

Furthering the Discussion: Diversity, Equity and Inclusion Summer BOD 2020 Breakout Discussion

TOP-LINE TAKEAWAY: Addressing inherent biases requires that we continue to engage in important dialogues, but increasing diversity in our workforce, businesses and throughout the travel industry, requires intentional action.

This session was moderated by Brandon Meyers, chief revenue officer at ADARA.

To diversify your workforce, you must actively seek out diverse candidates and takes steps to retain them

- This includes using search firms focused on identifying minority candidate but also creating new partnerships with historically Black universities or other colleges with higher ratios of minorities, working with schools with tourism and hospitality programs, or forming new relationships within your communities (such as a minority chamber of commerce or social groups) to reach beyond our industry.
- The hiring process may need to be put on pause to ensure your candidate pool is diverse and inclusive of all talents.
- Internal diversity and inclusion training programs can be helpful in creating a more positive, self-aware and inclusive workplace environment.
- **An immediate actionable step:** identify what percentage of your company is diverse and use that as your baseline. Set goals as you hire and rehire to measure success against.

To diversify the industry talent pool, we must begin to cultivate talent early—and identify ways to keep them interested.

- Provide opportunities for youth to get involved in the industry, especially in communities where travel and tourism may not be presented as a career path.
- Consider maintaining the interest of future talent pools by investing in mentorship programs or need-based scholarships.
- Forming relationships within your communities early can help develop the next talent pool because you spark an interest in travel and tourism.

Leadership and senior executives must be involved at the industry and organizational level for change to happen—from the top down.

- Strategic plans should be re-evaluated or new strategic plans developed to focus on diversity and inclusion within an organization. Establish a strategy, identify tactics and hold the organization accountable through goals and assessments.
- Be a starter of conversations around diversity and inclusion. Challenge your team to find ways to better promote a more diverse workplace.
- At board levels, identify more ways to elevate minorities to not only sit on private sector boards but hold leadership roles on private boards. This will only elevate the stature of the industry.
- Be intentional when seeking new partnerships or contractors. Have minority-owned businesses included in the candidacy pool.
- Many junior staff are motivated and senior levels can take this as an opportunity to develop future leaders in their own organizations

Additional Resources: Hiring Firms

- [The Hawkins Company](#): leading firm in terms of its commitment to identifying minority candidates for executive positions
- [The HBCU Career Center](#): the #1 Career and Job Search Helper for diverse college students and alumni
- [Diversityjobboards.com](#): sourcing multicultural and underrepresented applicants. Once an opening is posted on the website, their software also posts the opening on the following websites
 - [Africanamericanhires.com](#)
 - [Asianhires.com](#)
 - [Allhispanicjobs.com](#)
 - [Verteranjobs.net](#)
 - [Disabilityjobs.net](#)
 - [Wehirewomen.com](#)
 - [AllLGBTjobs.com](#)
- [powertofly.com](#): sourcing for females in sales and technology positions
- [womeningovernment.org](#): for openings in Advocacy and Government Relations

Additional Reading

- [Washington Business Journal: Forget PC, Diversity is Good for Profits](#) (*available to subscribers only Page 19*)