

Welcome to 2025 Leadership Convention

This session will begin soon



Starting your Diversity, Equality & Inclusion Journey

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Diversity, Inclusion & Outreach

Starting your Diversity, Equality & Inclusion Journey



Turn your commitment to Diversity,
Equality & Inclusion into Action



DEI

Diversity, Equity
& Inclusion

DIO

Diversity,
Inclusion &
Outreach

JEDI

Justice, Equity, Diversity &
Inclusion

D&I

Diversity &
Inclusion

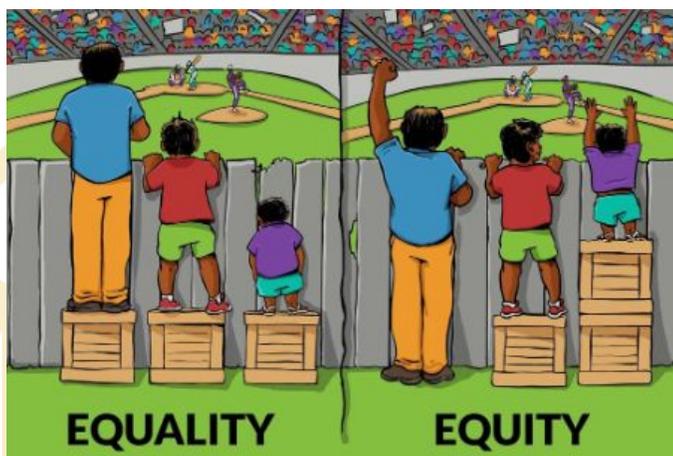
DIB

Diversity, Inclusion &
Belonging



What do they mean?

- **Diversity** - the representation of different characteristics, experiences and identity markers. Race, gender, sexual orientation, religion, ethnicity, disability and age are just a few examples of the ways in which we are diverse as individuals
- **Inclusion** - the creation of a welcoming environment where all individuals are valued, heard and supported.
- **Belonging** - as a simple differentiation tool, content creator, author and illustrator Liz Fosslien describes diversity as “having a seat at the table”, inclusion as “having a voice at the table” and belonging as “having that voice being heard”.
- **Outreach** - effort to actively engage with individuals and communities from diverse backgrounds to promote understanding, participation, and representation within an organization
- **Justice** - engaging in dismantling oppressive structures at the community, societal or global level to create equitable access to opportunities and resources.



- **Equity vs Equality** - Equality refers to the fair state of all individuals having the same access to resources and opportunity, and being treated fairly. Equity differs from equality in that it considers specific disadvantages and obstacles that certain groups or individuals may experience on the path to obtaining the same outcome.

Overview

PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children. Our mission requires that diversity, equity and inclusion (DEI) be central to our work and used in our day-to-day decisions and actions.



Diversity



Equity



Inclusion



Our Commitment to Diversity, Equity and Inclusion

Across the country, students, families and educators experience vastly different education systems that either support— or hinder—the ability for all children to reach their full potential. These differences are often due to disparities in opportunities, access and financial resources—and whether or not parents are respected as equal partners in their child's education.

To be part of the solution, Utah PTA recognizes that we have our own work to do to advance diversity, equity and inclusion across the association and recently adopted the following definitions and beliefs to help PTA leaders:

- Re-commit to diversity, equity and inclusion in their PTA by communicating these beliefs and definitions with other PTA members
- Critically reflect on areas where their PTA has had successes and where it has had challenges when it comes to diversity, equity and inclusion





Diversity

Diversity is representation of, and respect for, people from different backgrounds and identities—including but not limited to race, culture, religion, socio-economic status, age, geographic area, sexual orientation and gender identification, language, learning style and physical appearance.

It also involves bringing different ideas, perspectives, lived experiences, talents, values and worldviews to the table to represent the broad variety of children, caregivers, educators and communities within the PTA family.



We Believe Diversity is Our Strength...

We represent parents, caregivers, educators and communities of all children, which enables us to best achieve PTA's mission to make every child's potential a reality. Our collective backgrounds, perspectives and ideas allow us to best reflect the rich fabric of 21st century children, families, educators and community members — and create the strongest future and direction for PTA.

To embody and live this belief, PTA volunteers and staff must:

- Acknowledge and appreciate individual ideas, knowledge and values that are different from our own.
- Seek out and learn from a diverse set of perspectives, skills and experiences, staying open to the unfamiliar and possibly uncomfortable.
- Actively recruit and elect a team of leaders who represent the school community you serve.
- Support units from less represented or resourced areas, backgrounds and perspectives.





