

Conscious Inclusion Considerations for Association Community Engagement

The following document is designed to provide key considerations for associations seeking to be more consciously inclusive in community engagement. By addressing these questions, tracking these measures of success, and implementing the recommended action plan, association leaders can make significant strides in implementing conscious inclusion at their association. The emphasis should be on *inclusion* and engagement with stakeholders who bring a broad range of experiences, backgrounds, and perspectives, and no stakeholders should be excluded from participation, opportunities, or benefits based on demographic characteristics.

Community Engagement

Associations should have a core focus to ensure that all voices in the community are heard, valued, and actively involved in the association's activities and decision-making processes.

Key Questions for Leaders

- Do we understand the actions or activities that result in individuals feeling included or excluded in our community?
- Are we actively reaching out to all our stakeholders?
- What kind of information do we collect about our stakeholder groups that might help us to understand differences in backgrounds, experiences, perspectives, and priorities?

Key Considerations for 2025

- How have recent changes impacted the community? In what ways can your association provide a sense of community and allow for members to feel heard, appreciated and respected?
- Utilizing ASAE's Conscious Inclusion Strategy Implementation Tool and Framework, are there communities that need to be considered and/or engaged to have a more comprehensive strategy?





Discussion Guide

- How can we incorporate intergenerational knowledge sharing?
- Are there perspectives and experiences that are not represented in our resources and engagement efforts yet are part of our core audiences?
- How often do we review our policies and procedures to ensure they don't exclude certain groups?
- How might we better understand how our audiences want to engage with our community and provide the appropriate mechanisms to include them in ways that work for them? How can we engage "lurkers" and bring them into active participation?

Measures of Success

- Increased participation from various groups in community activities.
- Higher satisfaction rates/net promoter score among members regarding sense of belonging.
- Improved representation of diverse perspectives in community discussions.
- Increased number of new voices contributing to association initiatives.
- Increased number of new members applying for volunteer positions.

Action Plan

- Talk to your legal team when determining your association's strategy.
- Determine if your association will hold open forums or other opportunities for members to gather feedback. Determine size and segmentation of the audience to allow for the most participation.
- Develop feedback mechanisms to listen and learn from our various communities on ways they can be heard and supported.
- Develop and share tools and resources based on the needs and feedback of your membership.