



SEE A

SOUTHEAST ENERGY EFFICIENCY ALLIANCE

Our Diversity, Inclusion, and Integration Journey

July 22, 2020

Welcome



Mandy Mahoney

President

Our Speakers



**John
Silkey**

Board Chair



**Pamela
Fann**

Director of Member Services
*Certified Cultural Diversity
Professional and Trainer*



**Mitchell
Simpson**

Board Vice-Chair



**Wesley
Holmes**

Director of Strategy &
Development

How We Define Diversity, Inclusion, & Integration



Diversity

The inclusion of different types of people (different races, cultures, experience) in a group or organization.



Inclusion

The achievement of an environment in which all individuals are treated fairly and respectfully, have equal access to opportunities and resources, and can contribute fully to the organization's success.



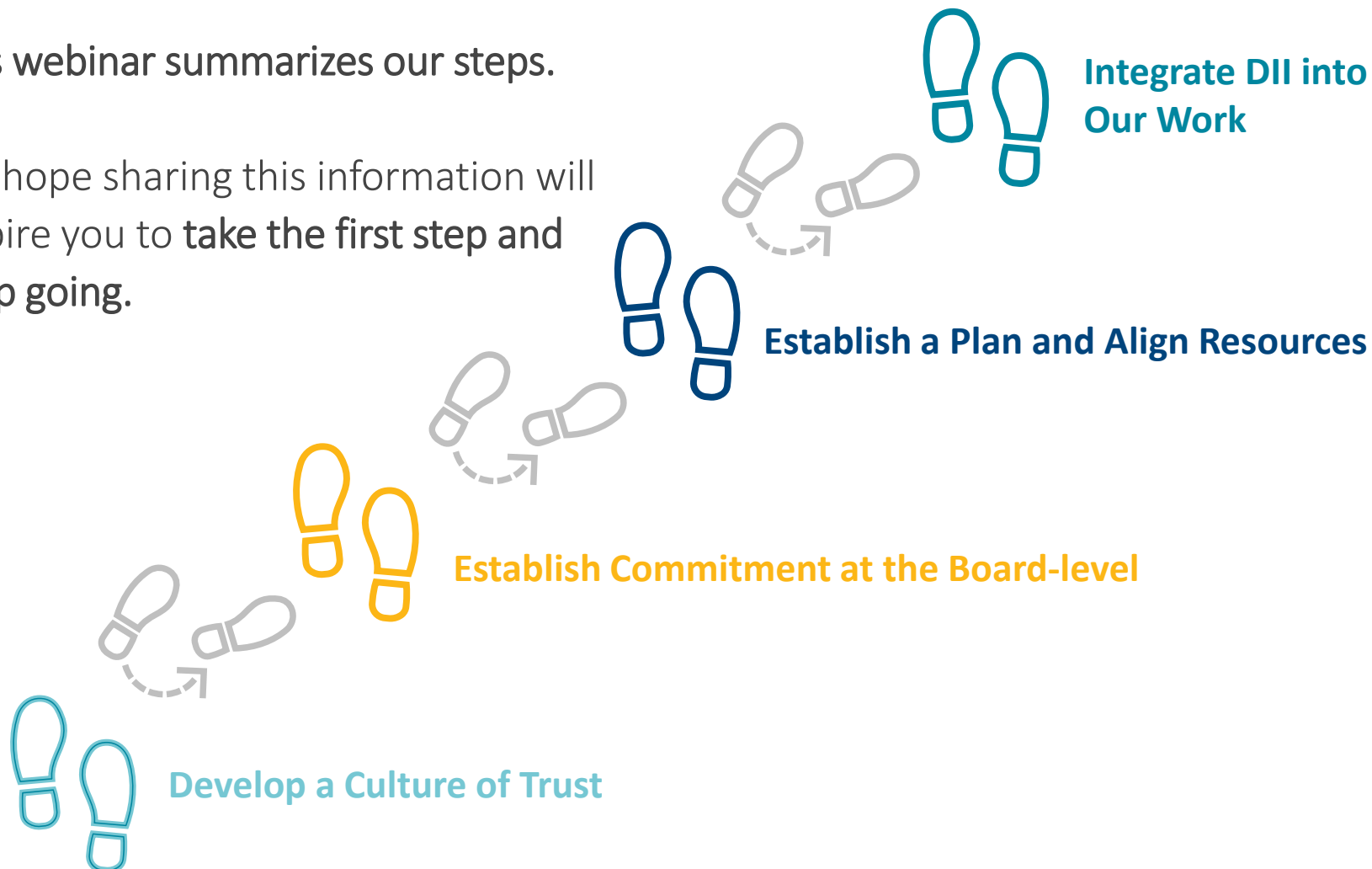
Integration

The blending of two or more cultures that happens without one of the cultures sacrificing the characteristics that make it unique.

Our Intention: Show the Steps of Our Journey

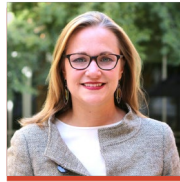
This webinar summarizes our steps.

We hope sharing this information will inspire you to **take the first step** and keep going.



Develop a Culture of Trust

Our Team



Mandy Mahoney
President



Ashley Blackwell
Chief Operating Officer



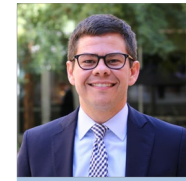
Claudette Ayanaba
Policy Manager



Cyrus Bhedwar
Director of Policy



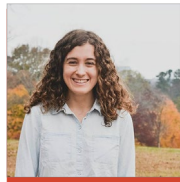
Anne Blair
Director of Energy Efficient Transportation



