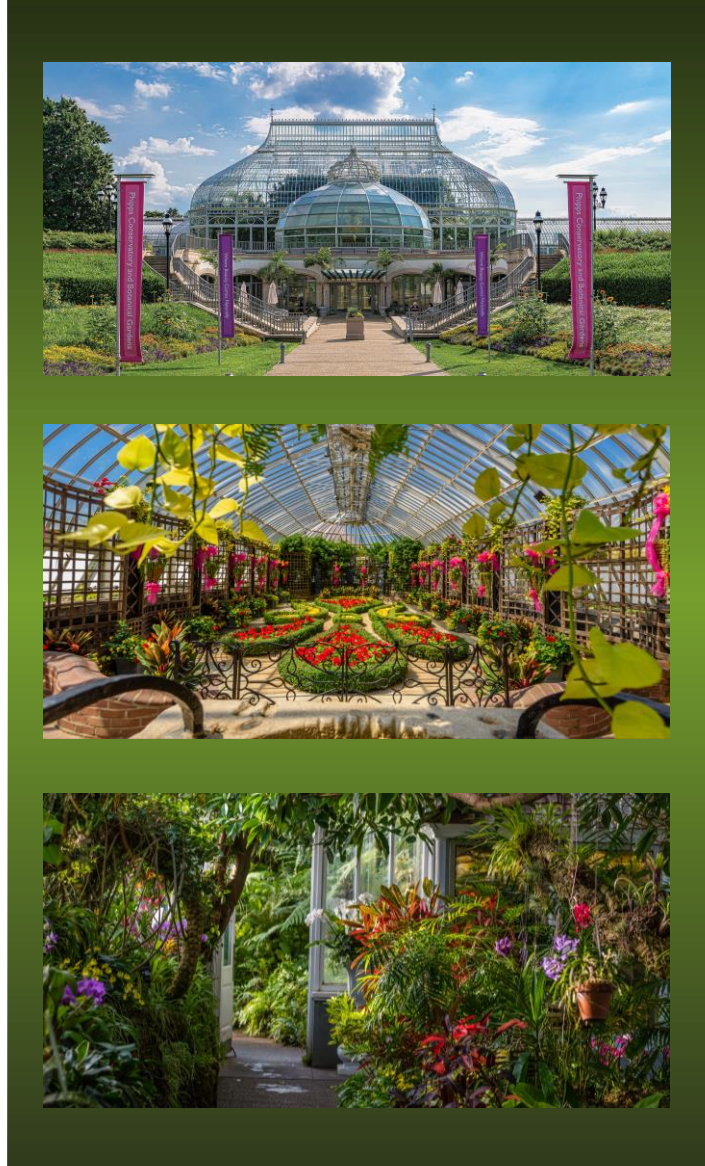


Phipps Conservatory and Botanical Gardens

2023-24 APGA Inclusion, Diversity,
Equity, and Accessibility (IDEA)

Cohort Final Project





About Phipps

- **Mission**

To inspire and educate all with the beauty and importance of plants; to advance sustainability and promote human and environmental well-being through action and research; and to celebrate its historic glasshouse.

- **IDEA Commitment**

Phipps Conservatory and Botanical Gardens is committed to actively increasing the diversity, equity, inclusion and accessibility (DEIA) throughout all our offerings and interactions with our members, guests, and the greater community.

IDEA Project

WHAT?

- Build a more equitable and inclusive hiring strategy that yields a diverse talent pool of employment applicants

WHY?

- Organization benefits from innovation and growth by building a diverse workforce
- To reflect the region we serve more completely
- To increase employee retention

HOW?

- Create a strategy for more intentionality in attracting a more diverse group of applicants



Regenerative Thinking Process

Utilizing our experience in sustainability and climate action initiatives, we recognize that inside-out, root-cause focused efforts are essential to transformative change.

We believe as a collective that the will to change is essence-based and grounded in regenerative and capacity building considerations. This is a break from conventional thinking which usually treats symptoms rather than causes.

Our focus and approach is working first internally on what we can do to diversify our staff. This includes job descriptions, strategic posting, and creating relationships with organizations with diverse clientele.

