

# DEI Starter Toolkit

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# Topics

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- What is DEI, and why it's important?
- Where are we now, and where could it be?
- SMPS DEI Philosophy and Policy
- How to apply DEI initiatives to your local chapter
- Diversity KPIs
- Resources and the **New!** SMPS DEI Certification





**Briana Carter, CPSM, 2024 SMPS DEI Committee Chair**

# What is DEI?



**Diversity, equity, and inclusion** are organizational frameworks which seek to promote the fair treatment and full participation of all people, particularly groups who have historically been underrepresented or subject to discrimination on the basis of identity or disability.

Our definition of that  
is...

THE

**HUMAN  
EXPERIENCE**

IN BUSINESS™

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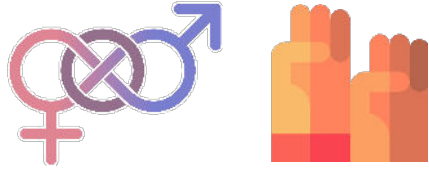


# Why is it important?

Our work involves people!

# Where are we now?

We sent a survey to the current 2024 SMPS Presidents and President Elects. Here's a summary of what we learned.



Need more  
gender + ethnic  
diversity



Interest in  
having a DEI  
Liaison



Open to  
connecting with a  
DEI committee  
member

# Where could it be?

More inclusion with people and things like:



Disabilities

*Early binds*

non-binary

Closed Captioning

Gluten-Free

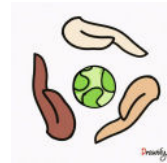
*Neurodivergence*

Gender Diversity

Single Parents

*Non-dairy*

Night owls



Diversity of Thought

Autistic



Vegan

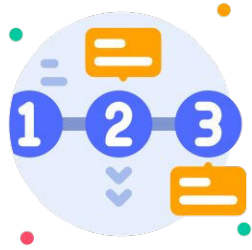
Halal

# **smps** Diversity, Equity, and Inclusion Philosophy & Policy

SMPS recognizes, respects, and values the dignity of all people. We are united in our stance against all forms of injustice and inequity. SMPS commits to actively champion diversity, equity, and inclusion (DEI) within our organization, the firms we represent, the communities we serve, and the architecture/engineering/construction (A/E/C) industries. We are intentionally working to increase participation in our organization and the A/E/C industries by underrepresented groups; advocate for recruitment and retention of professionals of all backgrounds by creating inclusive and welcoming environments; and promote equality and opportunities for advancement in the Society and industry overall. Together, we can transform our businesses, enhance membership experiences, and influence change in our communities.

We recognize that our diversity is reflected by our different people and firms. We believe our varying ethnicities, cultures, religious beliefs, genders, sexual orientations, ages, levels of experiences, physical abilities, and other differences benefit us as individuals and as an organization. In SMPS, we will organize and promote programs and activities that espouse our beliefs and increase awareness, understanding, recruitment, and participation of diverse persons and firms.

# **How to apply DEI initiatives to your local chapter**



# Step 1:

Start Your Journey

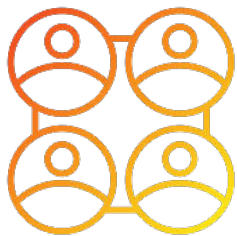
- **Commit!**
- Dedicate time to discussing DEI with your leadership
- Conduct a self-audit - [Healthy Chapter Checklist](#)
- Identify gaps
- Highlight potential areas of focus
- Don't feel pressured to hire a DEI consultant right away - This is a marathon, not a sprint



## Step 2:

Use your DEI Network

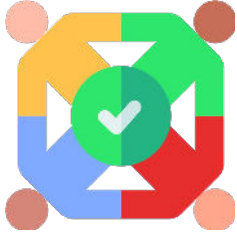
- This includes your chapter membership and the [SMPS HQ DEI Committee!](#)
- Survey membership for benchmarking
- Go **beyond** your network - reach out to other chapters who are already doing this well
- Start the endeavor to be inclusive



## Step 3:

Start a DEI Committee

- Define your “**WHY**”
- How will this committee function?
- Ensure its work is integrated within the chapter, existing committees, and executive leadership



## Step 4:

Activate Your Committee

- Cultivate a safe space and environment for members to engage
- Define the Rules of Engagement - **link**
- Create opportunities for everyone's voice to be heard
- Always be willing and ready to learn (and listen)
- Use the [DEI Resource Library](#) to aid your discussions



# Step 5:

Do The Work

- Curate content for your membership (i.e., blogs, programming, social posts)
- Create space for diverse voices
- Identify potential or emerging leaders
- Keep the conversations going - this is hard and sometimes uncomfortable work, embrace it!



## Step 6:

Create a DEI  
Resources Library

- Make the library accessible on the chapter's website
- Keep just what you need
- Don't let it get stale or cluttered
- Here's a sample resource for ideas ([Seattle SMPS](#))

**How do I know if  
my chapter is achieving its  
DEI goals?**

# Diversity KPIs

Each chapter may have a variety of needs when it comes to DEI. It's important to come up with SMART goals that are measurable to determine if they are being met, or need to be reassessed. Some examples may include:

- Attracting more diverse pool of new members
- Diversifying executive leadership and board of directors
- Offering in-person events that are accessible and inclusive (food allergies, accessibility, video captioning)
- Net Promoter Score (NPS)
- Increased traffic - LinkedIn growth and website clicks

# Checklist

**Step 1:** Start Your Journey

**Step 2:** Use Your DEI Network

**Step 3:** Start a DEI Committee

**Step 4:** Activate Your Committee

**Step 5:** Do the Work

**Step 6:** Create a DEI Resource Library

# Additional Resources

[SMPS National Headquarters website](#)

[Major Steps Toward Inclusion by Asheya L. Warren, CPSM](#)

[Leading DEI Efforts by Antonio Payne](#)

[Inclusive Language Glossary](#)

[Crucial DEI Conversation Starters](#)

[Board Diversity Matrix](#)

[SMPS Diversity & Inclusive Calendar](#)



# New! DEI Certification Program

Designed for A/E/C professionals to cultivate and sustain effective DEI strategies that promote business growth, recruitment, and retention.

## **Modules include:**

The Business of Diversity

Overcoming Unconscious Bias to Foster an Inclusive Workplace

Inclusive Leadership

Building a DEI Program for Your Firm

**Build + Network:** Members will have the opportunity to engage with other A/E/C professionals refining their DEI programs. Since this DEI program is the only of its kind in A/E/C, we will invite all alliance partners' members to participate.

[For more information click here!](#)

# For more information, please contact:



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**A Special  
thank you to  
our SMPS  
HQ DEI  
Committee  
Members!**