William Bryan
Built Environment Project Manager



Sarah Burgher
Communications Manager



Madeline Clowse
Energy Efficient Transportation Intern



Linda Elder
Accountant



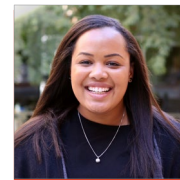
Pamela Fann
Director of Membership



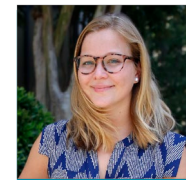
Randall Frazier
Director of Finance



Wesley Holmes
Director of Strategy and Development



Maggie Kelly
Built Environment Project Manager



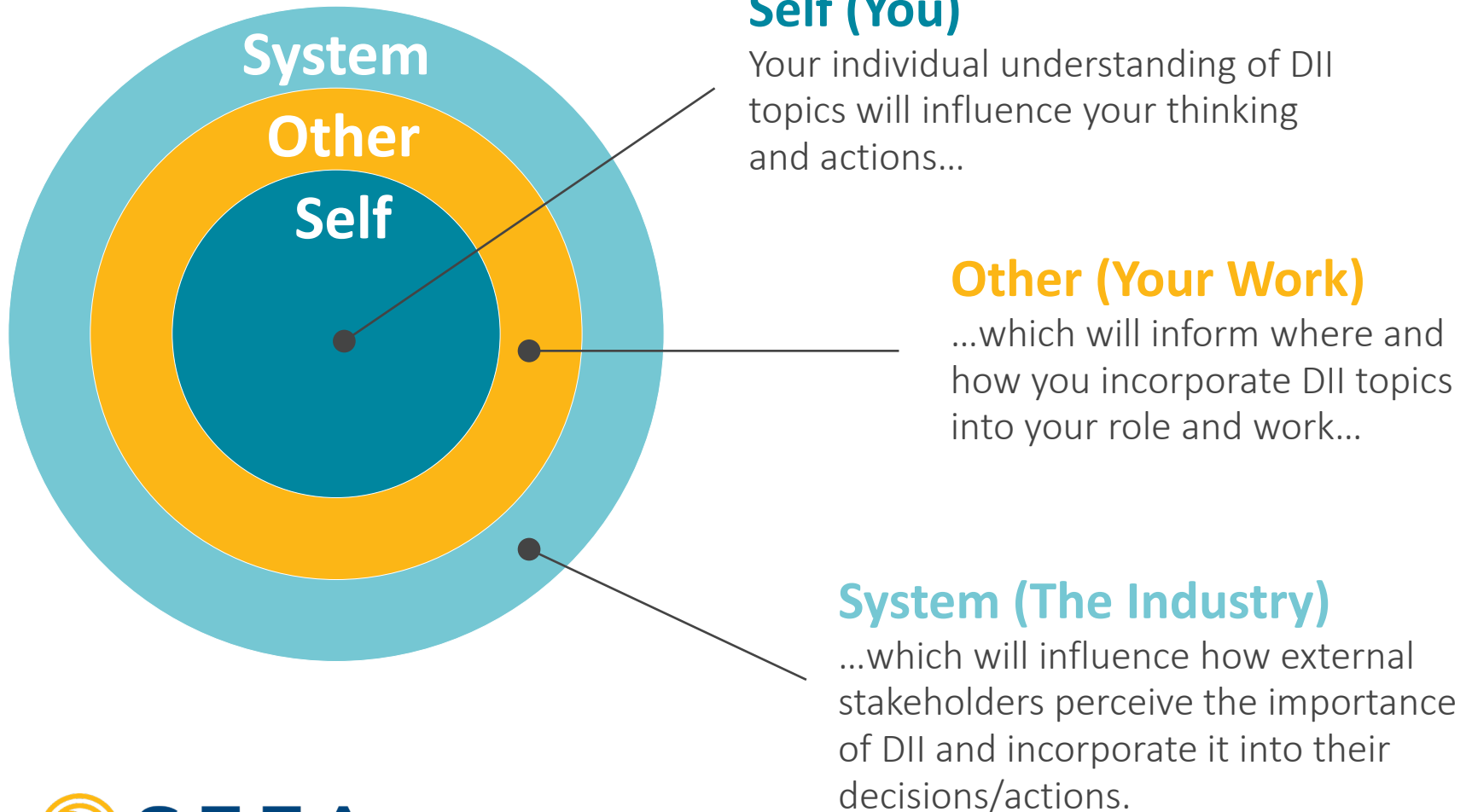
Emmeline Luck
Policy Associate



A Culture of Trust

- Deep commitment to creating and maintaining a healthy culture of support, honesty, and transparency
- Collaborative framework that supports organization culture and work
- Robust culture of giving and receiving peer feedback, staff development and support
- Intentional meeting designs that create safe spaces where all parties speak and are heard.

Every Journey Starts at Home



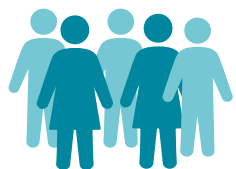
Establish Commitment at the
Board-level

Diversifying Our Board



John Silkey

Board Chair



SEEA's Board of Directors

24 Voting Board Members

6 Advisory Committee Members

Challenges Present in 2016:

- Board was **smaller** (24 total)
- Board was majority **male** (71%)
- Board was majority **White** (92%)
- **Lack of criteria** for board selection
- **Lack of transparency** in board recruitment process

What It Takes To Cultivate Board Diversity

1. Creating an inclusive and welcoming environment

Ex. Creating a collaborative meeting agenda that allows everyone to have a voice

2. Build ownership and alignment with the board of the directors

Ex. Creating space for focused conversations about diversity

3. Be intentional and use explicit language to define diversity goals for the organization (geography, industry, race, gender).

