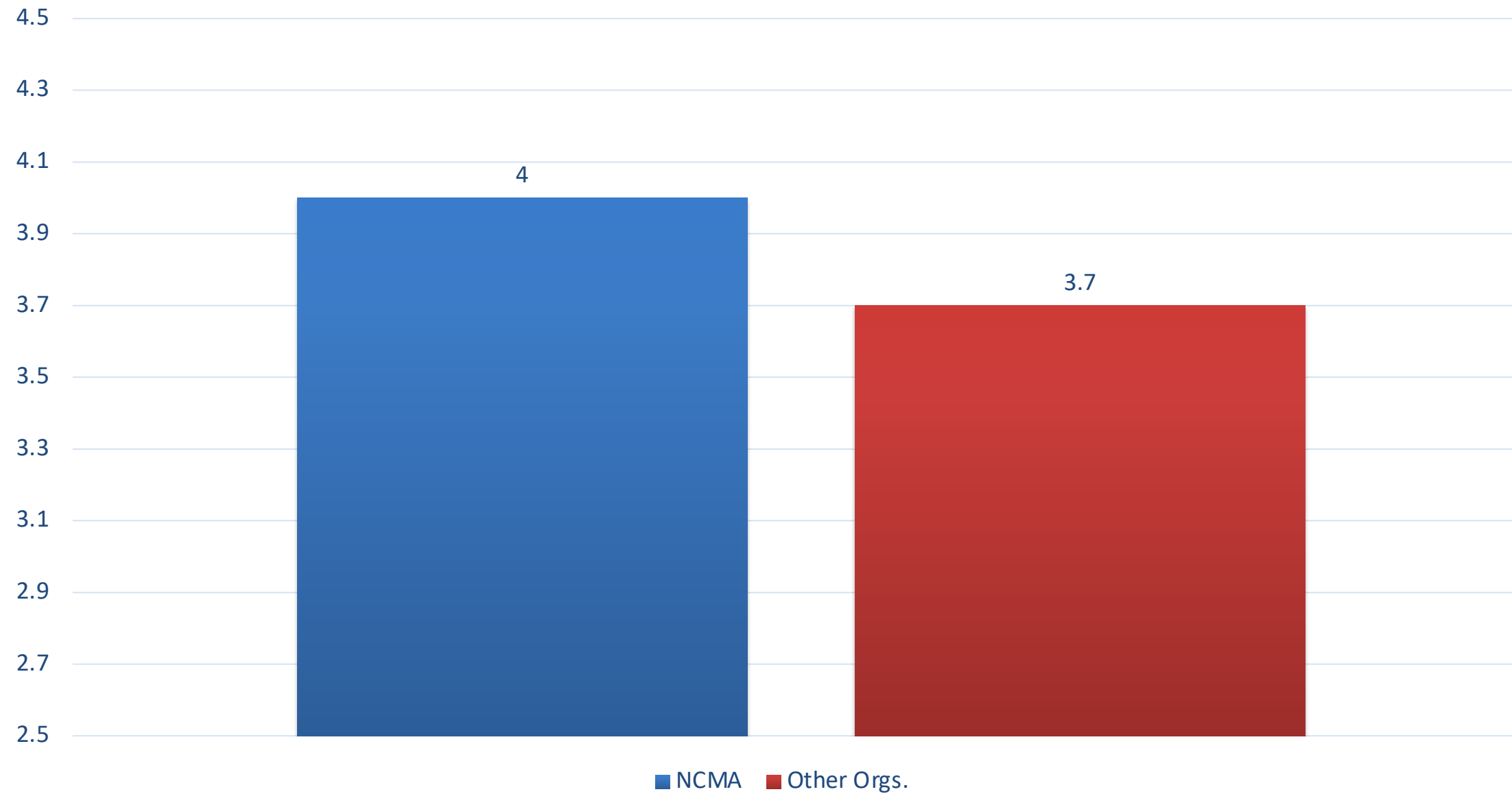
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BENCHMARK

