

**The ABCs of DEI:  
Why Diversity,  
Equity & Inclusion is  
Good Business**

Apartment Association  
of  
ORANGE COUNTY


Presented by:  
Angel Rogers and Valerie M. Sargent

embrace diversity


Thursday, March 30, 2023

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MEET THE EXPERTS



Angel Rogers  
Director, Learning & Development  
National CORE



Valerie M. Sargent  
National Speaker, President  
Yvette Poole & Associates


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What is DEI?

3

**we know**

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Poll

How many of your companies have a formalized approach to DE&I?

1. Yes, we do
2. No, but we are working on it
3. No

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Definitions

Here are core terms utilized by the National Association of Counties (NACo) for Diversity, Equity, and Inclusion (DEI):

**Diversity** – The presence of different and multiple characteristics that make up individual and collective identities, including race, gender, age, religion, sexual orientation, ethnicity, national origin, socioeconomic status, language, and physical ability.

**Equity** – The process of identifying and removing the barriers that create disparities in the access to resources and means, and the achievement of fair treatment and equal opportunities to thrive. *See also equity.*

**Inclusion** – Is creating environments in which any individual or group can be and feel welcomed, respected, supported and valued to participate fully.

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## How to Think About It

University of Michigan’s Chief Diversity Officer, Robert Sellers, likened DEI to various aspects of attending a party:

- Diversity** is where everyone is invited to the party
- Inclusion** means that everyone gets to contribute to the playlist
- Equity** means that everyone has the opportunity to dance/experience the music




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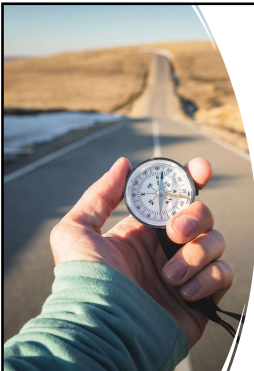


## Basically ...

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It’s just Fair Housing, but for your employees

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## D.E.I. is essential to drive Employee Attraction and Retention

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## Components of Diversity

- Demographics of workforce have changed
- Recruitment requires effective management of diversity
- Retention demands diversity to be handled positively
- Productivity is an inherent result of diversity
- Teamwork is enhanced by diversity
- Legal and compliance pressures are increasing


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### Diversity, Equity & Inclusion – Why It’s Important


Swift Bunny DEI Study was released in December with NAA. One of the key findings is that a company’s commitment to diversity, equity, and inclusion had one of the strongest correlations to an employee’s likelihood to remain with the company in the next 12 months.

Topic	How likely are you to still be with the company a year from now?
Summary	<p>Over 78% of employees anticipate remaining with their current company throughout the next year, with Corporate Acquisitions/Development (PM) and Corporate Operations (Suppliers) indicating the highest likelihood, Account Management/Customer Service (S), On-Site Leasing (PM), and Sales (S) indicated the lowest likelihood to remain. Based on this study, Employees’ likelihood to remain with the company for the next year is highly correlated with their perception of the company’s commitment to diversity, equity, and inclusion, as well as confidence in Executive leadership taking action to address DEI within the company. Because finding, hiring, and retaining employees continues to be one of the greatest threats to the rental housing industry, the opportunity to communicate the company’s DEI vision and strategies must not be wasted.</p>

Source: Swift Bunny



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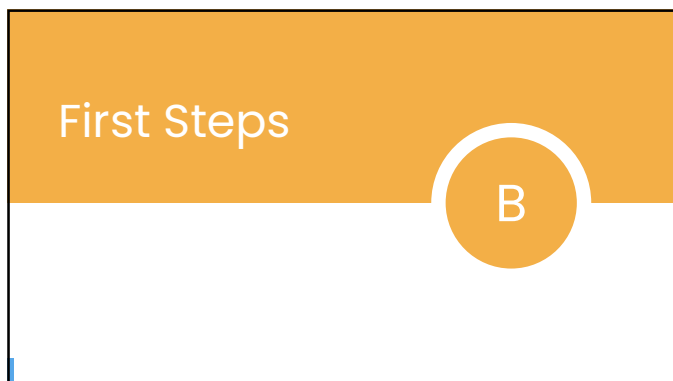
## DEVELOPMENT – Start Here

