



BOY SCOUTS
OF AMERICA®

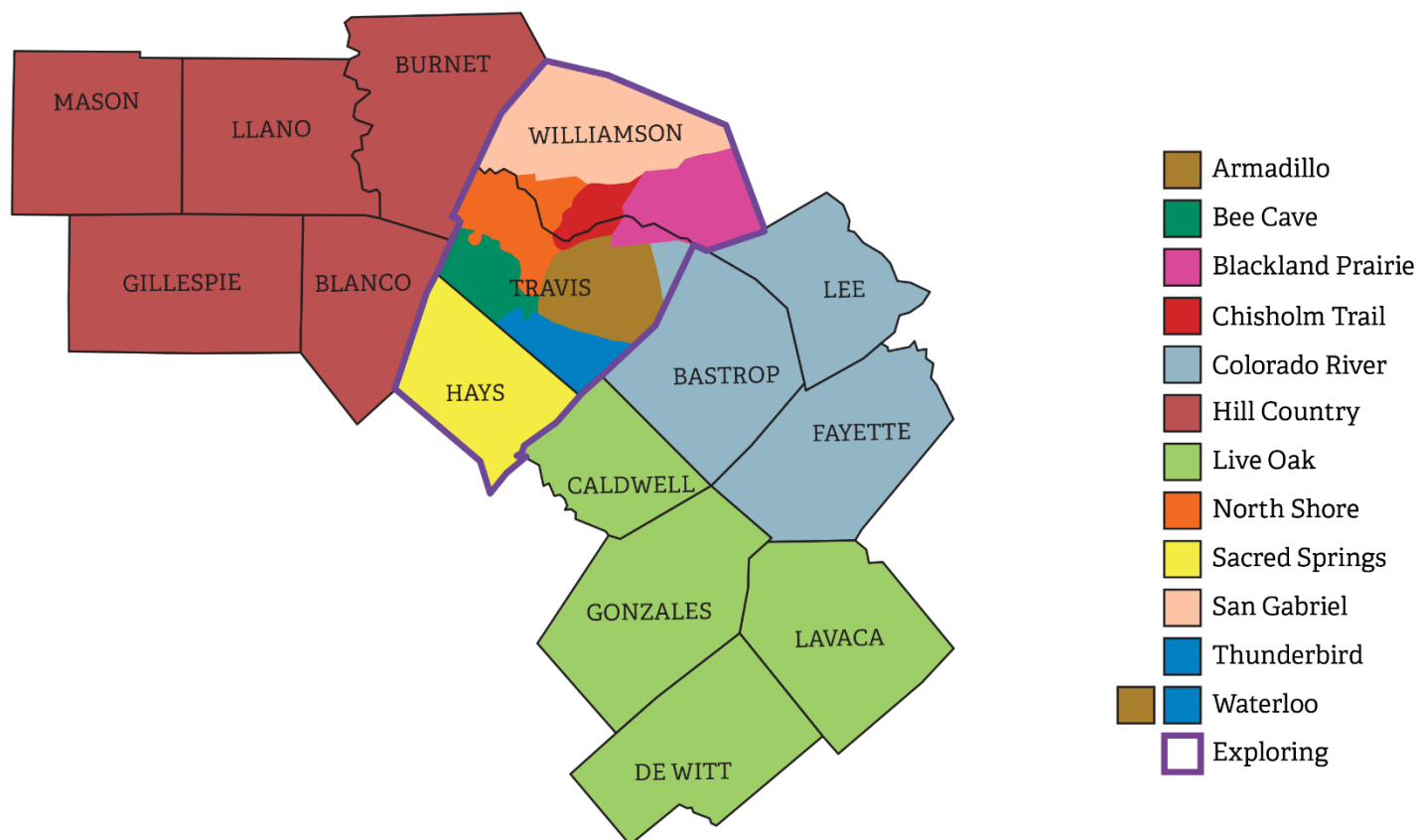
CAPITOL AREA COUNCIL

**Capitol Area Council - Boy Scouts of America
Diversity, Equity and Inclusion Strategic Plan
2022**

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Prepared by Capitol Area Council's Diversity, Equity, and Inclusion Committee

Capitol Area Council began in 1912 and now supports 15 Central Texas counties: Bastrop, Blanco, Burnet, Caldwell, DeWitt, Fayette, Gillespie, Gonzales, Hays, Lavaca, Lee, Llano, Mason, Travis and Williamson.