Ex. Establish diversity goals through our Nominations and Governance Committee

4. Recruit for diversity

Ex. Extend your network beyond your social circle

SEEA's Board Diversity

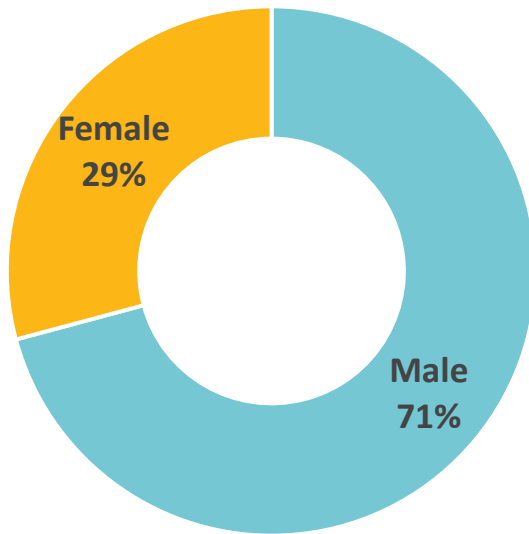
Board Member Selection Criteria

Board Member Criteria*	SEEA Membership Categories	Individual Qualifications	Diversity
<ul style="list-style-type: none"> • Institutional or Individual membership • Dues Paying OR significant in-kind support • History of SEEA engagement (ex. Committee membership, review of research) • Commitment to fundraising and expanding membership for SEEA • Adding to value and impact of SEEA 	<ol style="list-style-type: none"> 1. Utility (Electric and Natural Gas) 2. Energy Service & Product Providers <ul style="list-style-type: none"> ○ Consulting services/implementers/ ESCOs ○ Legal or other professional