



**WASHINGTON**  
STATE ASSOCIATION

# **Diversity, Equity, and Inclusion Guide**

**2023-2024**

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## Introduction

FCCLA has over 230,000 members around the nation. Many of whom come from various diverse backgrounds. Diversity, equity, and inclusion (DEI) acknowledges various backgrounds and lays the groundwork for respect for different gender, ethnic, racial, and religious groups. One of FCCLA's core missions is to "encourage individual and group involvement in helping achieve global cooperation and harmony." To achieve this, our community needs to stand up to inequity and learn more about the various aspects of diversity: to ensure global, national, and local harmony.

Diversity is a huge spectrum, and it is essential to understand the complexity of this topic and implement strategies and shifts into our daily life. Every FCCLA member has the right to feel included, heard, and safe in our organization. This DEI guide contains different aspects of equity and ways we as members and as an organization can unite and combat inequities in our community.

FCCLA's core purpose is to help students understand the importance of family consumer sciences and seek real world skills in the professional world. In accordance with National FCCLA implementation through the IAED committee charter, all programs in FCCLA will be conducted with the purpose of all individuals being treated with utmost kindness and equity. Washington FCCLA Pledges to do the same and make our community inclusive.

## Moving Forward

Dear Washington FCCLA,

We hope you all enjoyed a fun-filled summer. We are so excited to be back and share with you all the wonderful things we are working on this year. These last few months your State Officer team has been working diligently on creating our state Program of Work that is filled with amazing plans to make this next year incredible. This year our goals are to increase engagement, leadership, enthusiasm, membership, and recognition. One of the projects we are very excited to be sharing with you is the DEI guide. This guide is available for all FCCLA members, advisers, and state officers to motivate everyone to foster a more diverse, equitable, and inclusive atmosphere in our organization.

We encourage all who are reading this to ask questions, give feedback, and share ideas that could help us improve this guide. With your help we can work to transform this guide into one of the most useful pieces of information for a FCCLA member, advisor, or state officer.

We look forward to putting using this guide to encourage you all to continue to bring your true self to all regional meetings, workshops, and social gatherings within FCCLA. Together we will expand our leadership potential and develop skills for life. On behalf of the State Officer team, we thank you for all the support and feedback. Don't be afraid to reach out to [hello@wa-fccla.org](mailto:hello@wa-fccla.org) with any questions, concerns, or comments.

Sincerely,

Washington FCCLA State Executive Council

# Defining DEI

## Diversity: Difference

Diversity can represent a wide range of backgrounds, experiences, and traits within oneself. Diversity among a group of people can include but is not limited to one's gender, age, sexual orientation, religious beliefs, language, abilities, family backgrounds, and educational background.

## Equity: Fairness

Equity can look like developing, strengthening, and supporting fairness and opportunities for participants in FCCLA. Equity is the belief that no person should be treated inequitably, because of where they were born, how they grew up, their beliefs, their abilities, or their appearances. Equity has the focus of eliminating barriers that have prevented the full participation of historically and currently oppressed groups. Equity in FCCLA means that we must provide opportunities so that a participant's background and identity do not affect their achievement opportunities.

## Inclusion: Include

Inclusion represents how communities and people, coming from any background or culture, can come together as a group to work collaboratively. It is not a natural consequence of diversity. There must be intentional and consistent efforts to create and sustain a participative environment. Inclusion is created by developing an understanding of unconscious bias, creating a sense of belonging, and actively seeking out diverse perspectives.

## Importance of DEI Initiatives

Foster greater creativity: By incorporating DEI initiatives, people feel more welcome in a workplace or organization. With increased inclusion, people become creative and able to share their ideas in a group setting.

Higher performance: DEI initiatives allow students and adults to feel more included in their work environment allowing everyone to work harder with a higher sense of purpose and motivation.

Pride for organization: By educating and implementing DEI initiatives, all voices and people are treated with respect, allowing the people in the workplace feel more included and have a greater sense of purpose in their organization, community, and workplace.

Fresh perspectives: Diversity, equity, and inclusion initiatives allow new perspectives to be shown in an organization. Students and adults alike become more aware of global and regional issues that may not be widely talked about or ignored.

Opportunities: DEI initiatives allow all students regardless of gender, race, ethnicities, sexual orientation, and or abilities to have the right to learn and participate in an organization and workforce.

## 5 Ways DEI Strategies Can Help Chapters Strive

**Enhance perspectives:** Cultivating diverse perspectives into chapter activities, projects, and events can help members learn and appreciate different experiences, cultures, and backgrounds. Organizing events and activities that incorporate the contributions of FCCLA members can help foster a sense of belonging and unity among members.

**Increased creativity:** New areas of focus can lead to the development of creative projects that address relevant issues in the community while allowing members to think outside the box and find innovative solutions. This inclusive approach will be effective in planning chapter events to fundraising for State Leadership Conference.

**Strengthen connections:** A successful strategic connection can not only benefit your chapter but also build trust within your community and among your members. Exploring stories from different perspectives can be a powerful way to connect with others creatively and effectively.

**Innovative leadership:** Promote leadership roles for members from different backgrounds. Diverse leaders can help create an inclusive atmosphere, provide role models for others, and are more equipped to generate creative ideas.

**Better member discussion:** Creating a safe space for members to engage in open conversations about DEI topics can lead to increased awareness, understanding, and empathy among members.

