

***The Lafayette Chamber believes that diversity, equity, and inclusion (DEI) are critical to the success and well-being of our staff, our members, and our community.***

*The Lafayette Chamber will be a leader in reaching this by:*

*Setting an example of respect and tolerance in everything we do*

*Educating our members so they may improve their own diversity, equity, and inclusion*

*Engaging underrepresented businesses to become members*

*Encouraging diverse leadership within our board, staff, and membership*

*Setting an  
example of  
respect and  
tolerance  
in everything  
we do*

- As a staff we will consider all communication through the principles of increasing DEI in our community. This will include printed material, social media posts, and emails.
- As a staff we will continue our policy of treating all Chamber members and all members of the community with respect and kindness and follow the “golden rule” in all interactions with the public



*Educating our members so they may improve their own diversity, equity, and inclusion.*

By the end of 2020 we will identify an expert facilitator that can lead and manage a productive discussion around DEI

As part of the Chamber Board retreat in January we will conduct a DEI education session.

During 2021 we will conduct three DEI workshops for our members. We will provide recordings and virtual trainings on our website for any community member to access.

We will survey attendees after each workshop and incorporate feedback into subsequent workshops

*Educating our members so they may improve their own diversity, equity, and inclusion (continued).*

- Select firm to do non-bias and diversity training with Board, Executive Committee, and staff. Explore ways to make training available to all Chamber members. Following firms being considered:
  - 1. Amy MacClain, Wanda Lee-Stevens (recommended by Town of Moraga)
  - 2. Fogbreak Justice (Lafayette PD)
  - 3. Pacific Educational Group (Richard Whitmore recommended Dr. Lori Watson who is affiliated with this group)

*Reaching out to  
underrepresented  
businesses to  
become members*

- Our membership director will seek out businesses led by underrepresented groups of any kind (racial, gender, sexual orientation, people with disabilities, etc.) to join the Chamber
- We will include underrepresented business owners in Chamber networking groups to share best practices, success stories, opportunities for improvement, etc. regarding diversity, equity and inclusion.

*Encouraging  
diverse  
leadership  
within our  
board, staff, and  
membership*

- When canvassing for members to join our board, the Election Committee will make a special effort to recruit as diverse a set of candidates as possible.
- The Board will support diversity in committees that form throughout the year, both within the Board and for our community events.