

DIVERSITY & INCLUSION COMMITTEE CO-CHAIRS

Below are the essential duties and responsibilities of the D&I committee co-chairs. By creating this framework, we hope to empower current and future co-chairs with a way to champion diversity and extend its power into every facet of PRSA Pittsburgh's efforts.

Comms: Using Our Platform

- Co-chairs will help develop, curate and distribute information that promotes diversity and inclusion in the workplace. Additionally, co-chairs will aid and provide guidance to other board members creating this material, if needed.
 - Blog and social media
 - Highlight Pittsburgh workplaces that have strong/successful diversity and inclusion efforts
 - Highlight diverse professionals and creatives with features/profiles
 - Microsite
 - Maintain an evergreen D&I page on prsa-pgh.org with resources, key contacts and virtual/live events

Egalitarian Events

- Plan and coordinate diverse, inclusive events
 - Panels, discussions and Q&A interviews should include diverse professionals
 - Race, ethnicity, nationality, gender, gender identity, sexual orientation, culture, disability, religion, age, profession, etc.
 - Co-chairs will help other chairs and committees in identifying diverse individuals for their programs and events
- Checklist
 - Co-chairs will create (or update an existing) D&I checklist
 - Co-chairs will ensure that all efforts have been made to make PRSA programming diverse and inclusive

Network to Amplify

- Co-chairs will connect with diverse professionals in the Pittsburgh area who might be interested in joining the chapter and recruit them to panels/committees/the board
 - Will network with other diversity chairs in the PRSA community for collaboration and support
 - Will network with other organizations in the area (AAF Pittsburgh, AMA Pittsburgh, etc.) to see if we can hold diversity and inclusion events in collaboration with their D&I teams
 - Since we are one communications community, it's important to join forces and amplify diverse voices across the industry

Public Service for Social Change

- When looking for a public service project or putting out calls for RFPs, we should encourage soliciting nonprofits that serve diverse communities, too
 - For example, Strong Women Strong Girls is a great D&I nonprofit to work with because it amplifies the voices and experiences of women

- o If feasible, perhaps we could always run two public service projects a year, with one of them specifically focused on helping a nonprofit that services diverse communities

Employers: Commit to D&I Long-Term

- Many employers are trying to sustain the momentum, creating long-term programming that champions D&I. Our co-chairs can help local companies and organizations build long-term D&I plans
- Co-chairs can also help employers work on keeping the promises they made
- Sustain an active D&I committee made up of PRSA members
- Recruit and identify the next Diversity Chair/Co-Chairs

Colleges for Change

- Since people generally select their career paths in college, the co-chairs can work with local higher learning institutions to encourage diversity, via comms departments and PRSSA chapters
- Co-chairs can help chapter leaders and professors bring diversity to the classroom, in the form of speakers, educational materials and more