



## Diversity, Equity and Inclusion (DEI) Action Plan

January 2021



# DIVERSITY, EQUITY AND INCLUSION (DEI) CORE VALUES

CREW celebrates multiple approaches and points of view. We are committed to building a community of respect, dignity, fairness, empathy, acceptance, equality and sisterhood. In our DEI journey we pledge to continuously embrace our honest intentions, strive to be vulnerable and forgiving all while embracing challenges to address systematic change with concrete actions.

*"Courage is the most important of all the virtues. Because without courage, you cannot practice any other virtue consistently. You can be kind for a while; you can be generous for a while; you can be just for a while, or merciful for a while, even loving for a while. But it is only with courage that you can be persistently and insistently kind and generous and fair."*

— Maya Angelou

*"The most courageous act is still to think for yourself. Aloud."*

— Coco Chanel

## LEADING WITH A RACIAL LENS

Despite the responsibility of organizations to serve all, across history race has been a basis for exclusion and discrimination against communities of color. In order to repair the legacy of institutional racism and dismantle the infrastructure that it was built on, we must face this reality head on.

Tragically, research shows that in the US race remains one of the most powerful predictors of wellbeing and success. Across indicators of health, education, housing, income, poverty, criminal justice and more, people of color face systemic disparities that prevent them from thriving at the same rates as the white community. Good intentions are not enough; we must intervene boldly to change outcomes.

The concept of intersectionality allows us to understand that people and forces of oppression are multidimensional and interconnected. This means that we can have a primary lens of race while also positively impacting other marginalized identity groups. Practically, if we can address racism, we will have a path to address other "isms". The strategies, tools, and resources used to address inequities based on race help us address other inequities/discrimination.

Finally, investment in real estate is one of the most important ways to build personal wealth. Historically, Black, Indigenous, People of Color (BIPOC) individuals have been denied this opportunity through practices such as redlining or limited access to capital through traditional lending institutions. As an organization dedicated to increasing opportunity within the commercial real estate industry, it is especially crucial that we recognize and address this aspect of racism's historic legacy.

# PURPOSE STATEMENT

CREW Portland will promote diversity, equity and inclusion across the organization:

- Because historically inequitable policies and practices in our community resulted in many social inequities that persist to this day;
- Because as women we face discrimination as evidenced by compensation and opportunity gaps between women and men in the commercial real estate industry;
- Because the demographics of our community are rapidly evolving, our futures are inextricably linked, and we strive to adapt with our evolving community;
- Because by addressing the barriers experienced by people of color, we may effectively also identify solutions and remove barriers for other historically underserved population groups;
- Because we have a responsibility as neighbors in our community to understand the impacts of our decisions; and
- Because we believe that having more diverse voices at the table is not only the right and just thing to do, it leads to better business decisions and outcomes.

Therefore, it is the policy of CREW Portland to promote social equity, using a racial equity focus, with the purpose of advancing fair and equitable inclusion and creating the conditions in which all people can participate, prosper, and achieve equitable outcomes.

# MISSION STATEMENT

CREW Portland is committed to an anti-discriminatory approach, providing equal opportunity for advancement and treating our members equitably. We believe that individuals enhance our culture because of their identity or differences, such as: socio-economic class; age or generation; ablebodiedness or accessibility needs; race, ethnicity or nationality; gender, gender identity and expression; sexual orientation; religion and worship practices; education or matriculation status; veteran or military service status; family or caregiver responsibilities; personal appearance; genetic information; political affiliation; work, thought, and leadership styles; and/or technical skills. Our attention to equity, our rich diversity, and our commitment to inclusion makes us stronger and helps us better serve our members and our community.

# DEFINITIONS

## Diversity

Because by addressing the barriers experienced by Black, Indigenous, People of Color (BIPOC), we may effectively also identify solutions and remove barriers for other historically underserved and underrepresented population groups, diversity is represented by BIPOC individuals.

## Underserved

Historically underserved communities are those groups that either face barriers to participate in decision-making processes and/or have documented low levels of access to employment, service, and business opportunities.

## Social Equity

Fair and equitable inclusion, and creating the conditions in which all people can participate, prosper, and achieve equitable outcomes with respect to CREW Portland’s organization and services.

## Racial Equity

The condition that would be achieved if one's racial identity no longer predicted, in a statistical sense, one’s access to opportunity. Racial equity can be advanced by ensuring that all races have access to opportunity, and that access may need to be tailored to meet an individual’s or group’s specific needs.

# WHY METRICS MATTER

CREW Portland is striving to achieve a place where diversity does not require measurements. However, we recognize that until we reach that goal, we must establish metrics on an annual basis and hold ourselves accountable to determine whether or not progress is made. In establishing metrics we recognize the following existing demographics of the Portland region and US (ACS, Census 2018). We will strive to achieve the US ratio of demographics within our organization.

	<b>Portland Region</b>	<b>US</b>
Black	3%	13%
Asian	7%	6%
Hispanic	12%	19%
Native American	1%	1%
White	73%	60%
Other	4%	1%

# DEI ACTIONS

<b>ACTION</b>
<b>Board</b>
Host an implicit bias training for the board
Complete DEI Assessment by CREW Network
Establish goal metric for board diversity and measure
In application for board, state goal of diversity, and ask for example (e.g. ethnicity, veteran status, lived experience)
Prepare annual report on DEI actions
<b>DEI Committee Liaisons</b>
Creating website
DEI liaisons established on committees (see list below)
DEI Liaisons meet for bi-monthly (with email check-in) update on action progress
<b>Sponsorship</b>
Consider a discounted rate for MBE companies – COBID # verified
<b>Membership</b>
Promote completing CREW Network profile
Consider a discounted rate for MBE companies – COBID # verified

Consider a discounted rate for young members/just starting out
Table tents – DEI review and develop questions. Visitor form for events for people to reach out (similar to church concept)
<b>Programs</b>
Complimentary tickets allocated DEI Team – give to youth, business, etc.
At programs events, in addition to highlighting sponsors, have at least one speaker representing diverse organizations (Girls Inc concept) For example, PBA Partners in Diversity can come speak about program and <a href="#">retention report</a>
Each panel will have someone who represents CREW's definition of diversity on the panel; not as token representation but intentional and thoughtful
<b>Education</b>
DEI 101 programs/training discussion – educate ourselves to be welcoming
Host a book club focused on DEI (list below) - April
<b>Marketing</b>
Update DEI Resource Page on website annually
Consciously integrate photos and images of diverse membership
<b>AWARDS</b> - Submit applications for of BIPOC members when possible.
<b>Forecast Breakfast</b>
Panel economist addresses the inequality income gaps in communities of color from a wealth perspective (health, education, etc.) and what metrics organizations could be following/implementing to move the needle
Strive to have diverse and entertaining speakers/panelists (Julie Gibson PSU good resource)
<b>Corkscrew</b>
Showcase BIPOC wines/beverages
Invite other organizations that have people in leadership who are predominately people of color (Colas, Raemor etc.)
<b>Outreach (CREW Careers, UCREW, Future Leaders)</b>
Host one event annually in collaboration with <a href="#">Diversity in Design</a>
CREW sponsors <a href="#">Your Street Your Voice + empowHER</a>
Integrate <a href="#">Network Internship Portal</a> onto Portland website and promote to universities with BIPOC focus.
Measure diversity of Future Leaders class
<b>Administration</b>
Catering for events – Hire COBID businesses <a href="http://www.oregon4biz.com/How-We-Can-Help/COBID/">http://www.oregon4biz.com/How-We-Can-Help/COBID/</a> for all events including Forecast Breakfast and Golf Tournament