

DIVERSITY AND INCLUSIVITY

Creating Meaningful Change

Tips for Engaging your Board

Start the conversation; get the “lay of the land”

- Introduce the topic of diversity and inclusion and establish why these conversations are important.
 - Identify the potential benefits; increased membership, reputational, improved marketing, sustainability of the facility in a changing demographic, etc.—See section - Why Diversity is Important
 - But be as open to identifying possible risks and concerns; lack of funds and time taken away from other urgent needs in the facility, upsetting current members, fear of being politically incorrect, etc.
- Ask the board members for their opinions/perspectives
 - What’s working well?
 - Where can we expand?
- Get outside perspective
 - Invite an organization or another facility that has introduced or acted on this topic to speak about their experience.
 - Invite a local community leader, ask how can the facility best address their interests.
 - Provide board members access to some of the resources listed in this document.



Use the “lay of the land” to inform the creation of an action plan

- Outline which activities or initiatives your facility wishes to undertake and which ones they are able to realistically execute in the short-term vs long-term.
- Set measurable meaningful goals.
- Create a timeline; and be realistic about the timing of deliverables.
- List the resources needed to implement your initiatives including time commitment, materials, budget, etc.
- Identify the individual or team of individuals who will work on carrying out the initiatives.



Beginning with small steps in the right direction, we at the community facility level and Curling Canada as a whole, can welcome a wider demographic into our house. For more resources, information, and the full Diversity & Inclusion Kit visit <https://www.curling.ca/diversity/>



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