



Diversity Workgroup Meeting Minutes

Tuesday, January 23, 2018

10AM – 4PM – Fish Shack, Annapolis, MD

410 Severn Ave Suite 117, Annapolis, MD 21403

Dial-in number: 866-299-3188 Conference code: 4102675731

Adobe Connect: <http://epawebconferencing.acms.com/cbpdiversitymeeting1122016/>

Attendees:

Name	Organization	Name	Organization
Sheneice Hoffman	NOAA	Marcia Fox	DE -DNREC
Natalie Huff	NOAA	Andrea Van Wyk	National Aquarium
Randy Rowel	MD-DNR	Chancee Lundy	Nspire Green
Melissa Fagan	CRC	Everette Bradford	DC – DOEE
Marcus Comer	Virginia State University	Serenella Linares	Audubon Naturalist Society
Sarah Anderson	Lillieleaf Solutions	Pamela Bingham	Virginia State University
Marian Honeczy	MD – Forest Service	Diane Davis	DC - DOEE
Bre’Anna Brooks	CBT	Laura Free	EPA
Alayna Chuney	CBF	James Edward	EPA
Ruby Stemmler	EcoLatinos	Karl Binns	University of Maryland – Eastern Shore
Mariah Davis	Choose Clean Water	Rachel Felver	CBP/ Alliance for the Chesapeake Bay
Kesha Braunskill	DE Forest Service	Jessica Blackburn	Alliance for the Chesapeake Bay
Boneeta Adeeb	Steam Onward	Reggie Harris	EPA
Emily Hendrickson	PA-DCNR	Rev. Jacqueline Norris	EPA's Under-served Partnership Program

Welcome and Introduction

Introduction by Jim Edward (Diversity Workgroup Chair)

- Demographic survey with the Alliance, with coverage at the state level
- Trees for All workshop https://www.chesapeakebay.net/news/blog/trees_for_all
- Water Quality forum
- Green career pathways training
- Upcoming: cultural competency training through GIT funding project

Highlights of 2016-2017 Diversity Workplan

Workplan highlights by management approach: Sarah Anderson (Diversity Workgroup Vice Chair) and Darius Stanton (Diversity Workgroup Staffer)

- Communications and Outreach
- Employment and Professional Engagement
- Promoting EJ
- Tracking and Assessment

Workplan Discussion: Reference Workplan/Logic Table Document

Management Approach 1: Communications and Outreach

1.1 Will be re-written into two separate action items.

1.2 Fish Consumption Advisory Poster Comments: Items to correct for: Reduce the word count on the infographic. Remove the people.

- Items to add: Use more art to tell the story. Explicitly state messages about health (use sweet not russet potatoes, use whole grain bread not white, etc).
- Quotes from the Workgroup: "It looks like a school paper that you would get from the DMV." Referring to the artwork and house/clothing choices, "Can we bring this forward about 20 years?" Individuals have older hairstyles, 80s polo style collars, etc.
 - Serenella provided comments to FCA steering committee team.
- Workgroup leadership will create a list and a database of individuals who want to be involved in revamping the pop out graphics.
- Communication Strategy: Will include questions for Natural Resources Police in each jurisdiction with subsistence fishing activity to identify the FCA target audience. Sample questions include: "Who do you administer fishing licenses to, who do you cite the most, and which are the most common languages spoken by these populations?"
- It was noted that locals and partners can do better work in less time for less money, and EcoLatinos and Prince George's County Dep of Environment were named as entities that could help create actionable steps.
- Iso.org was named as an entity to help locate graphic symbols to inform the art.

1.3 Work with Federal Partners to identify opportunities to work with diverse communities adjacent to federal installations

- Progress is held up at the administrative level. Current action items include:
- Examining the new MDNR strategic plan, and fed agency programmatic milestones that should include diversity.
- Looking into who owns Army Corps of Engineers' property for partner leads. Leadership will add additional performance targets in order to help measure and track progress on this action item.

1.4 Tree canopy outreach

- It was noted that funding for outreach materials is critical, and ensuring the material is culturally appropriate is important.
- Chesapeake Bay Foundation's new workplan includes plans to plant 10 million trees and grow 1 million oysters.

