



## **Gulfcoast PRSA Diversity, Equity, and Inclusion Statement Adopted June 22, 2020**

Diversity, equity, and inclusion are integral to the evolution and growth of PRSA.

The most apparent contexts of diversity include race, ethnicity, religion, age, ability, sexual orientation, gender, gender identity, country of origin, culture, and variety of thought. However, in a rapidly changing society, diversity continues to evolve. It can include class, socio-economic status, life experiences, learning and working styles, personality types, intellectual traditions, and perspectives, as well as cultural, political, religious, and other affiliations.

These defining attributes impact how we approach our work, connect with others, and move through the world.

Inclusion, according to the Society for Human Resource Management (SHRM), is defined as "the achievement of a work environment in which all individuals are treated fairly and respectfully, have equal access to opportunities and resources, and can contribute fully to the organization's success.

In other words, inclusion is not just about having that "seat at the table," but about being fully considered.

Equity means everyone gets the resources they need to thrive and participate fully. Inequities occur when impartial or unfair policies, programs, practices, or situations result in differences in educational performance, results, and outcomes. Let's be willing to talk about these differences and then, by design, remove inequitable barriers to allow all to thrive with the same level of effort.

Diversity, equity, and inclusion are proactive behaviors. While these may be uncomfortable to talk about, we as communication leaders must be willing to discuss and attribute responsibility for if we don't, we will not be leaders down the road.

Respecting, embracing, celebrating, and validating those behaviors are integral to PRSA's DNA. Diversity, equity, and inclusion are vital to the success of our profession, our members, and our communities. We are essential contributors, and it is our responsibility to carry this forward.