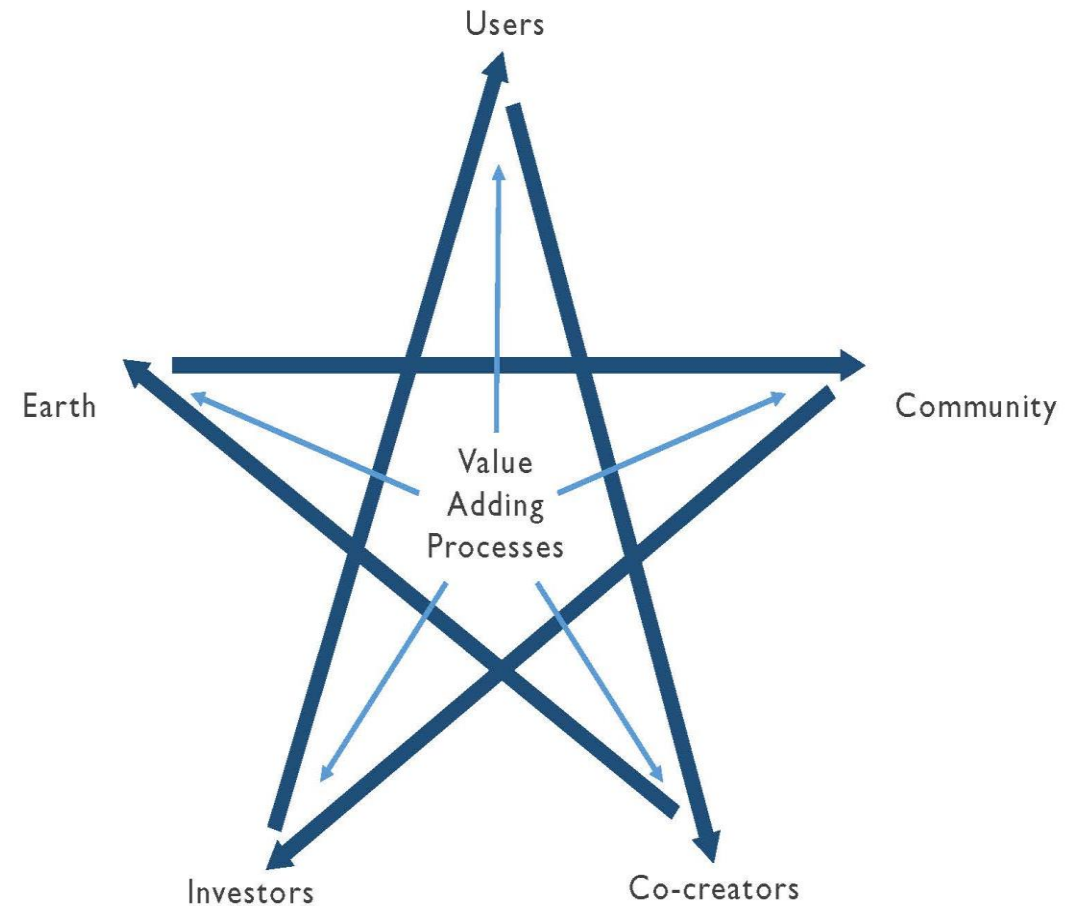
We believe this internal change will position us to better facilitate all further steps in our IDEA journey.



Benefactors of the Change

- Phipps utilizes a regenerative thinking framework called the **Living System Stakeholder pentad** when considering the impact of our changes. This framework calls for us to consider all our efforts through the lens of each of the five key stakeholder groups:
- **Users** (our visitors), **Community**, **Co-creators** (our staff), **Investors** (our donors and supporters), and the **Earth**. This change is being made for all of them.

Living Systems Stakeholders



Benefits of Changes to Stakeholders

Guests will see themselves in Phipps' work in ways they never have before.

Community will be better served by us if we can serve them more authentically and with a greater understanding of their needs.

Staff will be diverse and grow new strengths from its diversity.

Donors and supporters will recognize our outreach into new and exciting spaces.

Continued work to make the **Earth** a safe, healthy and equitable place where the beauty and importance of nature are accessible to all will be strengthened.

Implementation of Changes

Build New Relationships

- HR and IDEA departments collaborate by discussing diverse hiring strategies bi-weekly
- Solicit new relationships with recruiting organizations who specialize in diverse clientele by making personal connections with a member of their team

Create New Commitments

- Make IDEA commitment more visible by adding website page and providing examples of IDEA programs.
- Set a goal for creating staff diversity

Make New Assessments

- Assess hiring process for inclusive revisions
- Revise job descriptions so that language is more inclusive and universal
- Assess for unconscious bias in our hiring strategies through training with consultants



Challenges

Time constraints:

Committee – building in time for senior leadership to meet and discuss strategies

Hiring Needs - Urgency in filling some positions

Deciding where to start by finding the best course of action for our organization



Takeaways

- Create small tasks with a timeframe to complete them
- Bring other staff into the process, as necessary.
- Keep the momentum going from your work with the cohort
- Continue using the project management guidelines for other initiatives





Recommendations and Our Future Goals

- **Recommend:**
 - Gathering a small team to establish priorities
 - Finding those with experience in IDEA initiatives (within organization or in community).
 - **Goals:**
 - Continue HR and IDEA department collaboration on strategizing
 - Connect with similar other gardens to assist with finding diverse talent pools
 - Build personal relationships w/ recruiting organizations