

The **DEI Coordinator** oversees the development and integration of sustainable and measurable change with regards to diversity, equity, and inclusion both within the local chapter and community. Rather than strictly leading these initiatives through a single perspective, the DEI Coordinator will leverage the experience and talents of fellow community members to minimize blind spots and bias within the chapter's strategic plan and DEI efforts.

HIGH LEVEL GOALS 2021/2022

- 1) Explore the guiding principles and mission of AMA Madison and ensure diversity, equity, and inclusion are woven throughout.
 - Clearly identify who we serve and how we help them
 - Outline the impact we want to make in the Madison community
 - Partner with (and feature) relevant local nonprofits
- 2) Make content more inclusive and accessible
 - Focus on ADA best practices
 - Make membership more accessible for those that may have a financial barrier to participation
 - Include topics to help marketers incorporate diversity, equity, and inclusion within their strategy
- 3) Implement a process that removes the privilege and bias from the AMA leadership and volunteer selection process.
 - *Define what the ideal board composition looks like — not just in terms of diversity, but also in expertise, experience, and networks — and then be vigilant about finding it through focused and disciplined board recruitment. The matrix should be a guide to helping boards identify the ideal combination of skills, networks, experiences, and background that will help move the organization forward, and which can be clearly articulated to potential candidates.*
 - *Recruitment efforts may include deep networking through community organizations, your organization's volunteer network, or leaders in your current or past client community. It might also include formalized search strategies such as posting your board position on a nonprofit board job board such as LinkedIn or tapping a board search firm. Whatever your candidate identification methods are, it requires discipline and diligence to find the right candidates, and may require that you take more time than you have in the past.*