



DIVERSITY, EQUITY & INCLUSION ACTION PLAN

UWKV Mission: UWKV unites all people and resources to improve lives in our community.

Overarching Objective: UWKV staff, board and volunteers prioritize and incorporate DEI to reduce barriers to services in Kennebec County.

Note: For the purpose of this document, the term “organizations” refers to nonprofits, businesses, schools and municipalities.

1. Increase inclusivity and accessibility of marketing materials in Kennebec County to reduce barriers to services (SP Goal 1, Obj. 7)

- a. **2023:** Model accessibility and the process of improvement within UWKV’s marketing materials to reflect DEI intent.
 - i. Activities
 1. Explore external expertise for helping marketing materials reflect DEI intent
 2. Research marketing best practices to promote DEI and ensure actions reflect DEI intent
 3. Design all UWKV marketing materials to visually reflect and promote appreciation of community diversity
 4. Close caption UWKV videos
 5. Identify and translate key materials into other languages
 6. Ensure new website can be easily translated
 7. Ensure new website and social media is designed with image alt text
- b. **2024:** Help organizations make their marketing materials more inclusive
 - i. Activities
 1. Develop or utilize an existing resource rubric, guide or checklist for marketing materials. Include information about what it means to “promote DEI.” Collaborate with Maine Association of Nonprofits as appropriate.
 2. Provide micro-grant funding to help nonprofits, schools and municipalities perform actions such as:
 - a. Translate marketing materials
 - b. Translate website
 - c. Provide language options within voicemail recording
 - d. 5 nonprofits, schools or municipalities apply for micro-grants in 2024
 3. Develop reporting strategy for grant recipients and others to share their successes with UWKV
- c. **2025:** Continue helping organizations make their marketing materials more inclusive via DEI Micro-grants and develop sustainability of resource-sharing model
 - i. Activities

1. Develop process for organizations to share successes and resources with each other moving forward
 - a. Elicit success stories via DEI Micro-grant reporting form; share through newsletters and social media as appropriate
 2. Allocate \$10,000 in DEI Micro-grants collectively between marketing and events (Section 2)
 - a. 10 nonprofits, schools or municipalities apply for micro-grants in 2025
 - b. Implement marketing strategies to elicit applications
 - i. Create one-page overview to promote Micro-grants process
 1. Distribute among Impact2032 contacts, Day of Caring schools, municipalities, and community education events
- 2. Increase inclusivity and accessibility of community events in Kennebec County to reduce barriers to services. Aim for anyone entering a room to recognize themselves in that room. (SP Goal 1, Obj. 8)**
- a. **2023:** Model accessibility and the process of improvement at UWKV's public events
 - i. Activities
 1. Advertise event accessibility and add [accessibility](#) questions to event registration process (special accommodation requests, dietary restrictions); include welcoming language
 - a. Ex: "We strive to host inclusive, accessible events that enable all individuals, including individuals with disabilities, to engage fully. To be respectful of those with allergies and environmental sensitivities, we ask that you please refrain from wearing strong fragrances. To request an accommodation or for inquiries about accessibility, please contact (name, email, phone)."
 2. Clearly label any food served and note common allergens
 3. Ensure slides, videos and presentations are accessible (and close captioned as needed)
 4. Provide ASL interpreter and/or spoken language interpreters at community-wide events and as requested for other events
 5. Develop avenue for post-event feedback that includes questions about accessibility
 - b. **2024:** Help organizations host inclusive and accessible events
 - i. Activities
 1. Develop resource rubric, guide or checklist for events. Collaborate with Maine Association of Nonprofits as appropriate.
 2. Provide micro-grant funding to help nonprofits, schools and municipalities reduce barriers to events, such as:
 - a. Hire ASL interpreter and/or spoken language interpreters
 - b. Host events that focus on DEI and foster community understanding (ex: panels, lunch and learns, organization hosting a DEI resource-sharing expo)
 - c. Host cross-cultural events (ex: international dinners, community "speed dating" to meet new people)

