



The Great Akron Inclusion Challenge

What is it?

The Greater Akron Inclusion Challenge is designed to **leverage the momentum underway in the region to drive action around diversity, equity and inclusion efforts within companies**. The Greater Akron Chamber launched this challenge immediately following the Leadership Dialogue Series on October 9th: “Diversity, Inclusion, and Equity: Moving to Action in your Business”

For the next 21 days, **companies will be asked to reflect on their current diversity, equity and inclusion efforts and commit to doing something to advance them**. The goal is to ignite action and change within our companies and region through this unified effort.

Who is invited to participate?

This challenge is **targeted at companies**. While individuals are encouraged to participate, we believe that **real impact begins with leadership’s acknowledgement of the issues and ownership of the solutions and actions**. We are asking leaders of companies to step forward, engage their teams, and commit to doing something to advance their diversity, equity and inclusion efforts before the end of the year.

How the Challenge Works



21-Days of Awareness

- Everyday of the challenge, we will post action ideas to increase understanding of diversity, equity, inclusion, power, privilege, supremacy, or oppression
- **GAC Equity and Inclusion Committee Members will share perspectives** about their ‘why’, the importance of participating, and what they hope to achieve in doing so
- We will follow up with participants to check on progress and we will continue to update our site with new commitments.

Commit to Act

- **21 Days to Commit:** Companies will have 21 days to commit to the DEI Challenge, starting on October 9th. Participants have until the end of 2020 to complete their commitment.
- **Register Commitment:** Companies can sign up to participate and register their commitment on the GAC website. Participants with work underway can register this work as part of the challenge. A designated contact person will be identified at the company.
- **Start or Enhance Efforts:** Commitments are possible regardless of where a company is in their DEI journey.
- **Acknowledge Action:** Companies who make commitments will be acknowledged on GAC social, website, etc. but specific commitments will not be shared publicly.
- **Assistance and Support:** Assistance will be provided in the form of ideas, suggestions, and follow-up to ensure companies have the support needed to move forward.



Optional Challenge Activities



Dialogue Based Options

- Choose a book study for 21 days that group(s) mutually decide on and have conversations throughout a defined time period (i.e. [White Fragility](#); [Me and White Supremacy](#); [Racism without Racists](#); [The Condemnation of Blackness](#); [Mindful of Race](#))
- Choose a different topic each week and read articles on that topic (e.g. [Dismantling Structural Racism](#))
- Create dialogue sessions - [Resource #1](#), [Resource #2](#), [Resource #3](#)
- Listen to DEI webinars/podcasts (i.e. Racism: The Ultimate Underlying Condition - [Option #1](#); How to be an Antiracist – Ibram X Kendi [Option #2](#))
- Benchmark or share best practices around effectiveness of Employee Resource <https://www.ergcouncil.com/>
- Solicit internal or external feedback on DEI related areas like hiring, job requirements, communications, etc.
- Research definitions of Diversity, Inclusion, Equity; Share your meanings with group; [Resource #1](#)
- Choose an already established 21-day challenge such as; [Option #1](#); [Option #2](#); [Option #3](#)

Ideas for Exploring Your Companies Options

- Assess your company purchasing habits to understand percentage of spend with diverse suppliers; establish goals (company-wide or per department) for spend with diverse suppliers; enroll in the [GAC Inclusion Marketplace](#) to post viable opportunities for Minority & Female suppliers
- Have Senior Leadership dedicate a half day for job shadowing or job exchange to learn and bridge knowledge gaps
- Begin the path of intentionality around multicultural organizational development - [Multicultural Organizational Development; A Multicultural Organization; Developing Multicultural Organization](#)
- Conduct a compensation assessment to ensure pay equity or to identify gaps that need to be addressed
- Review the recruitment process and places where job openings are marketed, and potential candidates are identified. Explore group interviewing
- Display or highlight DEI efforts on your website to enhance and raise awareness;
- Review your Marketing and communication materials, ensure they are reflective and representative of communities your serve
- Incorporate DEI goals within all employee's performance objectives
- Engage upper level leadership to take Intercultural Development Inventory assessment - <https://idiinventory.com/wp-content/uploads/2019/08/Why-Consider-the-IDI-2019.pdf>