

## Elevating Your Efforts: Accessibility and Inclusion for Small Businesses



Prior to discussion:

Consider:

- ✓ Your Mission Statement;
- ✓ The communities you currently “reach”;
- ✓ Biases which might be endemic to these factors;
- ✓ Communities to which you would like to be relevant.

### Recruiting:

*All searches must reflect the community that your organization serves.*

*Identify common biases and privileges of current BOD, stakeholders and staff*

#### Board of Directors

What is our current BOD composition? How do we expect our BOD to represent the community we serve?

How do BOD members demonstrate commitment to our mission?

<b>Workforce (Staff)</b>	<p>What is our current staff composition?</p> <p>What is the relationship of our staff to the programs we run and/or support?</p> <p>How does current staffing reflect the community we serve?</p> <p>How do we seek new staff?</p>
<b>Programs &amp; Audiences</b>	

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### Enhancing Respect:

This begins within the organization (staff and Board), and extends to the community:

1. *General transparency; decisions, communication.*
2. *Communicate proactively.*
3. *Consider different definitions of respect.*
4. *Meeting norms support respect for diverse points of view.*
5. *In the face of disagreement, parties remain open and assume positive intentions. When disrespect or hurtful biases are apparent, the issue is addressed immediately and directly.*

#### Board of Directors

How do we assure that our BOD adheres to norms and guidelines that encourage transparency, civility, and discretion in all matters that come before it?

How do the members of our BOD demonstrate sensitivity to our organization’s commitment to its accessibility?

How often do our BOD members attend events which highlight our mission?

How do they encourage or hinder the expansion of our general reach?

<b>Workforce (Staff)</b>	<p>Do we regularly update your employee handbook to reflect the most current concerns related to the ways our mission is represented through the work of each staff member?</p> <p>How does staff participate in developing and revising meeting norms?</p> <p>What protocol do we use to address disagreements?</p> <p>How does our organizational chart support collegial, professional collaboration?</p>
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### Communicating across Cultures:

*Processes must include time for listening to concerns from all stakeholders, both internal and external.  
Programs must be designed with diverse audiences in mind.*

Board of  
Directors

Workforce (Staff)

Programs &  
Audiences

How do we assure ourselves that we are reaching the maximum number of patrons or clients?

Currently, what do we do intentionally to include groups that might feel marginalized in our mission?

How does our mission include communities that might benefit from our services?

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*Ensuring balanced, diverse teams will engender trust of stakeholders and confidence of communities served.*

<p><b>Board of Directors</b></p>	<p>How do prospective members of our BOD know the degree of inclusivity of our BOD?</p> <p>How do we include opportunities for discussion of CEI and mission accessibility in our interview protocol for prospective BOD members?</p>
<p><b>Workforce (Staff)</b></p>	<p>How do we ensure staff visibility?</p> <p>How often does staff regularly appear alongside our marginalized stakeholders?</p>

<b>Programs &amp; Audiences</b>	<p>How do we ensure stakeholders satisfied that their needs and interests are important to us?</p> <p>How do we measure this satisfaction?</p>
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