services ○ Manufacturer, construction, retailers and other <u>product-related</u> businesses 3. Government, Academia, NGO <ul style="list-style-type: none"> ○ SEO, Air Office, Governor's Office, PSC Academia - Research 	<ul style="list-style-type: none"> • Holds a position serving directly related to EE issues • Experience serving on NGO boards • Commitment to committee service and meeting attendance • Experience in emerging issue areas – built environment, policy, resilience, health, transportation • Geographic connection needs - VA, FL, LA 	<ul style="list-style-type: none"> • Diverse board membership based on years of experience, geography, race, and gender

Board Composition by Gender

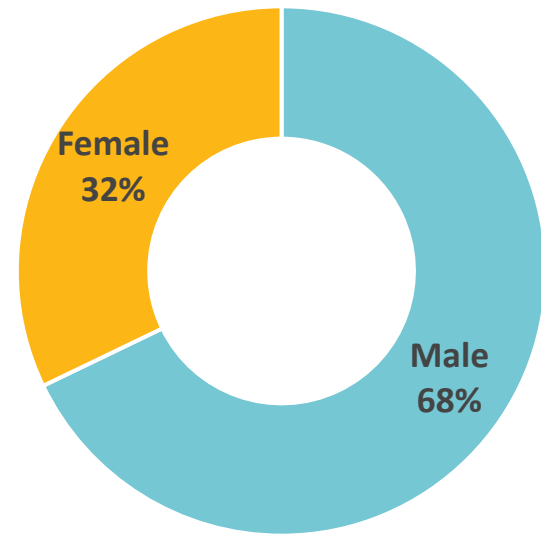
2016

24 Members



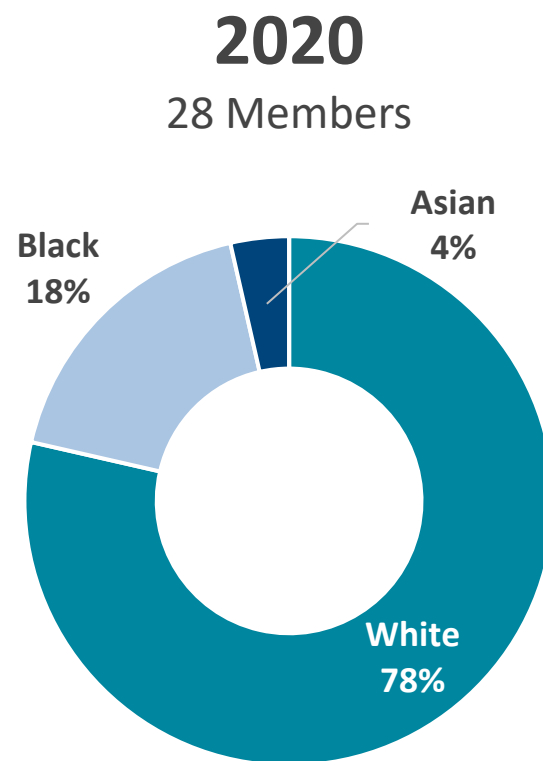
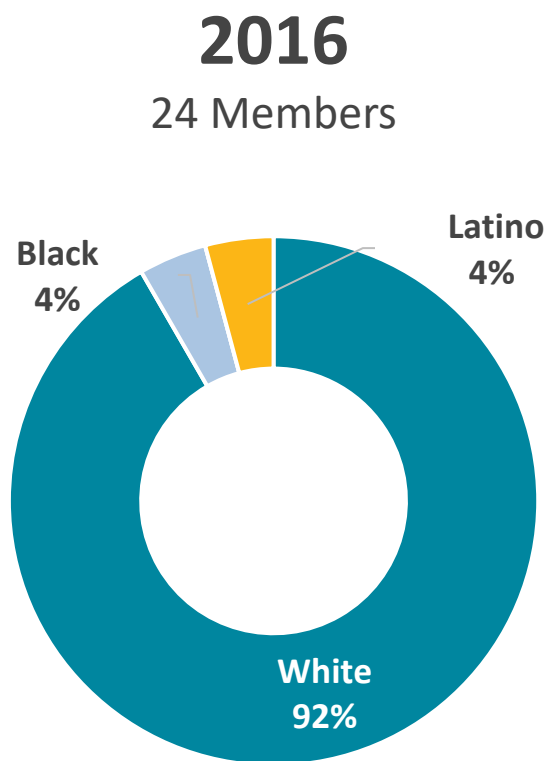
2020