Capitol Area Council partners with schools, PTAs/PTOs, service clubs, local agencies, and more to offer programs in your area for girls and boys ages 6-20 that have been proven to foster and strengthen self-confidence, ethics, respect for others, academic skills, and leadership abilities that stay with them their entire lives. [Capitol Area Council](#) offers the following programs [Cub Scouts](#), [Scouts BSA](#), [Venturing](#), [Sea Scouts](#), [Exploring](#), and [STEM Scouts](#).



Defining terms

Affinity Groups are groups of people who share a common interest. These entities support organizational objectives by serving as liaisons between a company and the community.

African American are people having origins in any of the black racial groups of Africa. **Black** is related to persons having ethnic origins in the African continent; persons belonging to the African Diaspora. "Black" is often used interchangeably with "African American" in the United States and should be capitalized.

Asian American are people having origins in any of the original peoples of Asia or the Indian subcontinent. **Pacific Islander** refers to persons whose origins are from Polynesia, Melanesia, Micronesia or any of the Pacific Islands.

Caucasian are people having origins from the Caucasus region, a geographic area between the Black and Caspian seas; a former racial classification that included indigenous persons of Europe, northern Africa, western Asia and India. "Caucasian" is often used interchangeably with "**White**" in the United States.

Disability is an impairment that may be cognitive, developmental, intellectual, mental, physical, sensory or some combination of these. It substantially affects a person's life activities and may be present from birth or occur during a person's lifetime.

Diversity, Equity and Inclusion (DEI) represent a commitment to changing institutional power structures, policies and practices that create systematic advantages for some and disadvantages for others.

Diversity refers to individual and group/social differences. These include, but are not limited to, psychological, physical and social differences that occur among any and all individuals, such as race, ethnicity, nationality, religion, economic class, age, gender, sexual orientation, mental and physical ability. A diverse group, community or organization is one in which a variety of social and cultural characteristics exist.

Diversity Council is an internal organizational structure whose purpose is to support and direct an organization's diversity initiative.

Ethnicity is a social construct which divides individuals into smaller social groups based on characteristics such as a shared sense of group membership, values, behavioral patterns, language, political and economic interests, history and ancestral geographical base.

Equity is the process an organization engages in to ensure that its culture, policies and procedures acknowledge that not all members are afforded the same resources, treatment, opportunities and by which the organization works to remedy inequities.

Gender is the sexual classification based on the social construction of the categories of "men" and "women." Gender differs from one's biological sex (female or male) in that one can assume a gender that is different from one's biological sex.

Hispanics (ethnicity) are people, descendants, and cultures of Spanish-speaking countries, including many Latin American countries and Spain.

Inclusive Language are words or phrases that include both women and men if applicable. Inclusive language does not assume or connote the absence of women. Ex: Use of word "police officers" instead of "policemen."

Inclusion is authentically bringing traditionally excluded individuals and/or groups into processes, activities and decision/policy making in a way that shares power.

Multicultural pertains to more than one culture. Culture is a social system of customs that are developed by a group of people to ensure its survival and adaptation.

Race is a grouping of human beings based on a shared geographic dispersion, common history, nationality, ethnicity or genealogical lineage. Race is also defined as a grouping of human beings determined by distinct physical characteristics that are genetically transmitted.

Religion is a system of beliefs, usually spiritual in nature and often in terms of a formal, organized denomination.

Guiding Principles





Capitol Area Council's Mission

We prepare young people from all social, economic and religious backgrounds to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Capitol Area Council's Diversity, Equity and Inclusion Vision

To partner with all families and communities in raising young people of high moral character, developing their leadership skills and preparing them to serve and thrive in a world of increasing complexity and challenge by establishing diversity as a focus for all areas and promoting inclusion through race/ethnicity, age, gender, faith and socioeconomics throughout the council.

Capitol Area Council's Diversity, Equity and Inclusion Goals




-  Foster an inclusive positive culture, enhance cultural understanding and acceptance
-  Increase growth and representation amongst stakeholders to reflect the communities we serve
-  Expand partnership opportunities and build alliances
-  Operationalize Capitol Area Council's Diversity, Equity and Inclusion (DEI) plan throughout the organization

Capitol Area Council's Diversity, Equity and Inclusion Stakeholders





-  Scouts
-  Volunteers
-  Employees
-  Partnerships

How do we get there?