Equity and Inclusion

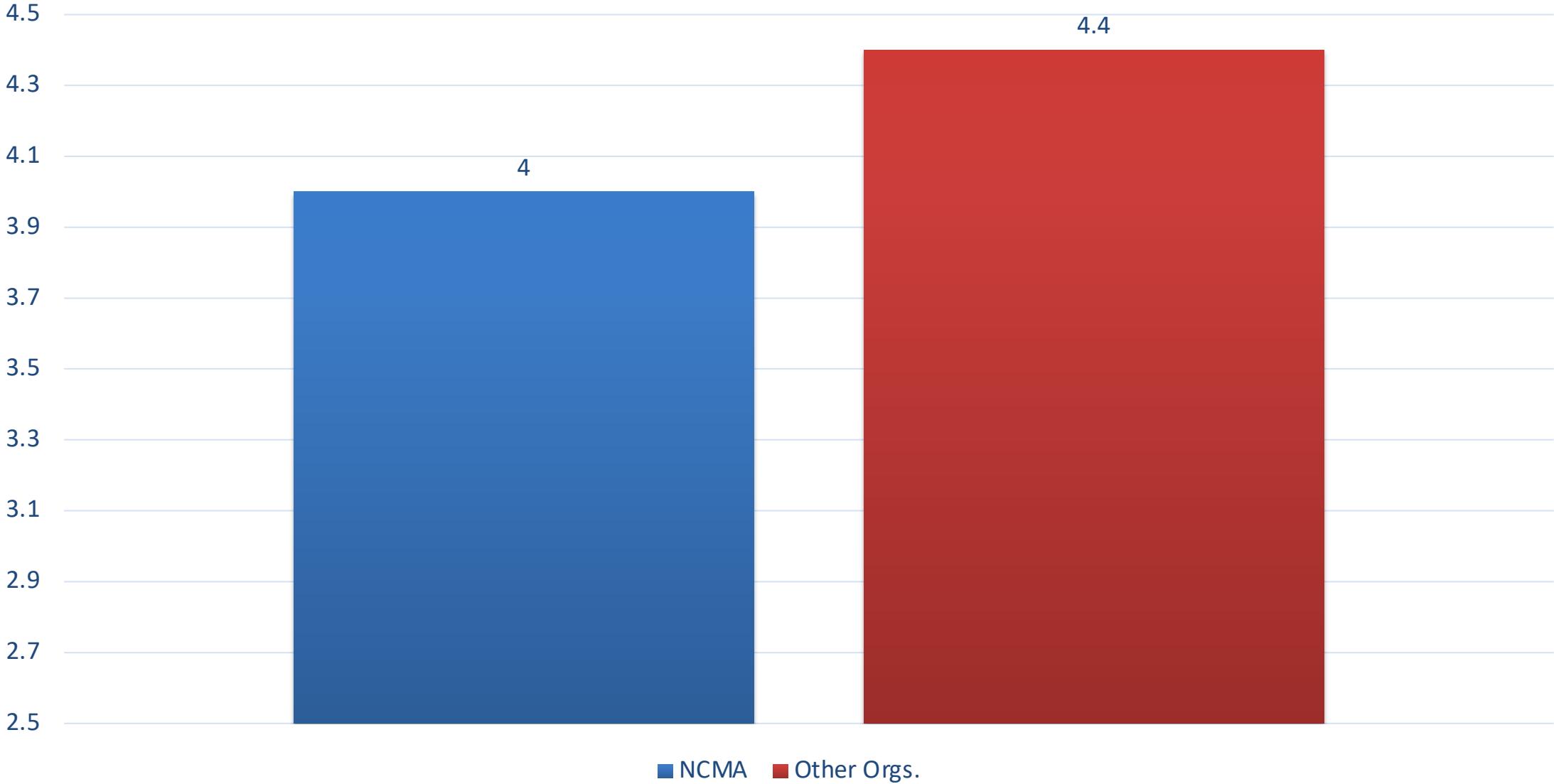
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BENCHMARK

