






OVERVIEW OF TODAY'S PRESENTATION

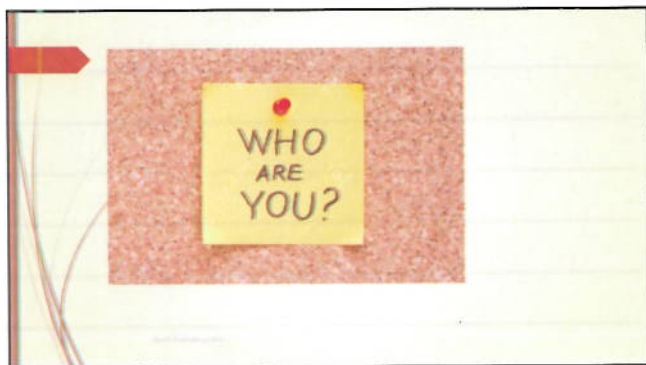
- Developmental stages of identity development
- What can you do **NOW** with existing volunteers, resources?
 - Building community relationships/bondships
 - Identifying what areas of support are needed
 - How do you find those supports in your community?
- Resources

"People's religion, culture and ethnicity often not just fact about them, but are central to their self-definitions. People are not just persons who happen to be Christians, women, or African Americans. These characteristics are not possessions, like clothing, that can be shed or changed at will. Instead, people are Christians, women, or African Americans, if so, then one reason that can be given for respecting diversity is that to fail to do so is to reject who people are. It is to deny their worth. It does an especially insidious kind of violence to them." (Strike, Haller & Solis, 2005)

THERE'S AN ELEPHANT IN MY ROOM

Things We're Afraid to Talk About





Incompetent Term: Cultural Competence

- Subjective term-how do you assess "competence"?
- Assumes finite end to learning
- Can never be an "expert" on someone else's culture
 - I'm "proficient in a language". Our clients deserve services and service providers who are fluent.

Personal vs Social Identity

- Both are essential to healthy self-esteem
- Need to feel differentiated from others
- Need to be included in a larger, collective group
- Personal Identity
 - The story I tell myself
 - Sense of who one is
 - Individual traits and unique history
- Social Identity
 - The story society tells about me
 - Group membership: nationality, occupation, religion, gender, race...

A Child's Understanding of Race & Ethnicity

Age 0-4: Notices differences—may be confused about names of colors being used for objects and for people.

- A preschool-aged child might say "he's not black, he's brown." Or say that a person with brown skin is "dirty".
- Toddler/Preschoolers learn a lot about their world through books, pretend play, cartoons, etc.
- Kids talk about and often point out physical differences between themselves and others, between boys and girls, skin colors, hair textures, and eye shapes.
- Stereotypes that kids are exposed to at this age become the foundation for adult prejudices.
- Gender identification develops much earlier for young children than identification by color or race.
- Children not yet able to classify something as belonging to more than one group at a time.
- Children have to be taught to code people by skin color.

A Child's Understanding of Race & Ethnicity

Age 5-8: Identifies own ethnic group and value of certain groups. Unconsciously absorbs society's messages on preferred groups.

- Stronger categorization skills
- Kids at this age begin to ask about their own racial identity.
- "Matching" important— "which group do I belong to?"
- Learn to associate **racial** groups with particular markers—language, food, physical characteristics.

A Child's Understanding of Race & Ethnicity

Age 9-12: Firmer understanding of own identity, may explore what it means to be part of this group. This is a great age for cultural experiences.

- Identifies with **available** role models
- Peer relationships extremely important
- Teasing based on stereotypes
- Children are more likely to "color code" negative behavior in others if their family is isolated from other multiracial families or lives in a homogenous community
- Help kids learn about their cultural history

KansasCity.com
10/24/19

Your Child's Understanding of Race & Ethnicity

Age 13-18: "Who am I?" "Where do I fit in?" "What can I be?"

- Personal identity struggles intensify
- "Am I the only one who feels/thinks this way?"
- Want to feel understood
- Sense of divided loyalties

FROM TEDDY BEAR To GRIZZLY BEAR

- African American males as young as 10 are often seen as a threat.
- African American males between the ages of 10-12 were perceived as less innocent and guiltier than their white peers.
- African American Males are perceived as being responsible for their actions.
- African American parents have to have "THE TALK".
- African American males are bombarded with messages from society that conveys to them that they are hunted.

