



POCONO MOUNTAINSSM
VISITORS BUREAU

Level up: Crafting a DEI Statement

Presented by: Dr. Damary M. Bonilla-Rodriguez

Creating a DEI Statement

- **Reflect on your individual “why.”**

A compelling purpose is one that speaks to you individually. For example, why does racial justice matter to you personally?

- **Discuss your collective “why.”**

A compelling purpose is also one that speaks to your community. For example, why does the work we are doing to promote racial justice matter to us collectively? Why does it matter to your department or organization? Pay attention to how your individual “why” influences your collective “why.”

- **Synthesize your conversations into a working statement.**

Using the keywords and themes you identified, we will draft a purpose statement.

Source: LinkedIn

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Discuss your collective “why”

A compelling purpose is also one that speaks to your community. For example, why does the work we are doing to promote racial justice matter to us collectively? Why does it matter to your department and organization?

Pay attention to how your individual “why” influences your collective “why.”

Synthesize into a working statement

Using the keywords and themes you identified, we will draft a purpose statement.

Generally range in length from 50-100 words.

Headline could be “PMVB Statement on DEI” or provide a bit more specificity. For example, Indeed’s reads, “You belong at Indeed.”

Words we want to use

Each person share 1-2 words they'd like to see included in the final statement and why.

TOURISM DAY SUMMIT



2A - Creating our DEI Statement

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U.S. Travel Example

Diversity, Equity & Inclusion Statement

U.S. Travel is committed to creating a climate that fosters belonging and respect for all and encourages engagement, diversity of thought and perspectives, innovative ideas and decision making. U.S. Travel and its Board values diversity, equity and inclusion in the governance and operations of the Association. The Board strives to ensure that its membership reflects diversity in its broadest sense. A combination of gender, age, race, ethnicity, national origin, sexual orientation or identity, ability, education, industry segment, organization size, geographic location, and professional background contributes to a balanced and effective Board—one that ensures a variety of voices and visions are welcomed. The Board is committed to administering a board election process that prioritizes and promotes diversity, equity and inclusion.

Indeed Example

You Belong at Indeed

At Indeed, our mission is to help all people get jobs. While our backgrounds are broad and our talents are many, our best work happens when our voices are heard. Channeling our unique perspectives to make a positive impact on each other, our communities, and our world helps every Indeedian feel they #BelongAtIndeed.

Slack Example

Creating an Inclusive Environment

We're dedicated to hiring diverse talent and ensuring that we treat you with respect and support throughout the interview process and once you join Slack. We embrace diversity and strive to create conditions that provide everyone with an equal opportunity to thrive. We offer several programs and initiatives to foster these values.