28 Members



Some progress, but our board is still majority male.

Board Composition by Race

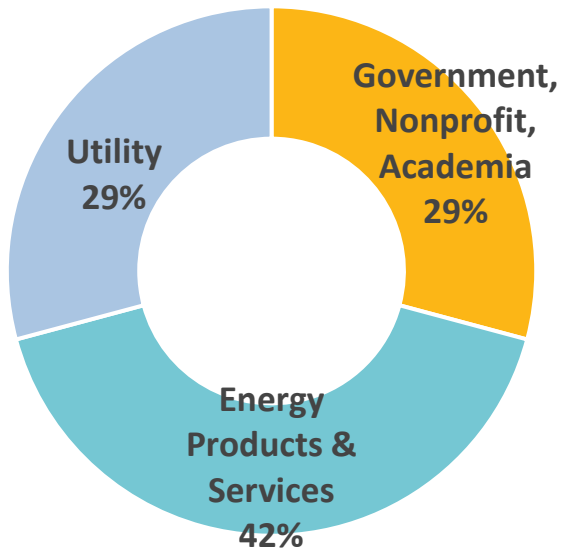


Some progress, but our board is still majority White.

Board Composition By Sector

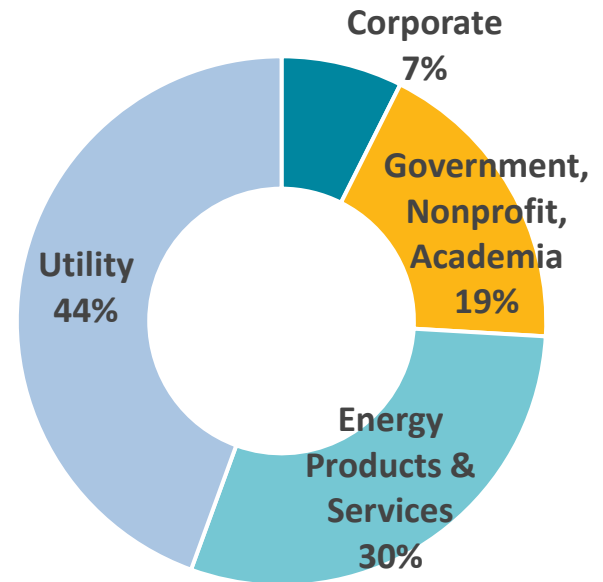
2016

24 Members



2020

28 Members



Board Diversity Sub-Committee



Mitchell Simpson

Board Vice-Chair

SEEA's Board Diversity Sub-Committee

6 Board Sub-Committee Members

Formally Created in 2019:

- Volunteer Board members from N&G
- Was initially centered on the increasing the racial and gender diversity on the SEEA board.
- More interest in seeing DII integrated into the strategic plan.
- Helped us to align on the "Integration" naming, DII strategy, and craft the DII statement and President's message

SEEA's Diversity, Inclusion & Integration Messaging

Headline & Statement

A Continuous Commitment to Diversity and Inclusion in the Southeast

The Southeast Energy Efficiency Alliance is committed to creating opportunities for diversity, inclusion, and integration across race, gender, age, religion, identity, and experience to generate more equitable outcomes for all.

