



Diversity Initiative

One TU

- ✍ The concept of diversity encompasses acceptance and respect...
These can be along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies
(<https://gladstone.uoregon.edu/~asuomca/diversityinit/definition.html>)

- ✦ Organic organizational evolution from “managing” to “leveraging” diversity. With our success in women’s events and participation in TU over the first 6 years, we felt this is the natural progression for the group and the right thing to do.
- ✦ Change from WI to DI in January 2017- approved by NLC.
- ✦ Workgroup shifted concentration to expand the audience but kept a primary focus on women.

Our Mission



- ✦ To create effective strategies and programs to recruit a more diverse membership profile in TU.
- ✦ To encourage diversity within leadership at the chapter, state and national levels.
- ✦ To ensure every chapter creates a welcoming environment for TU members of different genders, ethnicities, ages, and cultures to achieve the TU conservation mission.

Statement of Intent



- ✦ The Diversity Initiative of the NLC will focus on areas where we have the most to gain as our first priority.

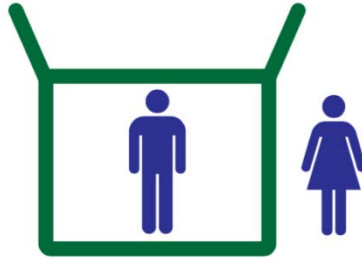
In 2016, 34.4% of freshwater anglers are women*, while women make up only 6% of the TU membership. Therefore, the primary focus of the DI will be encouraging local and state-level women's initiatives.

The DI will also work to ensure that a broader picture of diversity is a focus of the national organizations, state councils, and local chapters -- recognizing that different chapters due to their location, their culture or history may choose to target different segments of diversity as their primary agenda.

* Recreational Boating and Fishing Foundation Annual Survey

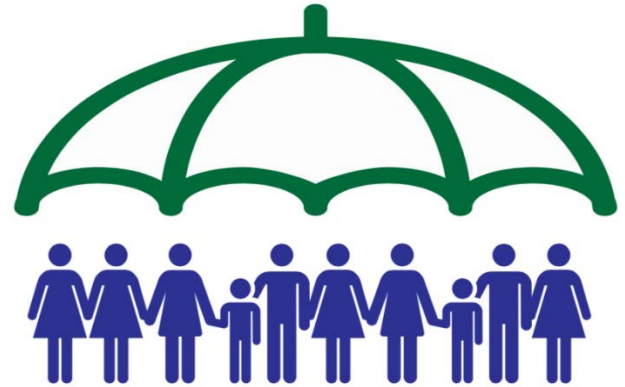
Why the Diversity Initiative?

- ✦ Relevance of TU in the face of changing demographics— closing in on 2042
- ✦ Relevance of River Conservation in the face of changing demographics
- ✦ Relevance of TU in the fly angling community/market as markets change.
- ✦ Aging membership – dwindling volunteer leadership, stagnant, evaporating donor base
- ✦ “shrink and pink” for women, “hoods to the woods”
- ✦ It’s the right thing to do (Social Equity) (Managing Diversity)
- ✦ TU’s mission will be best served by TU holding the greatest variety of different thinkers and ideas (Organization Health and Strength)(Leveraging Diversity)



TU, Historically

Women's Initiative—
started thinking
outside the box



Diversity Initiative—
casting a wide
umbrella

The Changing Face of the Outdoor Market



WI to DI: Kudos

- ✦ Success of women's programs prompted a new membership avenue for TU
- ✦ The idea to become more inviting to all peoples- shift focus from gender to a more inclusive and broad spectrum of membership
- ✦ Leaders have the ability to maintain WI or DI status
- ✦ Current WI/DI leaders combined is **121**
 - **35 States**
 - **13 Councils**
 - **73 Chapters**

WI to DI: Struggles

- ✦ Support of all parties on council/chapter/membership level
 - Not all states have DI roles
 - Confusion of WI/DI
 - Reflective attitudes not shared within the membership
- ✦ Membership chairs to help drive the momentum
- ✦ Communication lines and information lost in transit- better ways to spread the word



Discussion Topic

Kudos/Struggles

Leveraging Diversity



- ✦ The Threshold for Engagement is lower than we think ...
- ✦ ... Lower every day as underserved communities find their own way to nature and the outdoors.
- ✦ Use Diversity you have ... to explore ways to connect to the Diversity you don't have.
- ✦ Use Aspirational Communications/Marketing
- ✦ Document your efforts (think like an angler – you are fishing for greater connection):
 - Log your activity: Who, What, When, Where, How?
 - Photos & video (post the most recent first – get the fresh fish to market) (get permission to use)
 - Create Diversity Database: Partner Organizations; Contacts; Participants

Leveraging Diversity



Support Tools: Action Plan Documents



- ✦ DI Resources
- ✦ Strategies for Creating Diversity
- ✦ Workgroup Roles/Contacts
- ✦ *On The Rise* newsletter
- ✦ *TROUT* magazine articles
- ✦ Membership recruitment events/ideas/worksheets

Support Tools: Partnerships



- ✦ Partnerships are a bridge to enhance and strengthen our council/chapter work.
- ✦ Partner organizations can assist in supporting our mission and providing outreach
- ✦ Partner organizations can go under the radar and they are out there!
- ✦ The back to nature movement is growing. People want to be involved and have a chance to get outside and be active... finding an outlet can be inclusive and not exclusive!

Support Tools: Partnerships



- State Environmental Education Association.
- Local Land Trusts (State & Regional Land Trust Networks) and nationally, the Land Trust Alliance (LTA).
- Public and Private water companies
- Outdoor Afro
- Latino Outdoors
- Local watershed organizations...Friends of...
- Local American Rivers affiliates
- Local Paddling/Rafting outfitters
- Boys and Girls Clubs
- Scouts
- Leave No Trace
- Municipal Recreation Departments
- College and University Outdoor clubs
- Public and Private schools
- Libraries and Community centers
- Church Youth Groups
- United Way
- YMCA/YWCA

- ✦ This is your, mine, our opportunity to go beyond sustaining the grassroots corp and lead in bolstering TU's future.
- ✦ This is our opportunity to include and activate more stewards across the broadest range of people possible who can help us preserve the coldwater fisheries we all cherish.
- ✦ This is our time!
- ✦ Be a part of it.. Sign up for our mailing list and make a difference!

Thank You!



Contact Information

Kelly E. Buchta, DI Chair

buchtake@gmail.com

Bill Thorne, DI Co-Chair

thornewillie@yahoo.com

Jackie Kutzer, DI Vice Chair

kutzerj@orvis.com

Stefan Jackson, DI Consultant

sjackson@tu.org