Equity

Equity provides fairness in resources, opportunities and outcomes so that all communities get what they need to be engaged and successful. This moves beyond an “equal across the board” approach to:

1. Recognize and address bias and privilege.
2. Understand and attend to specific individual and community needs, providing additional resources to those with greater needs.



We Believe Equity Drives Our Mission...

With schools facing challenges like shrinking budgets and increasing educational inequity, PTA is more important than ever. We continually learn and change to reflect an increasingly complex and changing 21st century landscape in which unforeseen crisis can affect our children, families and communities. We seize opportunities to build and share new models and ways of working on behalf of children.

To embody and live this belief, PTA volunteers and staff must:

- Champion fair, just and data-informed approaches to children's educational success, health and well-being.
- Prioritize and advocate for innovative, sustainable solutions that work for a diverse range of children and families, especially those underrepresented and/or marginalized in our communities.
- Persist in the face of challenges and hold ourselves and our partners — including educators and policymakers — accountable.





Inclusion

Inclusion is actions, behaviors and social norms that ensure all people feel they are safe, welcomed and that they belong.

This means putting diversity into action with skill and intentionality to ensure everyone feels respected, supported and valued—and can fully participate with equal voice and right to be heard.

This includes actively seeking out voices that have been traditionally underrepresented and/or marginalized.



We Believe Collaboration Must Be Inclusive...

We can only achieve our mission and vision in full collaboration and partnership with the broadest possible set of volunteers, staff, educators, schools and communities.

To embody and live this belief, PTA volunteers and staff must:

- Work cooperatively and respectfully with colleagues with different roles, goals and approaches.
- Share information, tools, resources and leadership opportunities among association members, partners and communities to increase the impact of our collective work.
- Engage a diverse range of voices and lived experiences from members and prospective members—and seek to meet individuals and communities where they are—especially those currently or traditionally underrepresented and/or marginalized in our association.
- Account for cultural, status and power dynamics in our many relationships.



DIVERSITY PROFILE TEMPLATE

Refer to hand out



DEI ACTION PLAN TEMPLATE

Refer to hand out



How can we encourage diversity in our PTA?

Encouraging diverse communities to participate in community engagement can be an overwhelmingly tough task. It's too often that these community members don't participate for various reasons.

10 Quick Tips to Help You Successfully Engage Minorities Within Diverse Communities

Plan to spend a lot of time in your engagement process

Research the culture

Don't take anything personally

Be patient

Be creative

Create an inclusive social group

Reach out to leaders

Provide a digital option

Explore and ask questions

Make them feel safe



How to Get Started

At this point, you may not know where your PTA is in your diversity, equity and inclusion (DEI) work, or the precise path your PTA will take on its journey towards equity. Know that uncertainty in the DEI journey is expected. Here are a few actionable steps you can take to advance DEI in your PTA:

01	Name DEI as a strategic priority for your PTA	<ul style="list-style-type: none">• Define and communicate how DEI helps your PTA• Connect the reasons - the why - for doing this work• Look at local issues and how it impacts
02	Establish a shared vocabulary	<ul style="list-style-type: none">• Use National PTA's definitions to start a conversation• What training and support will be helpful?
03	Identify the DEI champions at the leadership level	<ul style="list-style-type: none">• Your local volunteers are critical to your PTA's DEI journey• These can be either formally elected or appointed leaders
04	Open an authentic & ongoing dialogue about DEI work	<ul style="list-style-type: none">• Host a brown bag lunch about DEI efforts with the community• Connect with Jan Harp Domene DEI Award winners
05	Break down your data. Start looking at your numbers	<ul style="list-style-type: none">• Review your membership activities, programs and policies• Hold yourself and your PTA's membership and leadership accountable for DEI





Do you have any questions? Did you participate in the DIO poll on Whova?

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<https://www.utahpta.org/diversity-inclusivity>

References

- [Utah PTA 7-language Join PTA Flyer](#)
- [Diversity, Outreach to ensure different perspectives](#)
- [ABC's of parent engagement](#)
- [PTA Multicultural Reference Guide](#)
- [Multicultural Calendar](#)
- [National PTA's DEI Definitions](#)
- [Our Children - National PTA's Unique Voice for Parents](#)



"Creating and managing a diverse workforce is a process, not a destination."
— R. Roosevelt Thomas, Jr.



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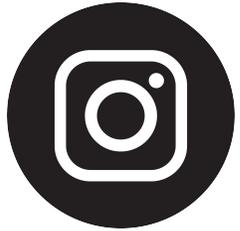


FACEBOOK

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