SEEA's Diversity, Inclusion & Integration Messaging

President's message:

SEEA values the richness of the people, places, and cultures in the Southeast United States. We recognize that diversity of race, gender, age, religion, identity, and experience strengthens our ability to achieve our mission. We are committed to leading by example and modeling diversity, inclusion, and integration in our work, our membership, and the energy industry.

SEEA welcomes diverse backgrounds and experiences. We believe this creates stronger teams, allows our organization to be more dynamic, and enables us to transcend perceived differences as we engage with our members and the communities we support.

Our objective is for everyone to have the opportunity to develop and achieve their full potential and to contribute their unique perspectives to support SEEA's mission. We believe this advances collaborative thinking, develops greater levels of trust, and generates more equitable outcomes for all.

Establish a Plan and Align Resources

Developing a DII Plan



Pamela Fann

Director of Member Services
Certified Cultural Diversity Professional and Trainer

SEEA Celebrates Diversity

- MLK 50 March for Humanity
- Unity wreaths
- DII Teams Channel

How it Started:

- 2018 SEEA Conference: The Value of Cultivating Diversity and Inclusion in Energy
- Certified Cultural Diversity Training
- Presidents message on diversity
- Designing DII Strategy
- Educating board, staff and stakeholders; 2019 SEEA Conference, events, webinars

March for Humanity



Phase 1/Preparation

COMPLETED IN 2019

- ✓ Recruit Board Diversity Sub-Committee
- ✓ Hold an alignment meeting with Board Diversity Sub-Committee
- ✓ Determine capacity to work on initiative
- ✓ Clearly align on purpose and goals
- ✓ Develop DII Initiative and vision statement
- ✓ Communicate DII vision and strategy to key stakeholders

Diversity, Inclusion, & Integration Plan



Phase 2/Assess (Complete)

Needs assessment of board, staff, and focus areas will determine training and/or policy and work needs



Phase 3/Analysis (Complete)

Analyze assessment information to determine DII gaps for training needs



Phase 4/Development (Due by June-July 2020)

Design a training plan and/or policy roll out and focus area work strategy based on organization goals



Phase 5/Implementation/Roll-out (August 2020)

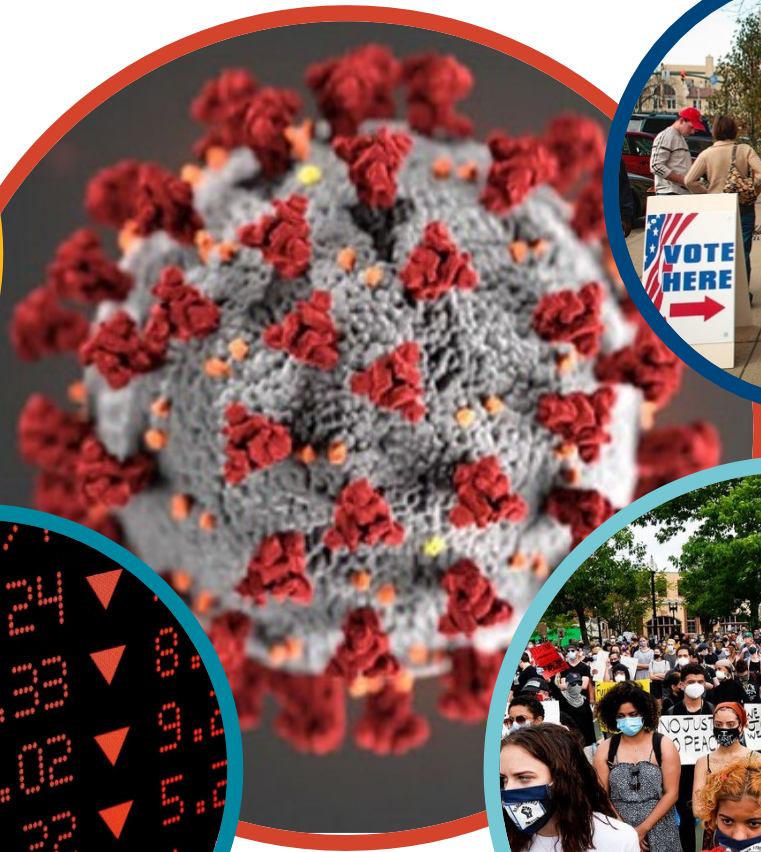
Begin training delivery and focus area implementation