- d. 3 nonprofits, schools or municipalities apply for micro-grants in 2024
 - 3. Develop reporting strategy for grant recipients and others to share their successes with UWKV
 - c. **2025:** Continue helping organizations make their events more inclusive via DEI Micro-grants and develop sustainability of resource-sharing model
 - i. Activities
 - 1. Develop process for organizations to share successes and resources with each other moving forward
 - a. Elicit success stories via DEI Micro-grant reporting form; share through newsletters and social media as appropriate
 - 2. Allocate \$10,000 in DEI Micro-grants collectively between marketing (Section 1) and events
 - a. 6 nonprofits, schools or municipalities apply for micro-grants in 2025
 - b. Implement marketing strategies to elicit applications
 - i. Create one-page overview to promote Micro-grants process
 - 1. Distribute among Impact2032 contacts, Day of Caring schools, municipalities, and community education events
3. **Improve DEI understanding and efforts across Kennebec County through Impact2032 activities** (*SP Goal 3, Obj. 1*)
 - a. **2023:** Include specific DEI content in the forthcoming Impact2032 Guide for Employers
 - i. Activities
 - 1. Offer a self-assessment and provide ideas to reduce and/or eliminate barriers and offer tangible action steps
 - 2. Explain why DEI is good for business/customers
 - 3. Share conversation guidelines for DEI topics and templates for post-meeting evaluations
 - 4. Provide examples from businesses that have been successful
 - b. **2023 and beyond:** Ensure Impact2032 cabinets are focused on inclusive strategies that support under-represented communities
 - i. Activities
 - 1. Actively search for disaggregated data availability during annual data update
 - 2. Use available disaggregated data to address disparities
 - 3. Advocate for additional disaggregation of publicly available data, as appropriate
 - 4. Continue refining and prioritizing inclusive Impact2032 strategies that support under-represented communities
4. **Ensure staff, board, and partners at all levels of the organization are representative of our community** (*SP Goal 1, Obj. 1*)
 - a. **2023:** Incorporate practices to reduce implicit bias, especially in the recruitment process.
 - i. Activities
 - 1. Identify and conduct external implicit bias training for all staff

2. Review and revise position descriptions to make more inclusive and remove barriers to success
 3. Explore membership with Diversity Hiring Coalition of Maine
 - b. **2023 and beyond:** Incorporate practices to increase DEI understanding among staff and board.
 - i. Activities
 1. Build climate of inclusion and cultural competency by 3 annual opportunities for board engagement with diverse partner programs
 2. Encourage staff to participate in community networking and training to promote understanding of and connections with diverse populations
 3. Provide outsourced diversity training/awareness to all new hires within 30 days
 4. Include UWKV's DEI Action Plan elements (embedded within this Strategic Plan) in each staff member's annual goals
 5. Hold annual cross-cultural training for all staff and board
 - c. **2023 and beyond:** Recruit volunteers who are representative of our diverse community for the board and committees.
 - i. Activities
 1. Communicate with internal and external partners the importance of DEI in our work
 2. Continue conducting annual Board, Staff and Volunteer Demographics Surveys to identify gaps in diversity and skills
 - a. DEI Committee will review and refresh survey questions for 2025-2027
 - b. Develop overview of Kennebec County demographics related to questions/categories in Demographics Survey
 - c. DEI Committee make recommendation to board about how this data could be used to influence organization recruitment and decisions
 3. Provide outsourced diversity training/awareness to all long-term, office-based volunteers within 30 days
 - d. **2024:** Build board's cultural competency.
 - i. Activities
 1. Include DEI overview and cross-cultural awareness in New Board Orientation
 2. Ensure that Board Retreats, as they occur, include elements to build cultural competency
5. **Establish greater DEI focus and geographic balance in Community Investment Process (CIP) funding** (*SP Goal 1, Obj. 5*)
 - a. **2023:**
 - i. Activities
 1. Meet with 3 nonprofits serving underrepresented groups to educate about CIP
 2. Meet with 3 organizations (nonprofits, schools, or municipalities) in NK region to educate about CIP
 3. Attract 20% of CIP volunteers from NK region

4. Ensure language in CIP documents suggests UWKV's interest in funding and partnering with programs that address disparities
5. Provide additional technical assistance to diverse communities and organizations to allow them to more fully participate in CIP

b. 2024:

i. Activities

1. Meet with 4 nonprofits serving underrepresented groups to educate about CIP
2. Meet with 4 organizations in NK region to educate about CIP
3. Attract 30% of CIP volunteers from NK region
4. Conduct anonymous DEI partner program survey to understand DEI relevance and unmet needs
5. Consider organization's values around DEI questions in the CIP in advance of the fall 2024 CIP application

c. 2025:

i. Activities

1. Meet with 3 nonprofits serving underrepresented groups to educate about CIP
2. Meet with 3 organizations in NK region to educate about CIP
3. Attract 40% of CIP volunteers from NK region, reflecting the population ratio