# 4 Ways to Implement DEI in Chapters

## Understand the Importance of DEI

- Why is DEI essential for FCCLA chapter members?
  - Diverse and inclusive chapters create a sense of belonging and empower members to achieve success, as they contribute to a dynamic organization.

## Asses your Current State

- What is the current level of diversity, equity, and inclusion in your chapter?
  - Analyze membership demographics through surveys and identify any existing challenges your chapter faces. It is important to hear what opportunities members want to engage in!

## Set Clear Goals

- What specific DEI goals do you want your chapter to achieve?
  - Create measurable objectives that align with your chapter's values and vision. These goals could include increasing the representation of diverse leaders, creating an inclusive environment, and providing all members with opportunities to enhance their leadership skills through hands-on experiences and workshops.

## Promote inclusive communication and outreach

- How will you ensure that communication within your chapter is inclusive? How will you reach out to members to encourage their participation?
- Encourage all members to share their thoughts and ideas during meetings and activities.



- Collaborate with nonprofit organizations, schools, or youth organizations to introduce FCCLA to a broader audience.
- Attend the FCCLA DEI meetings held throughout the year (more information will be posted on social media and adviser emails).
- Contact the FCCLA State Officer team with more questions:  
@washingtonfccla

## DEI implementation in Conferences

We will use DEI decision-making to arrange all annual conferences, including Fall Regional Conferences, Regional STAR Event Conferences, and our State Leadership Conference.

We will feature keynote speakers, workshop presenters, and panelists from diverse backgrounds who will reflect the diversity of the audience and will provide attendees with a more inclusive and well-rounded experience.

Evaluators will represent diverse backgrounds to prevent bias in the selection process. All evaluators will be trained in guidelines to prevent bias during orientation and is an expectation of their role as an evaluator.

Accessibility services will include any needed accommodations for mobility, sign language interpretation, captioning, and materials in accessible formats for attendees with disabilities.

Promotional conference material will include inclusive language accessible to all members and convey an inclusive message that welcomes attendees from all backgrounds.

Conference staff and members of the State Officer team will maintain respectful conversations and work to prevent and address any form of discrimination.

All Conference attendees must follow the Code of Conduct and maintain a safe and inclusive environment.

## Future Impacts

Every career path whether it be Hospitality and Tourism, Human Services, Visual Arts and Design, or Education and Training, needs to incorporate Diversity, Equity, and Inclusion.

FCS and FCCLA-career-related fields involve the growth of other people and providing the best services possible for customers. Hence, it is critically important to enforce DEI programs for employees to have job satisfaction, higher productivity, and loyalty toward their workplace. According to Richard Oni (Director of Progressive Individual Resources), it is especially crucial in Human Services related jobs to manage diversity as they need to provide “culturally appropriate services” for their customers and make employees feel respected/grateful.

The following statistic to proves how having a solid DEI program/team helps a workplace:

According to Pivotal Solutions, Scientists were able to find out that having a solid DEI program can lead a company to have “19% higher revenues, 25% greater profit and retention and attraction of team members.” This shows how having a DEI initiative helps an organization grow immensely.

Overall, our DEI program will implement these initiatives into FCCLA and teach our members about DEI, ensuring global harmony in the workforce. As Washington FCCLA, we will use our allocated DEI resources to provide more inclusivity in our State Conference and in chapter activities. As a DEI team, we will strive to make everyone feel included and support members in their growth as leaders.

## Resources

As leaders, it is our job to provide a diverse, equal and inclusive environment for its members. DEI is core to our growth as an organization. Resources for Chapter Advisors and Officers:

- Inclusive Leadership: The Definitive Guide To Developing And Executing An Impactful Diversity and Inclusion Strategy by Charlotte Sweeney
  - In this book, Charlotte focuses on the importance of DEI and how we can change the culture of an organization using organizational developmental principles. She mentions the key components that are required to bring satisfaction for everyone in the organization are change of employee lifecycle, product development, supply chain and showing empathy.
- “6 Ways To Help Your DEI Initiatives Drive Greater Impact” by Karina Govindjii <https://www.forbes.com/sites/googlecloud/2022/02/10/6-ways-to-help-your-dei-initiatives-driver-greater-impact/?sh=492b219b2eec>
  - Karina focuses on 6 tips to strengthen DEI initiatives in order to make employees feel important and beneficial. She states in the beginning how “75% of employees feel that the current diversity programs deliver no personal benefits to them.” All organizations should have each member and employee feel appreciated for their contributions to foster a sense of belonging.

Members are the foundation to any organization and that applies to FCCLA too. Thus, it is crucial for all members to provide an inclusive environment. Resources for Chapter Members:

- Belonging At Work: Everyday Actions You Can Take to Cultivate an Inclusive Organization by Rhodes Perry
  - The author explains the importance of being in an organization and how everyone in the organization shapes the culture. He also provides tips/tricks on how you can take actions to provide an inclusive environment for the people around you.
- 32 ways to Promote Diversity, Equity, and Inclusion (DEI) in the workplace by Berfu Ulusoy
  - <https://www.zavvy.io/blog/promote-diversity-equity-and-inclusion-in-the-workplace>
  - Berfu defines DEI and discusses 32 ways on how an employee can promote DEI in the workplace. Some ways include minding your choice of words, promoting a work environment of respect and understanding your team members.

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