Phase 6/Evaluation/Maintenance (Every 3-6 months)

Routine follow up on goals

2020 Presented Challenges & Opportunities





Caring Conversations

An open, honest group dialogue to better understand each other and the challenges we all face in an increasingly complex world.

Why Caring Conversations?

Creating opportunities to reflect, understand our feelings, and hear the perspectives of others in a safe environment, creates connections that lead to team cohesion, innovative thought, and an integrated experience.

Caring Conversations PowerPoint template available as a resource on SEEA's website.

Diversity, Inclusion, and Integration Engagement and Training

Upcoming Staff Engagement Trainings to Include:



Diversity Dexterity Assessments



Unconscious/Implicit Bias



Micro/Macro- Aggressions



Diversity; Gender, Sexuality, Religion, Race, and Politics

Integrate DII into Our Work

Integrating Our Values Into Our Work



Wesley Holmes

Director of Strategy
& Development

DII Considerations

SEEA is committed to addressing Diversity, Inclusion, and Integration within our organization so that we can support our partners, communities, and industry in realizing meaningful, systemic change in the energy industry.

Developing Our Values

- In 2016 SEEA staff identified Trust, Collaboration, Leadership and Equity as core values for the organization
- During our 2019 strategic planning process key themes emerged
 - Be more explicit
 - Be action oriented
 - Acknowledge the role of inequity in the issues we address
 - Live into our values

SEEA's Value Statements



Take Initiative

We take responsibility for realizing a better quality of life in the Southeast.



Value Others

We seek, respect and promote diverse perspectives.



Earn Trust

We pursue our work with benevolence, competence, and reliability.



Pursue Equitable Solutions

We recognize, acknowledge, and account for a history of prejudice and inequality in Southeastern communities and the role it plays in the issues we address.

Pursuing Justice Across the Organization

SEEA is committed to combatting structural racism in energy policies and policymaking.

Diversity, Inclusion, and Integration

SEEA's internal and external engagement, education, and facilitation to raise awareness of social justice issues and support cultural change within the industry.

- Working on ourselves.
- Supporting others to do self-work.
- Advocating and enabling this work in the energy space.

Barriers to Equity in the System

SEEA is working to identify policy and regulatory elements that manifest inequity in energy burden, environmental justice and economic opportunity.

- Where are the sources of inequity/injustice in this work?
- What are specific actions we can take to address these?
- Define specific goals and strategies to pursue across our portfolio of work.

"In a racist society, it is not enough to be non-racist, we must be antiracist."
- Angela Davis

To Recap: The Journey so far...



Develop a Culture of Trust

- Support
- Honesty
- Transparency

Commit to DII at the Board-level

- Create an inclusive environment
- Build ownership and alignment
- Be explicit
- Recruit for diversity

Set DII Plan and Align Resources

- Commit to diversity
- Develop organization statement and initiative
- Assess for needs
- Train board and staff

Integrate Our Values into Our Work

- Align on values
- Own them publicly
- Develop a plan to live them through your work

Discussion



Q

Type your question into the QUESTION box in the GoTo Webinar control panel

We will read your questions and direct them to the appropriate speaker.



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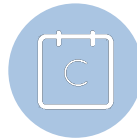
A Call to Action

If you have any questions, please reach out to us:



Mandy Mahoney

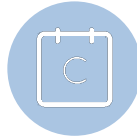
President



Pamela Fann

Director of Member Services

Certified Cultural Diversity Professional and Trainer



seealliance.org/diversity

Thank You



SMART ENERGY. STRONG. ECONOMY. FOR ALL.

WWW.SEEALLIANCE.ORG