



EAB

Meeting Advancement's DEIJ Moment

New Approaches to Fundraising, Engagement, and
Organizational Strategy

Advancement Forum

Diversity, Equity, Inclusion, and Justice

Establishing a Common Ground for Discussion



BIPOC: Black, Indigenous, and People of Color

- **Diversity**

Representation of all the different characteristics that make one individual or group different from another.

- **Equity**

Evaluating systems and institutions to identify and remove biases in the distribution of opportunities and resources.

- **Inclusion**

Ensuring differences are welcomed, different perspectives are respectfully heard, and every individual feels a sense of belonging.

- **Justice**

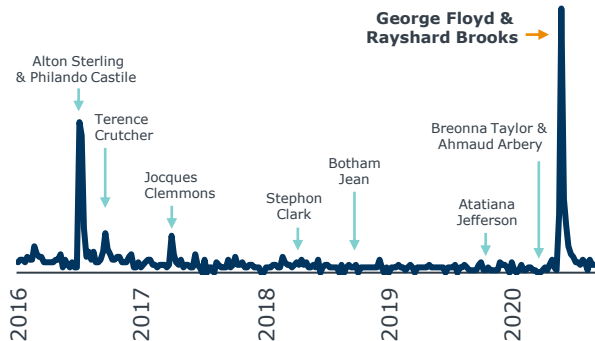
Systematic and proactive reinforcement of public policies, institutional practices, cultural messages, and social norms needed to achieve and sustain equity for all.

This Time, Something's Different

George Floyd's Death Reinvigorates the Civil Rights Movement

Despite Years of Murders, Public Awareness Doesn't Spike Until 2020

Shooting Victims, #blacklivesmatter Searches



Self-Education on Racial Justice Hits an All Time High

NYT Best Sellers, September 2020

- 1 White Fragility
- 2 So You Want to Talk About Race
- 3 Born a Crime
- 4 The Warmth of Other Suns
- 5 Just Mercy

Americans Take to the Streets in Record Numbers

“About 15 million to 26 million people in the United States have participated in demonstrations over the death of George Floyd and others.... These figures would **make the recent protests the largest movement in the country's history.**”

New York Times, July 3, 2020

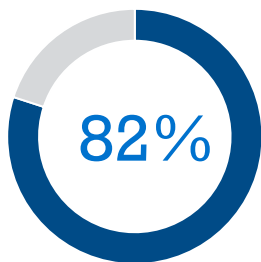


Higher Ed Promises Change—But Is It Enough?



Presidents Speak Up En Masse But Offer Few Concrete Commitments

Presidents Across the Country Release Anti-Racism Statements...



Of institutions released statements after the murder of George Floyd



...But Most Don't Promise Enough to Create Real Change On Campus

61% Of statements **did not include long-term actions**

70% Of statements with action items **did not include measures of success**

67% Of statements **did not include a timeline** for implementing changes



University of Redlands (June 29)

- Direct 14% of career service funding to Black students and alumni
- Establish DEI course for local police



Miami University (September 4)

- Partner with HBCUs and HSIs to offer teach away/study away programs
- Require all students to take a one-credit intergroup dialogue course

The High Price of Structural Change

Immense Cost Pressure Imperils Needed Investments in DEIJ

Transformation Takes Investment...

Removing Financial Barriers for Students



- First-gen student scholarships
- Student emergency aid

Re-envisioning Equitable Pedagogy



- Flipped-classroom renovations
- Bottleneck redesign releases

Diversifying Faculty Ranks



- Professorships in Black studies
- Centers for equity research

Impacting Underserved Communities



- Social innovation seed funding
- Extension program growth

...But Covid Guttled Our Resources

\$7M

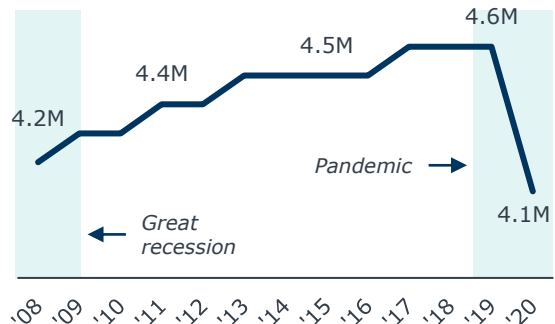
Median emergency
cost, April 2020

8.1%+

Drop in first-year
enrollment for 2020
academic year

Higher Education Loses 650,000 Jobs During the Pandemic

January 2008-December 2020, USA Jobs



If Not Us, Than Who?



Advancement Uniquely Positioned to Find Funding for DEI Initiatives

“

[DEI] is a top priority for our president. She's been coming to me more because **the only way we're going to get this done is if we're able to secure philanthropic funding for it.** My team is at the center of it. Our university's success is dependent on advancement's success.

*Vice President for Advancement
Regional Public University*

”

Advancement's Transformative Half-Decade

Recent Growth Positions Us to Tackle Perennial DEIJ Challenges

Since 2015, the advancement profession has...

Reinvented Organizational Strategy



Professionalized recruitment and retention processes



Refined roles, responsibilities, and performance indicators



Established data-driven systems for better decision making

Advancement will...



Create Diverse, Inclusive Advancement Teams

Refocused Fundraising on the Major/Principal Gift Pipeline



Created transformative, "big idea" giving opportunities



Developed systems for upskilling staff on complex projects



Mapped donor passions for pipeline efforts

Advancement will...



Marshal Resources for DEIJ Initiatives

Creating a More Diverse, Equitable Workplace



Which of these is the biggest growth opportunity for your institution?



Professionalized Recruitment Practices



Proactively Cultivate BIPOC Candidates Before They Apply



Comprehensive Performance Metrics



'Metricize' the Hiring Process to Identify BIPOC Drop-Off Points

Incentivize DEIJ-Focused Professional Development



Systematized Paths to Career Advancement



Create Equitable, Transparent Growth Opportunities

Marshal Resources for Equity Initiatives



Which of these four has your institution seen success in the past year?



Intensive Board Management



Bring Diverse Perspectives to Board Decision-Making



'Get Smart Fast' Frontline Education



Prepare Donor-Facing Staff to Navigate DEIJ Conversations



Laser-Targeted Prospect Identification



Surface Prospects Who Are Passionate about the Cause



Transformative, High-Dollar Giving Opportunities



Formulate Ambitious 'Big Idea' Proposals Focused on DEIJ

Taking the Ideas Back to Campus



Forthcoming Resources to Support Your DEI Journey



Big Ideas DEI Workshop

- Interactive session with an EAB expert to develop transformative DEI initiatives on your campus



Private-Label Research Presentation

- Bring today's research presentation to your campus
- Lay the groundwork for fruitful conversations with your team



Team Strategy-Planning Session

- High level overview of the DEI landscape in higher ed
- Workshop DEI strategies and plan for implementation on campus