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Public Affairs
Council

Webinar: Advancing DEI at Associations

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According to the Data

Sixty-three percent (63%) of respondent organizations have partnered with other groups to advance DEI. The top groups to partner with include:



Trade Associations



American Bankers Association

- Registered Lobbyists
- Organize & inform the industry (ex. Trade calls)
- Deep Understanding of the Hill & States
- Advance an equity-related policy position –
 - **H.R. 758** (Letter of Support - House Comm. on Financial Services)
 - Currently advocating in favor of H.R. 758 – By facilitating the formation of new banks in urban and rural areas, this legislation expands banking access for both individuals and small- and medium-sized businesses

Professional Associations



American Planning Association

Creating Great Communities for All

American Planning Association

- Education & Advocacy Hubs
- Research, Data & Analysis, Communications, Coalition Building, Recommendations
- **Partnership for Zoning Reform: Housing Supply Accelerator**
 - “[..] bring together local governments, community planners, builders, financial institutions, housing policy associations and state and federal partners to develop, align and advance solutions for housing supply challenges at the local level.”



Elevating Your Organization

- **Trade Associations**

- Raising your organization's priorities
- What is the why?
- Who is impacted?
- How does it impact the industry?

- **Professional Associations**

- What research would be helpful?
- How can you raise awareness?
- How can you amplify community efforts?
- Can you support partnership efforts? Do you have insights to offer?

Alignment & Reinforcement

- **Cross departmental conversations**
 - **All-in** approach from organization leadership
 - Supporting the work done with professional or trade associations
- **Reinforcement**
 - **Ability to reference**, industry partners
 - **Ability to use data**
 - **Ex. Backed by this report or data set**, through passing “**x legislation**” or executing “**x program**” this group will receive “**y benefit**”

Persistence

- **Bridging Gaps**
 - **Advancing equity-centered issues and programs takes work**
 - Monitoring issues and responding to crises
 - Relationship-building
 - Identifying champions
 - Coalition-building
- **Sustaining Progress**
 - **Developing an approach**
 - Proactive vs. reactive
 - Harnessing industry momentum

THANK YOU!