Value of Diversity

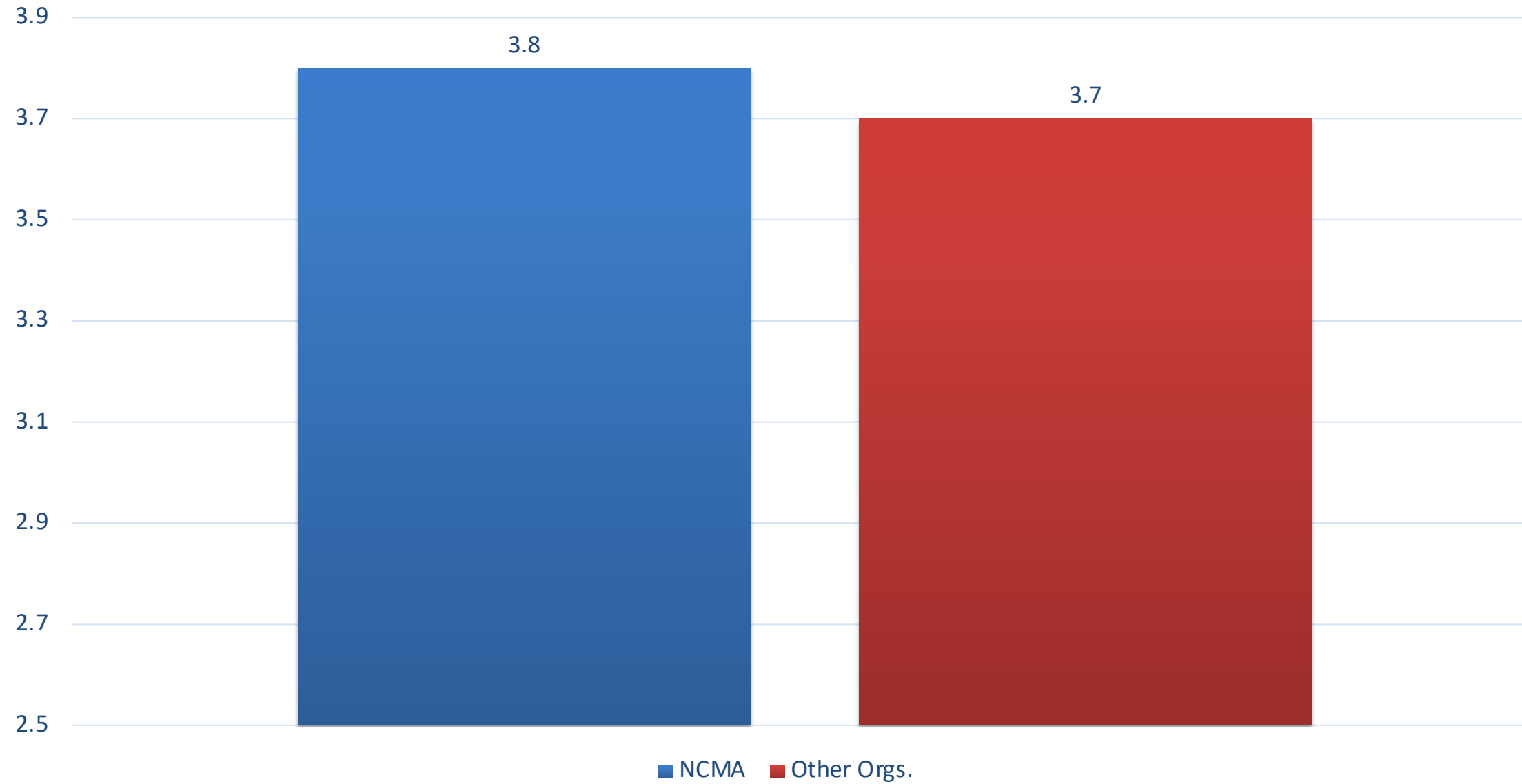
“Other Orgs.” data is based on the average score of Likert scale questions across approx. 5 other organizations



BENCHMARK

Culture

"Other Orgs." data is based on the average score of Likert scale questions across approx. 5 other organizations



BENCHMARK

A woman with glasses is looking at a document in a modern office setting. The background is blurred, showing office lights and equipment. A dark blue rectangular overlay covers the center of the image, containing the text 'KEY INSIGHTS' in white, uppercase letters.

KEY INSIGHTS

KEY INSIGHTS



1

LACK OF COMMUNICATION

Clear communication will help to increase an understanding of the needs, objectives, and purpose of the DEI initiative.

- 30% of respondents do not know of the strategic objectives.
- 23% believe there is a lack of transparency with the metrics used to appoint the Board.

2

DIVISION OF CULTURE

There is discrepancy on the culture items between the minority and majority races.

- 29% of Asians and 20% of African Americans do not feel the current culture within NCMA will encourage and support new Diversity & Inclusion initiatives.
- African Americans responded **the most** unfavorably to the majority of the culture questions.

3

INCREASED CONSIDERATION FOR DIVERSITY

Most of the lack of consideration for minorities comes from the older members, which represents the largest age group from this population.

- Ages 55+ disagreed **the most** to the notion that the Board should consider sources outside of NCMA, to gain more diverse candidates to serve on the Board.

Awareness gives you the power
to turn a situation into
something better than it was
before.

OVERVIEW

THE SOLUTION



Thank you!