



CONSCIOUS™  
INCLUSION  
AN ASAE COMMITMENT

# CONSCIOUS INCLUSION DEFINITION & STRATEGY IMPLEMENTATION TOOL

AUGUST 2024

# Definition



CONSCIOUS<sup>™</sup>  
INCLUSION  
AN ASAE COMMITMENT

## Conscious Inclusion

Conscious Inclusion moves beyond creating awareness of implicit bias and its negative impact on workplace culture and performance to change the way we act. A Conscious Inclusion strategy installs a practical, action-oriented framework to cultivate the desired culture and environment of organizational diversity, inclusion and belonging. ASAE has adopted a Conscious Inclusion Business Strategy to help associations unlock their full potential of a diverse workforce and membership.

# Conscious Inclusion Business Strategy



A Conscious Inclusion Business Strategy is about more than reacting to today's environment – it is about developing a proactive strategy that positions ASAE to strategically support associations and individuals advance in their DEIA journeys.

ASAE will address the specific needs of associations and association professionals that drive cultural changes and create the conditions for long-term organizational changes.



# Additional Terms

## Diversity

The recognition and celebration of differences. It is the acknowledgment of the uniqueness of identity and thinking and the value of both. It is the alignment and interweaving of a variety of dimensions of these differences.

## Equity

Equal access to opportunities to reach full talent potential. The assurance that all have access to the resources needed to be successful, which may not be the same for each individual. It is the equipment of the individual for success.

# Additional Terms



## Inclusion

Inclusion is the action piece. It is the intentional practice of creating a safe space not just to be seen and heard but valued. It is the practice of accommodating individuals and identities of historically marginalized communities and groups. It is a judgement-free environment where all identities can bring their authentic selves and full creative abilities.

# Additional Terms



## Accessibility

The opportunity [for a person with a disability] to acquire the same information and materials, engage in the same interactions and enjoy the same services as a person with out a disability, in an equally effective and equally integrated manner with substantially equivalent ease of use, this includes intentional design or redesign of technology policies, product services, and facilities that increase one's ability to use, access, and obtain the respective item.

# ASAE Conscious Inclusion Strategy Implementation Tool

Assess	Conscious Inclusion Process	Integrate	Act
<i>How we understand the it.</i>	<i>How others understand it.</i>	<i>How do we do it.</i>	<i>Do something. Be transparent.</i>
Get a Baseline: <ul style="list-style-type: none"> <li>What is our current state?</li> </ul>	Gather Additional Information: <ul style="list-style-type: none"> <li>Engage missing voices</li> </ul>	Prioritize actions: <ul style="list-style-type: none"> <li>Short-term</li> <li>Mid-term</li> <li>Long-term</li> </ul>	
What is our Future State? <ul style="list-style-type: none"> <li>Where do we want to go?</li> </ul>	Re-assess our Future State. <ul style="list-style-type: none"> <li>Consider how the new data will affect your strategy.</li> </ul>	Consider: <ul style="list-style-type: none"> <li>Systems</li> <li>Procedures</li> <li>Accountability</li> </ul>	
What is needed? <ul style="list-style-type: none"> <li>Data</li> </ul>	What is needed: <ul style="list-style-type: none"> <li>Data</li> <li>Transparency in the process</li> <li>Listening</li> </ul>	What is needed: <ul style="list-style-type: none"> <li>Clear measures of success</li> </ul>	What is needed: <ul style="list-style-type: none"> <li>Courage</li> <li>Support/Buy-in from stakeholders</li> <li>Patience</li> </ul>



# Your Volunteer Leadership



## **Chair**

Tim Hopkins, CAE  
Managing Director  
McKinley Advisors



## **Vice Chair**

Heba Mahmoud  
Senior Manager,  
Inclusion & Diversity  
MITRE



## **ASAE Staff**

Maunda Land, MBA, CMP, CAE  
Senior Director, Conscious Inclusion  
[Mland@asaecenter.org](mailto:Mland@asaecenter.org)