Goals

-  Create a culture that welcomes and respects diverse perspectives
-  Increase the diversity of all Scouting stakeholders
-  Provide opportunity for employees and volunteers to excel and drive growth

Objectives

-  Council employees reflect the diverse community served - decrease gap 2% annually
-  Council membership of adults and youth reflect the diverse community served - decrease gap 2% annually
-  Maintain or exceed diversity makeup of CAC's Executive Board over the previous year
-  Build alliances with multicultural partners, along with government, community and corporate entities

Strategies

-  Target recruiting of qualified diverse professionals and volunteers
-  Provide development, advancement opportunities that increase job/volunteer satisfaction and promote retention
-  Create multichannel marketing efforts to attract diverse youth from all cultural and socioeconomic backgrounds
-  Identify and expand multicultural networks
-  Align DEI operational practices
-  Create leadership accountability and commitment to the DEI vision

Tactics

- ✧ Administer targeted volunteer recruiting campaigns via community associations, social media networks, etc.
- ✧ Conduct qualitative and quantitative research to assess the needs and appeal of multicultural audience to create culturally relevant, marketing and recruitment materials
- ✧ Provide staff, volunteers with DEI training such as Improving Diversity IQ, Diverse Teams & Innovation, etc.
- ✧ Encourage employees to participate in BSA's Workforce Resource Groups to provide a platform for networking, development and growth
- ✧ Share other councils' DEI best practices
- ✧ Modernize CAC's Scoutreach program
- ✧ Build alliances with diverse civic, corporate, education and religious organizations by hosting events, conducting service projects and thought leadership initiatives
- ✧ Integrate DEI mission into all functional and operational areas by seeking leadership commitment and detailed plans of action
- ✧ Effectively roll out new Eagle-required merit badge






Executive Summary – Talking Points

A more **DIVERSE** and **INCLUSIVE** CAC will increase the council's 4 M's: **Membership (the Scouts)**, **Manpower (the Scouters)**, **Money (makes everything move)** and **Memories (what everyone thinks about)**.




Objective 1: Make DEI a strategic priority.

Strategies:

-  Define 'diversity' and aspects that are most important to our challenges. Focus Areas: Racial Categories/Ethnicity, Age, Gender, Faith and Socioeconomics.
-  Conduct council-wide assessment/quick poll
-  Executive board and district leadership drive DEI strategies for the organization by:
 - Encourage key council and district meetings to have a "diversity moment"
 - Establish SMART diversity goals for council/district committee, activity and event



Objective 2: Encourage council and district leadership to seek diverse staff, volunteers and youth that represent their communities' demographics.

Strategies:

-  Achieve BSA's Chairman's Diversity Award* (Improved Ethnic, Gender, Generational representation of the Board - 3/3 Gold, 2/3 Silver, 1/3 Bronze)
-  Establish annual diversity targets for executive board, and council and district committees
-  Utilize CAC's Council Market Analysis as benchmark for diversity goals

Objective 3: Develop, strengthen council and district partnerships with key and diverse organizations.

Strategies:

-  Develop a communication plan to collaborate with well-known and respected diverse representatives within CAC's service area to promote Scouting
-  Develop and utilize CAC's DEI Advisory Subcommittees

**Council Board Diversity Report is generated via ScoutNET using Council President, Vice President, Treasurer, Assistant Treasurer, Commissioner, Executive Board Member, and District Chairs.*

Leadership Tactics & Accountability

Please consider how Diversity, Equity and Inclusion can be integrated into each functional area.