1.5 EPA EJ Blog

- Will be removed for 2018-2019, since the site is currently defunct. It is advised for Workgroup members to provide stories and leads to CBP communications or coordinate blog posts on chesapeakebay.net

Management Approach 2: Employment and Professional Engagement

2.1 Diversity hires

- Commentary included: “Address diversity engagement beyond hiring a coordinator position.” “I don’t see any underrepresented people presenting on technical issues at STAC. Point them toward opportunities already available, like presenting at STAC.” “I thought we were a lot further ahead. I’m stunned.”
- Leadership will work to promote more professors of color to present on STAC.
- Leadership will incorporate non-traditionally engaged populations like the Filipino community and political actors.
- Leadership will reach out to DC girl scouts council for guidance on reaching diverse populations – they’ve learned how to diversify with Filipino outreach, Catholic outreach, etc.

2.2 Pilot Environmental Career Event

- It was suggested that the Workgroup create a campaign to advance the representation of minority groups with natural resource careers.
- Partners to help fund and organize it should include the Chesapeake Bay Trust, National Society of Black Engineers Environmental Engineering Special Interest Group
- Potential target participants can be local students and members of the Filipino, Muslim, and Native Americans communities. Political leaders and elected officials can be involved as well.
- Example: STEM Expo scheduled for October with Prince George’s County Community College can have a large environmental component (Oct. 13th- Bonita is main contact).

2.3 K-12 Curriculum Action Items

- Pull together Project Learning Tree and cross reference it with what schools already have to do in alignment with their state standards of learning.
- Get someone who already works in instructional systems development to link the existing curricula to the state standards, for ease of inclusion in existing curricula.
- It was suggested that we have someone from Education workgroup sit on the Diversity Workgroup as well.
- Sample curricula partners:
 - CASE curriculum
 - EcoSchools Program- NWF
 - Delaware Parks Mobile Science Lab integrated with Project WET.
 - No Child Left Indoors
 - Prince George’s County Department of Environment conservation
 - Afterschool programs
- Meet teachers where they are, and pool local resources.

2.4 Connect with existing career service programs for job applicants

- We are exploring more meaningful ways to connect with job applicants outside of a factsheet via analyzing who that sheet would be for, and what communications work best with folks looking for opportunities.

2.5 Compensated Internships

- A needs assessment would be helpful to figure out where interns are most needed.

- Potential partners: Businesses for the Bay program and other private sector entities.
- Potential sources of interns:
 - Students who are non-environmental majors.
 - State-by state lists of post-secondary natural resource vocational and academic programs
- Potential models for inclusion via internships
 - Must provide housing assistance.
 - Virginia DEQ has done a successful program.
 - DC DOE has a college student intern program; though they encounter limitations of a narrow applicant pool.
 - Thurgood Marshall Partnership or other third-party organizations
 - Find 'best messengers' to do community outreach

2.6 Increase Outreach for diverse groups for hiring full time employees.

- Will be addressed by cultural competency consultant.

2.7 Explore DEI Workplace trainings

- Will be addressed by cultural competency consultant.

Management Approach 3: Promoting Environmental Justice

3.1 Grant Guidance

- Quotes from the workgroup included: "This is too insular. We need to get involved outside of the main groups. We need to include the average person in conversations – something like CAC has so many avenues for exclusion, you have to know a council member."
- Issue at hand is how to include folks who are outside of environmental professionals/activists to ensure diversity within our Workgroup and each Goal Implementation Team.
- We will create an outreach plan to engage people beyond our current reach.
 - Get CAC involved with diversity. (Presenting in CAC meeting in February)
 - Remove insider-type of language to be as approachable as possible so everyone can understand the topics.
 - Reach community based organizations

3.2 EJSCREEN

- It was strongly suggested that we focus on asset mapping, and add layers for this as opposed to just having geographic maps.

3.3 Grant writing capacity building guides

- It was suggested that we segment the workplan to prioritize goals, as work on this action item is already being taken on by the Chesapeake Bay Trust is doing via one of their mini-grant programs.
 - Previous grantee organizations become mentors that guide new potential grantees.
 - Mentors become eligible to apply for grants as a thank you for their work to mentor new grantees after their 3-grant limit has been reached.
 - Anyone who has received more than 4 grants from CBT is not eligible for the CBT mini grants anymore.
- Along with grant announcements and availability, there needs to be training available for how to understand and work through creating a grant application.