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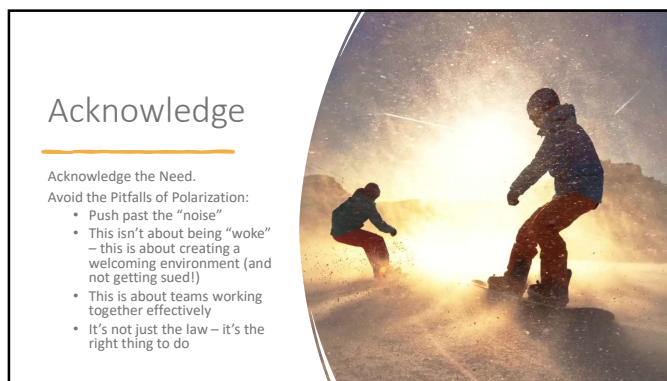
**The Baseline --** Develop an understanding of DEI and the general terms.

Don’t assume even those that are passionate understand all the terms or are coming from a similar angle!

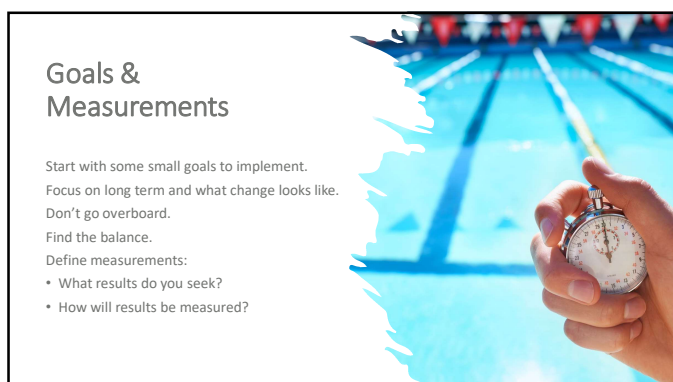
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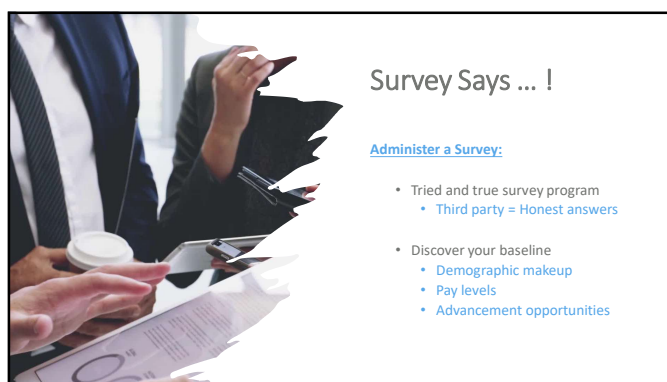
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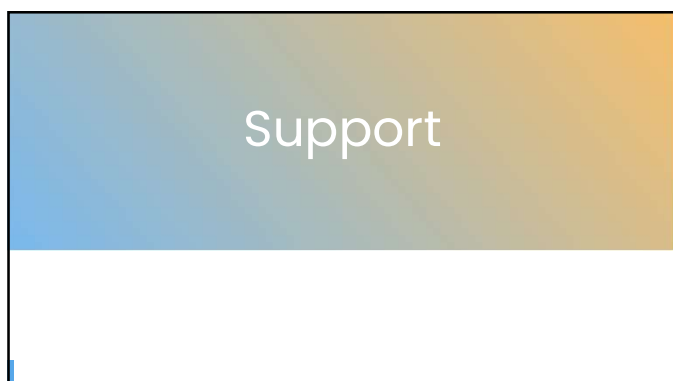
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### Expectations

- C-Suite needs to be realistic about timelines and expectations
- This is a living, breathing, and growing process that does not happen overnight
- Be ready to PIVOT!



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### Know the Organization


- Accept that there are marginalized populations within the organization
- Be prepared to be surprised by perceptions



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### Get Ready to Get Uncomfortable

- Leadership needs to initialize the difficult conversations



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### External Commitments

Actively seek minority-owned vendors, owners, and partners



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## DEI Committee

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### Intentional Design

- Define roles.
- Who will monitor group activity?
- Who make the ultimate decision on their suggestions?



