Appealing to a Wider Audience

Why do we want diversity? What is it? How do we get it?

Allegra Mautner
Tree Care Manager
Friends of the Urban Forest
Why do we want diversity?

- Improves performance
- Creates innovation
- Increases market share
What is diversity?

Just like where trees are planted will affect their life and growth patterns, diversity gives everyone a unique perspective.
How do we get diversity?

- Posting jobs in novel places and spaces
- Working with existing organizations
- Creating rubrics for interviews
How do we sustain it?

- Work with existing organizations
- Regular check-ins with new employees
What is diversity?
Creating workspaces that includes people from different backgrounds. This means including people of different races, ethnicities, genders, ages, sexual orientation, etc.

Why do we want it?
To increase creative and innovative solutions, reach and engage a broader audience to volunteer and advocate for urban forestry, and to improve productivity.

How do we get it?
Create rubrics for interviews, post jobs in novel places, and work with existing organizations to interface with our future employees.

How do we sustain it?
Have regular check-ins with our new employees and engage and build long-term relationships with existing organizations to help us understand the needs of our target populations better.
How do I learn more?

What is diversity?
• Green 2.0 - increasing racial diversity in the environmental movement (www.diversegreen.org)
• Clayman Institute for Gender Research at Stanford University (http://gender.stanford.edu/)

Why do we want diversity?
• American Sociological Review - diversity increases market share (http://asr.sagepub.com/content/74/2/208.short).
• MIT Professor - tradeoffs of a more diverse workforce and occasional failure to see the advantages of more diverse coworkers (http://news.mit.edu/2014/new-approach-diversity-research-0604)

How do we get it?
• Harvard Business Review - Video on how increasing the number of diverse finalists to just two people substantially increases your probability of hiring from these populations (https://hbr.org/video/4984622531001/why-so-few-diversity-candidates-are-hired)

How do we sustain it?
• Harvard Buisness Review - short case studies to how to utilize your new employee’s full potential (https://hbr.org/2013/12/how-diversity-can-drive-innovation)