- Capacity – this is an exclusionary word. Volunteer communities are able to do the work on \$500 because they know how to harness the volunteers in their community.
- There need to be meet the funders/meet the grantees events before grants.
 - Issues need to be covered in information sessions.
 - Grantees and granters need to be grounded in reality about what they truly can offer and take on. For example, thinking about aspects that they don't normally like cultural narratives around natural resources and how much of the cost of the work is actually being covered by each grant. Communities often do the most with few resources; we do not want to perpetuate this.
- Workgroup members should intentionally work with non-environmental groups like hunters, recreation, and faith based orgs.

3.4 Work with LGAC to inform local decision makers

3.5 Increase collaboration with EJ entities

Management Approach 4: Promoting Environmental Justice

4.1 Establish baseline of the level of Diversity

- Will be addressed by cultural competency consultant.

4.2 Increase Chesapeake Bay stakeholder base

- Have begun to do so through multiple collaboration on green career fair events and building partnerships with a number of academic and NGO organizations.
- Will be addressed by cultural competency consultant.
- It was suggested that we intentionally work with non-environmental groups
 - DC Department of Energy and Environment is working with sports teams
 - CBT is also working with hunter groups

4.3 EJSCREEN for identifying potential EJ communities

- We use NOAA's sea level rise data (1-6 ft)
 - There was a question about if nuisance flooding is captured.
 - It was suggested that Workgroup Leadership research NOAA's record of high tide flooding or the Climate Resiliency Workgroup for next steps on finding data.
- Members requested we look for honest data in communities, and resist using the same contractor we have in the past.
- Don't have RFPs for anything come out December-January or August-September, given academic schedules.

4.4 Collect and evaluate existing diversity programs resources

- Will be addressed by cultural competency consultant.

AFTERNOON _____

Presentations

Diversity in Baltimore – National Aquarium

- Find the interaction between your metrics and the community's needs and wants, meet in the middle.
- Hiring a conservation community coordinator – only posted on aqua.org. would welcome any suggestions on where to post positions.
- If teachers attend one of the teacher workshop days, they can bring in their classes.

Delaware Urban Forestry – Forest Service/ Dept of Ag

- Lenape and Nanticoke tribe tree plantings
- Rockview Forestry Camp ISA Arborist Short Course for training inmates – goal of job placement.
- Arts, Culture, and Heritage Preservation field days
 - Title 1 schools given priority to attend.
 - Funded through Every Kid in the Park transportation grant
- Delmarva Power is one of their partners for tree plantings.

Marcia Fox: Do a CBP 101 overview for new workgroup members. There is a scope for the program and we're working towards a certain goal.

Sarah's notes:

Kesha's presentation- their priority areas were determined by water issues and population. The Lenape Indian Tribe was given a grant to plant trees and technical assistance. Their primary contacts were the Chiefs and their Councils.

Rockview Forestry Camp in PA- ISA Arborist Short Course. 15 participants were soon to be released and the goal was to help them get skills to enter into the workforce.

Educational outreach- there was a 10-tree species station that helped 1000+ kids at the Arts and Culture and Historic Preservation field day.

Competitive annual grants had very little tracking in the past. Moving forward, she'd like to be better about funding, staffing, and parachute project issues.

Next Steps for Diversity Workgroup

1. Identify Workgroup Members contacts from respective partner organizations for 2018-2019 workgroup conference calls and in-person meetings.
2. Identify Workgroup subgroups to target Management Approach needs and integrate priorities into the larger group. This will allow leadership and Management Approach leads to follow up on action item progress, and so other secondary contacts within organizations know who of their colleagues has committed to each action item.
3. Distribute 2018 Diversity Workgroup Contact List.
4. Send Diversity Workplan 2018-2019 to Diversity Workgroup and interested parties for comments.

5. Share 2018 Conference calls and in-person meetings with Diversity Workgroup and interested parties.
6. Publicize opportunities to connect with watermen of color in the maritime and seafood industries.
 - a. Blacks of the Chesapeake Foundation – Vince Leggett
 - b. Majesty on the Atlantic – Feb 10
 - c. Reggie Lewis Museum exhibit in Baltimore