

ULI LA Diversity Initiative Mission Statement
Increase People of Color and LGBTQ involvement in ULI LA
as active participants, content providers and leaders

Contact

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ULI LA Top Ten: How to Promote District Council Diversity

1. Start the Internal Conversation
 - a. Admit lack of diversity (People of Color, LGBTQ, etc.)
 - b. Get past any discomfort with the discussion, terminology, etc.
2. Create an Internal Working Group (Not Committee)
3. Evaluate Existing Resources
 - a. Leadership, Sponsors, Business Partners, etc.
 - b. Get past any discomfort with the discussion, terminology, etc.
4. Consider the Value Proposition
 - a. “Make ULI look more like YLG”
 - b. Strength ULI impact and importance within the community
 - c. Improvement to organization at senior levels, and to lesser extent entry level
5. Define an Explicit Vision
 - a. Affirmed by District Council Chair and Advisory Board
 - b. Supported by all Committee Chairs when considering panelists for programs, etc.
 - c. Add to Strategic Plan
6. Evaluate Challenges
 - a. “Who looks like me?”
 - b. Cost of ULI participation
 - c. YLG transition
7. Take Time to Plan and Design Efforts
 - a. Consider multiple formats and approaches
 - b. Seek outside reaction to draft/tentative proposals
 - c. Goal is to engage “heads and hearts”
8. Measure Impact
 - a. Member survey, develop statistics, internal and external impacts
9. Promote Efforts
 - a. Partnerships with other organizations? (Shared marketing, cross promotion, etc.)
 - b. Content capture? (Written, video social media, etc.)
10. Evaluate/Critique/Stay Flexible
 - a. Self-reflect on what worked and what didn’t
 - b. Modify format if needed
 - c. Ask for and listen to feedback
 - d. Be ready to course correct
 - e. “Post-mortem without blame”

Next Steps: What can you do?

1. Build Awareness of this Diversity Initiative within ULI-LA:
 - a. Review/Discuss this Top Ten List with your committee members
 - b. Solicit feedback on how this list can be modified
 - c. Ask what your committee can do to promote Diversity
2. Participate in the Ambassador's Program
 - a. Invite someone from outside ULI-LA to attend a program as our guest
 - b. Contact the ULI-LA office to register that person
 - c. Attend with the person
 - d. Build potential links between that person and ULI-LA
3. Other Steps?
 - a. ULI-LA Strategic Plan
 - b. Attend Mixers
 - c. Participate in this discussion