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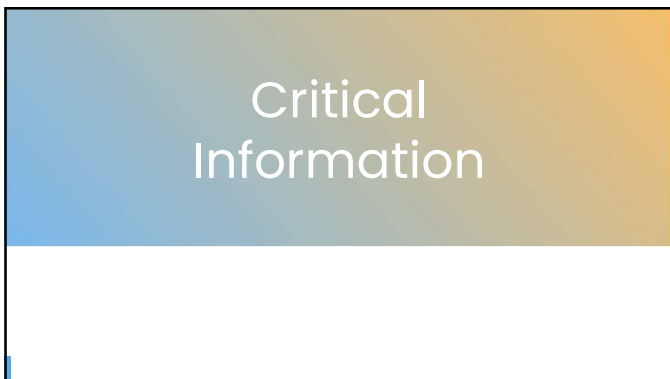
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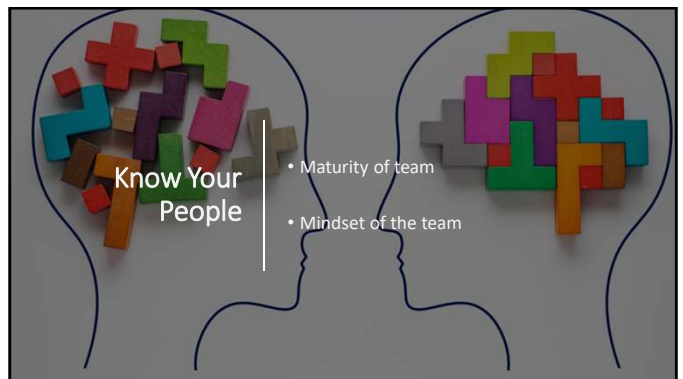
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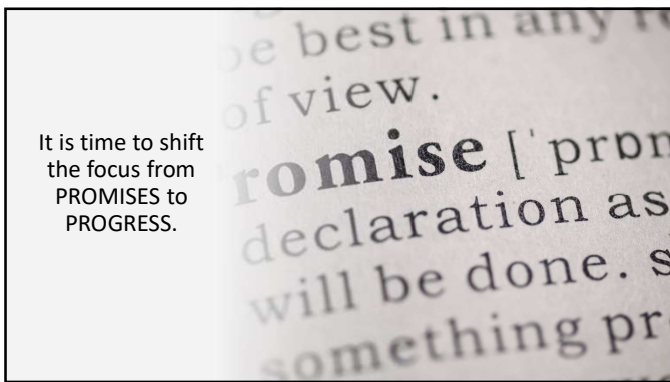
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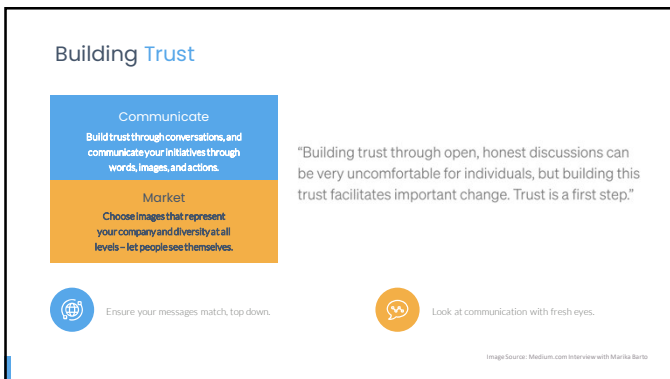
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### Establish Training Requirements

- Cultural Competency
- How often to train?
- Rewards
- Recognition

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### Have DEI Resources




- [NAA Diversity, Equity & Inclusion Resources](#)
- NMHC Diversity, Equity & Inclusion Initiative
- National Training Center
- The National Coalition Building Institute of Rochester, N.Y.
- Harvard Self-Guided Inclusive Excellence Self-Guided Planning Toolkit
- TIDES: DEI Action Plan

[See Handout](#)

**APARTMENTALIZE**  
Powered by NAA

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### Educate your vendors on what you need



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### Emotional Intelligence

- Social Awareness**
  - Micro expressions
  - Body language
- Relationship Management**
  - Empathy

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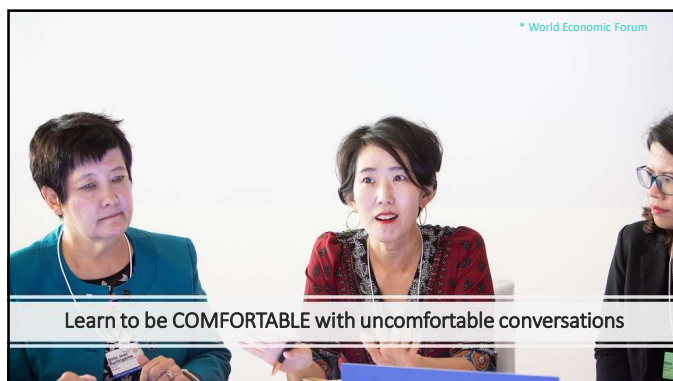
“EMPATHY HAS NO SCRIPT. THERE IS NO RIGHT WAY OR WRONG WAY TO DO IT. IT’S SIMPLY LISTENING, HOLDING SPACE, WITHHOLDING JUDGMENT, EMOTIONALLY CONNECTING, AND COMMUNICATING THAT INCREDIBLY HEALING MESSAGE OF ‘YOU’RE NOT ALONE.’”

