Southern California Public Radio
DEI Task Force: Our Process
Hi, I’m Ashley (she/her)

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1. HOW IT STARTED

The SCPR DEI Task Force formed in July 2020
Getting Started

In July, the SCPR executive leadership team created a Task Force to assess the organization and to develop strategies to promote diversity, equity, and inclusion—in its practices, content, and mission.
The Task Force includes members from each division. Beyond the traditional measures of diversity, it also includes a range of time at SCPR, levels of management, and degrees of trust with senior leadership.
First Things First

**Group Agreements**
We created a living document that could be edited to address challenges we were facing as a working body and the commitments we wanted to make to one another.

**Resources + Requests**
The Task Force created a list of assurances, resources, and information needed to execute its assessment and development of strategies.
3 Key Assurances

▷ Protected, compensated work time
▷ Independence
▷ The work was not performative or for use in marketing materials without explicit consent
Logistical Considerations

▷ Task Force members had minimum of 5 hours work time, chairperson had 20–30 hours weekly
▷ Twice weekly meetings
▷ The chairperson attended executive team meeting weekly
▷ The Task Force had access to senior leaders, board members, and financial resources
▷ Email address set up for communication from Task Force
Guiding Principles

▷ Achieving diversity, equity, and inclusion is a **journalism imperative**.
▷ Achieving diversity, equity, and inclusion is a **business imperative**.
▷ Achieving diversity, equity, and inclusion is a **cultural imperative**.
2. THE PROCESS

Stakeholder engagement, challenge framing, and designing anti-racist strategies
Our Process at a Glance

Engagement

- Surveys of existing, past employees
- One-on-one and group interviews with employees
- Interviews with board, Regional Advisory Council members

Frame Challenge

- Develop challenge statement (what we will do, how we will do it, and how we will know success) that goes beyond demands or corporate statements

Socialize/Refine

- Weekly all-staff updates
- Presentations at board and staff meetings
- Form to communicate anonymously with Task Force
More than 45 interviews and small group conversations

More than 115 survey responses from current and past employees

At least 90% participation of current SCPR employees
What This Looked Like

**Deep Listening**
In order to understand the challenges that *really* mattered to staff, we had to start by researching and working to understand needs and experiences.

**Regular Communication**
Every Friday at 9 a.m. — without fail—we sent an email out to share updates and suggested reads, remind people of resources, and answer questions.

**Challenge Statement**
The Task Force wrote a three-part challenge statement, framed as a vision statement, to preview the strategy recommendations.
A Virtuous Circle
Outside Expertise

- DEI consultant to audit strategies through racial justice and equity lens
- Third-party researcher to conduct more dynamic demographic survey
- DEI trainer to provide bespoke trainings

These consultants’ expertise complemented that of members of the DEI Task Force.
A Final Report

The Task Force completed its report and shared it with the executive team and board.
Where SCPR Is Now

Implementation Plan + Accountability
3. LESSONS

What we wish we’d known
What We Wish We’d Known (Sooner)

The Law
There are several legal considerations when doing this work. What do committee members need to know?

The Language
When opening communication, how do you choose what, when, or how to share back the questions and insights of staff?

The Trauma
When you’re asking staff to listen to and process experiences faced by colleagues, how do you provide necessary support?
Any questions?

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