



Association Headquarters Diversity, Equity, and Inclusion Action Plan

AH Unified Diversity Core Value

We respect and seek out the inclusion of differences which fuels our innovation and builds a culture that encourages, supports, and celebrates the diverse voices of our employees, client partners, vendors and communities we serve.

Diversity, Equity, & Inclusion Statement

AH strives to live our core value of unified diversity which we define as a commitment to **diversity, equity, and inclusion**, because it's simply the right thing to do.

We define **diversity** as the presence of racial, ethnic, gender, religious, sexual orientation, age, disabilities or other differences within our workplace and community. We define **equity** as the process of ensuring that processes and programs are impartial, fair and provide equal possible outcomes for every individual. We define **inclusion** as the practice of ensuring that people feel a sense of belonging in the workplace.

We aim to exemplify this core value by ensuring diversity, equity and inclusion are firmly embedded in our culture. We strive to be a model and proactive resource for our client partners and the association community as a whole.

We will live DEI internally by:

- Creating an inclusive culture enhanced by personal & professional development on diversity, equity, and inclusion
- Recruiting and retaining a diverse workforce
- Engaging staff at all levels & dedicating resources to support the ongoing implementation of our DEI initiative

We will live DEI externally by:

- Serving as a resource & supporting our client partners & the association community in their DEI journeys
- Reinforcing our social responsibility efforts to reflect the company's commitment to DEI
- Embracing like-minded vendor and client partners

AH Diversity, Equity, and Inclusion Goals

GOAL 1: Proactively Create Recruitment & Retention Strategies to Maintain a Diverse Workforce

- 1a. Continue to offer and promote professional development and other opportunities throughout AH
- 1b. Design a plan for recruiting and retaining diverse populations
- 1c. Ensure HR processes and policies have specific DEI tactics embedded

GOAL 2: Firmly Embed Diversity, Equity, & Inclusion in Our Culture

- 2a. Leverage the DEI Advisory Council until such time as we appoint or hire an individual to serve in a DEI role to ensure the implementation of DEI strategies and to serve as a resource on DEI-related issues and concerns.
- 2b. Continue manager-level & all-staff training on DEI topics & measure the effectiveness of such training
- 2c. Offer opportunities for peer-learning and engagement on DEI
- 2d. Foster the awareness and celebration of cultural holidays
- 2e. Incorporate DEI best practices throughout all internal education as appropriate

GOAL 3: Assist with Client Engagement in Diversity, Equity, & Inclusion

- 3a. Offer resources, training, and guidance to clients and prospective clients on DEI
- 3b. Attract and provide management services to diverse based associations that meet our ideal client profile

GOAL 4: Engage an External Audience on Diversity, Equity, & Inclusion

- 4a. Continue to support community organizations that serve marginalized groups through AH's social responsibility efforts
- 4b. Develop a MarCom awareness campaign highlighting AH's and our client partners' DEI efforts
- 4c. Share our DEI statement with vendors & other external stakeholders to reflect our commitment to working with like-minded partners
- 4d. Offer DEI resources and training to the association management community