**BRENÉ BROWN**  
EST. 2014 | VALOORINE

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## Important Conversations

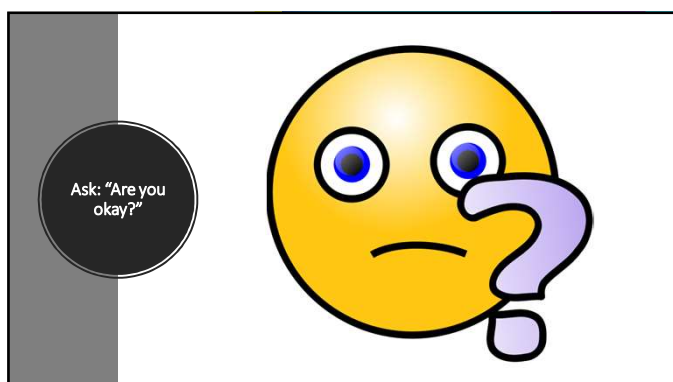
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A slide with a black background on the left and a light beige background on the right. On the left, there are three white hexagons and the text "Marginalized groups are more trivialized in their trauma". On the right, under the heading "Definition", there are three bullet points: "Trivial means to be of little worth or importance", "Trivialize means to make of little worth or importance", and "Trivialization is the process of making of little worth or importance".

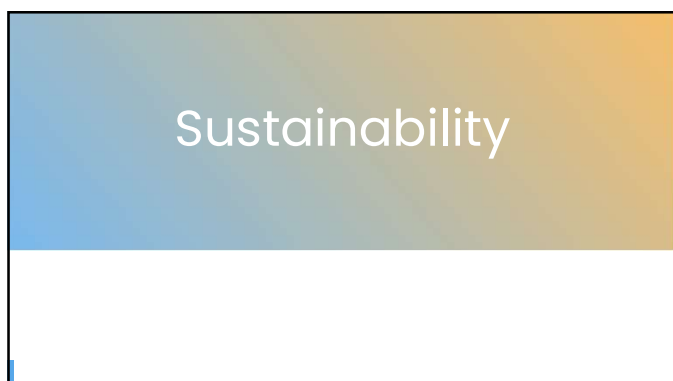
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A gauge chart with a red background and a white semi-circle. Three faces are positioned around the gauge: a sad face on the left, a neutral face at the top, and a happy face on the right. A black arrow points from the center towards the happy face. To the right of the gauge, the text reads "Actively and regularly measure employee satisfaction".


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A slide titled "A Focus on Diversity, Equity &amp; Inclusion". It lists several initiatives: "Hired a Director of Diversity, Equity &amp; Inclusion" and "Added Affinity Groups" which includes "Health &amp; Wellness", "Hiking", "Female Force", "LGBTQ", "Cooking", and "Parenting". On the right is a portrait of Angel Rogers. At the bottom left is the logo for "NATIONAL COMMUNITY RENAISSANCE" and a bio for Angel Rogers: "ANGEL ROGERS Chief Learning Officer Angel is the Chief Learning Officer of National Community Renaissance. Angel is also owner of STAR Specialized Training by Angel Rogers.".

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**A Focus on Diversity, Equity & Inclusion**

- Monthly Town Hall Meeting
  - Entire company attends
  - Highlights Heads of Affinity Groups
  - Record participation
- National Employee Day
  - Fly ALL employees in – all positions
  - Team building day
  - No one sits with anyone they know
  - Focus on relationship and retention



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### Work with Human Resources

- Forecast workforce needs
  - Set strategic diversity hiring goals and measure progress against them
- Survey employees & **incorporate feedback**
- Conduct exit interviews
  - Apply feedback for improvement
- Promote diversity from senior executive level

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**COMMIT:**  
Staff & Resource  
Diversity, Equity  
& Inclusion  
Efforts  
Adequately

- Independent staff and budget
- DEI executive **MUST** be connected to H/R and L&D

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Questions?

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We thank you for your time! Contact us:



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