Council Commissioner/ Administration/ Dir Support Staff	Training	Marketing & Communications	Membership	Program/ Camping/ Outdoor	Field Operations	Development/ Endowment/ Merchandise
Drive diverse employee, volunteer recruitment & retention – monitor and mentor as needed	Encourage relevant DEI trainings are provided for employees and volunteers	Integrate DEI into annual Marketing & Communications plan	Identify best practices to build cultural competency & drive growth of multicultural membership (Scouts and Scouters)	Review curriculum to ensure cultural insensitive language is removed and multicultural representation is added	Recognize and promote diverse talent	Develop, expand multicultural donor outreach program
Monitor & report employee and volunteer stats	Track & monitor requisite DEI training	Develop targeted DEI marketing content for digital & traditional media channels	Grow local and national partnership opportunities within CAC's underrepresented communities	Integrate outdoor programming and camping activities with diverse youth in mind	Assist with CAC DEI campaigns & initiatives	Champion diverse merchandise (Scout Shop) for our diverse communities
Review & customize policies to foster an inclusive, safe and progressive culture		Maintain digital properties that facilitates diverse marketing & PR efforts			Assist with reporting council employee stats	
Recognize, celebrate & promote diversity and diverse talent						

CAC Diversity Scorecard

	Asian/Pacific Islander (5%)	Black/African American (7%)	Hispanic (31%)	Other or >2 (3%)	White (73%)	Women (49%)	Men (51%)
Senior/Field Management (15)	0 (0%)(0%)	1 (7%)(1%)	1 (7%)(1%)		13 (86%)(19%)	2 (13%)(3%)	13 (87%)(19%)
District Executive/Staff (35)	0 (0%)(0%)	0 (0%)(0%)	5 (14%)(7%)		30 (86%)(44%)	17 (49%)(25%)	18 (51%)(26%)
Interim Employees (18)	0 (0%)(0%)	3 (17%)(4%)	10 (56%)(15%)		5 (27%)(7%)	12 (67%)(18%)	6 (33%)(9%)
Executive Committee							
Executive Board* (114)	1 (1%)	6 (5%)	4 (4%)		103 (93%)	21 (18%)	93 (82%)
Council Committee							
District Committee							

*Generational Cohorts

Silent/Greatest Generation (1945 and before/76+) (5%)	Baby Boomers (1946-1964/55-75) (15%)	Generation X (1965-1980/39-54) (19%)	Millennials (1981-1996/23-38) (33%)	Generation Z (1997-2012/7-22) (28%)
15 (13%)	53 (47%)	37 (32%)	9 (8%)	0 (0%)

The following Capitol Area Council counties currently have no representation: Blanco, Burnet, Gonzales, Lavaca, Lee, Llano, and Mason.

Capitol Area Council service area demographics, Capitol Area Council demographics, % of all employees

Key Strategies – 2022	Q1-Q2	Q2-Q3	Q3-Q4	Q4
Drive workforce recruitment, development, advancement and retention efforts	Form DEI Advisory Subcommittees Identify external benchmarks for workforce, volunteer stats	Strengthen, Form DEI Advisory Subcommittees	Strengthen, Form DEI Advisory Subcommittees	Strengthen DEI Advisory Subcommittees
Refine and create marketing efforts to drive multicultural membership growth	Promote DEI through marketing and communication efforts Create an inventory of bilingual staff and volunteers and identify gaps (specific languages spoken in CAC service area: Spanish (~200k), Chinese (~11k) and Hindi (~8k) speakers)	Promote DEI through marketing and communication efforts Identify cultural nuances of racial, and ethnic/sub-ethnic groups to create recruiting strategies (i.e. Asian/Pacific Islander)	Promote DEI through marketing and communication efforts Create materials to educate staff, volunteers about cultural differences of racial and ethnic/sub-ethnic groups Develop recruitment and retention strategies for multicultural families	Promote DEI through marketing and communication efforts
Generate DEI awareness and increase cultural competency	Identify and prioritize DEI training for staff and volunteers	Provide DEI training to staff and volunteers	Provide DEI training to staff and volunteers	Provide DEI training to staff and volunteers
Identify and expand multicultural networks	Identify partnership and presentation opportunities	Identify partnership and presentation opportunities Promote thought leadership opportunities and network with diverse organizations	Build alliances w/ corporations, charter partners and community organizations to promote Scouting and drive growth	Strengthen alliances w/ corporations, charter partners and community organizations to promote Scouting and drive growth
Align DEI operational practices	Offer staff and volunteers tactical steps to create an inclusive culture Ensure District DEI Representatives have necessary resources to be successful	Present key updates and progress to key leadership	Refine key strategies for 2023 and create a detailed task timeline	Present key updates and progress to key leadership Seek approval and alignment on 2023 priorities, task & timeline