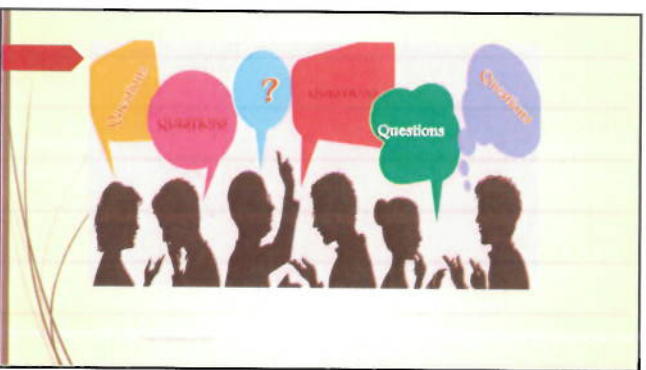
Journal of Psychological Inquiry
Journal of Personality and Social Psychology
Krisnitsky.com



Loss of Innocence

- African American girls, ages 6-14 compared to their white peers were viewed as:
 - Less innocent, less in need of protection
 - Less in need of nurturing, support or comfort
- Perceived to:
 - know more about adult topics
 - know more about sex
- Adultification
 - harsher punishments
 - 5x more likely than white girls to be suspended from school and 20% more likely to be charged with a crime.

Georgetown Law
Center on Poverty and Inequality
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Tips to Diversify Recruitment and Hiring

Recruiting individuals from underrepresented and marginalized groups brings a unique set of skills and experiences that might not come with volunteers, board members or staff from one ethnic or economic background. For those who are being served, encountering an individual of a similar identity is comforting, and may inspire those who are being served to become involved with the organization themselves. Actively recruiting in the communities you serve—particularly socioeconomically depressed or ethnically diverse populations—empowers and may even motivate them to begin their own community building projects.

The key to effective recruitment is knowing your audience and where to find them. If your volunteer base, board or staff needs to be diversified—seek out marketing platforms in diversified areas.

Make a proactive Decision to Widen Talent Pool

Leadership of the organization must decide that diversifying their board, staff and volunteer base is a priority. This is merit hiring with special care taken to ensure procedures are as free as possible from biases. Four steps to take to get started:

1. Assess where your organization is now (board, employees, volunteers).
2. Create goals to improve diversity in each area as needed.
3. Proactively seek diverse candidates using multiple resources for recruitment.
4. Create an organization that values, promotes and celebrates diversity.

Use data and skills assessment to determine where you need and want to improve diversity.

Study your volunteer demographic data. Are your volunteers members of your target communities? Are they people of different physical abilities or economic backgrounds? Are they people from diverse ethnicities and cultures? Or are they all from one geographic area, ethnicity or economic standing, outside of the communities they are helping?

How can your diversity be broadened? Think about how Board Members are recruited. What changes do you want to see? Who should be represented but isn't? How is staff recruited? How are employee benefits and compensation communicated in the recruitment phase? Use this data to set goals and action steps around diversity.

Choose your words and images deliberately

If you are seeking more male volunteers use masculine descriptors. For example, “fight to end child abuse” or “change a teenager’s life for the better” rather than more passive indicators like “be a voice for a child who has been abused.”

Make sure the photographs in your website, advertisements and recruiting materials reflect the diversity you seek. The internet has free stock photos that you can use. **Use the social and professional networks of the candidate you desire. Partner with these organizations when conducting workshops, information sessions or other community activities.**

Ask colleagues and current staff to share within their own networks and affinity groups. Advertise through affinity professional associations, clubs, and community groups. Make sure that recruitment is done across communities in your area and not in one locality.

Rent or borrow space in diverse communities and invite colleagues to co-present, train or participate in your activities

Highlight your commitment to diversity on your website and in position descriptions

Potential board members/staff/ volunteers will notice your commitment to diversity when they do their due diligence before submitting applications. If they see themselves and their values reflected, they are more likely to apply. Go beyond equal opportunity language and make statements about your commitment when describing your values, vision, mission. Use the same language on position descriptions. For example: "We are looking for diverse team members who can bring their unique talents and experiences to this position." Or "With a strong commitment to diversity, CASA trains and supervises volunteers from the community who advocate for the best interest of children, recognizing and respecting each child's individual needs."

Check your candidate screening and interview process

Unless you work for a large organization with a well-funded HR department, "blind screening" programs are not realistic. However, be aware of implicit or unconscious bias around universities, former employment and addresses and setting goals to bring in diverse candidates is a step toward diversifying the candidate pool to choose from.

How can you recruit and keep a diverse set of volunteers?

- Make sure your staff members include a diverse set of individuals that either belong to or identify with the needs of the community you are serving.
- Actively recruit in places and use media that cater to underrepresented groups, such as community centers, churches, radio stations. (AM radio ads are much cheaper and while listenership is less than FM stations, AM listeners are more dedicated to the station.)
- Make sure the photographs in your advertisements and recruiting materials contain the diversity you seek.
- Have materials available and use advertisements in languages other than English.
- Be mindful of religious observances and arrange your volunteer schedule around these dates.
- Don't tell the people you serve what they need. Let them tell you.
- Explicitly state in your campaign that you are seeking certain types of people (*i.e.* "People of diverse cultures are strongly encouraged to volunteer.")
- Connect with other nonprofits that specifically target minorities and create partnerships with them.
- If a volunteer opportunity requires bilingual skills, include it your recruitment advertising.
- Attend/participate in local community events (e.g., county fairs, parades, sporting events, conferences)
- Best referrals are from peers! If possible, incentivize referrals from current volunteers.