

Chapter Name	ATD Hawai`i
Chapter Number (ex. CH0000)	CH8008
Chapter Location (City, State)	Honolulu, HI
Chapter Membership Size	Medium (100 - 299)
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Chapter Board Position:	Past President
Chapter Website URL:	http://atdhawaii.org
Submission Title:	ATD Hawai`i Responds to Systemic Racism
Submission Description:	<p>Although Hawaii is often thought of as a true melting pot of ethnicities and culture, we are not immune from the issues exploding on the Mainland. The local nuances are different, but the cause no less compelling. As the events around the Black Lives Matter evolved, our ATD Hawai'i Board quickly came together to script a response. The need for businesses and professionals within the Hawaii community to understand, empathize with, and enact steps to address bias and systemic racism in themselves and the organizations they worked in was immediate.</p> <p>ATD Hawai`i and its board mobilized quickly, partnering with multiple nonprofits to help host a panel webinar "The Leadership We Need Now: How to Take Action Against Systemic Racism." This joint venture with the Hawaii Alliance of Non Profit Organizations (HANO), Hawaii Employers Council (HEC), Young Professionals Chamber of Commerce Hawaii (YP), and Hawaii Children's Action Network (HCAN) swiftly found a qualified and diverse panel to speak on the topic, utilizing the broad membership network of ATD Hawai`i. As title sponsors, ATD Hawaii board members helped to plan, coordinate, and facilitate the panel discussion which included current members. ATD Hawaii also hosted the webinar. The result was the largest attended webinar in ATD Hawaii's history, with well over 100 attendees. More importantly, in a time of need, ATD Hawai`i stayed true to its vision of elevating the talent in Hawaii and influencing positive change in organizations and in life. Many of the attendees came out with a new perspective on the experience of our black ohana and tangible steps to take to address personal biases and ways other organizations within Hawai`i have addressed issues of inclusivity, equality, and diversity.</p>
Need(s) Addressed? Please be specific.	<p>The need addressed was an understanding and awareness of bias and systemic racism. This was provided through the experiences of BIPOC and how their lives and careers were affected by systemic racism.</p> <p>Another need addressed was what are next steps that could be taken if you are aware of personal bias or systemic racism within your organization. Tangible action steps were suggested by the panel members so the attendees could take a deeper look at their own actions and the actions of their organizations so they can serve as an ally to BIPOC.</p>
What is your chapter's mission?	To foster a collaborative community, sharing knowledge and resources to achieve greater effectiveness.
How does this effort align with your chapter's mission (Please provide specific examples)?	To sponsor and help coordinate an effort with multiple community-based non profits on such a timely and meaningful topic of systemic racism showed how much we value our mission of fostering a collaborative community. Finding panelists to share their experiences within our membership helped to inform attendees of ways to be introspective in how their actions may perpetuate systemic racism, and take actions to acknowledge those behaviors and eliminate them. Facilitated questions and break out groups allowed meaningful discussion between the attendees. This speaks to sharing our knowledge and

resources, the varied experiences of our members, to help the attendees achieve greater effectiveness in how they interact with people of color.

National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.

Systemic racism has made the experience of BIPOC one where they are consistently fighting uphill, encountering barriers to their education, to live in a safe community, consistent persecution and harassment from law enforcement, and a lack of resources that their communities need to sustain a livelihood taken for granted by many Americans. To help educate professionals in the struggles of our marginalized communities, they can start to take steps towards personal changes, and changes in their organization to ensure equality in hiring, training opportunities, promotions, and just working in a safe work environment can be had. This would help empower personal and organizational change, elevating themselves, and slowly break down barriers that may exist for BIPOC in Hawaii's businesses.

Target Audience: (Who will benefit/has benefited from this effort?)

The target audience was C-Suite executives who can make change happen within their organization. Though the webinar was offered for free to people who looked to educate themselves in the experiences of the BIPOC (Black and Native Hawaiian community), and how they can start taking steps to eliminate biases within themselves.

Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)

As a title sponsor, ATD Hawaii hosted the webinar on its zoom account. ATD Hawaii helped to initiate the talks with the various nonprofits, plan, coordinate, and execute the panel discussion. ATD Hawaii board members served as facilitators during the panel, provided a webinar producer, and used crowd sourcing within its membership to find suitable panelists. ATD Hawaii helped to market the webinar through social media.

How did you implement: (please give a brief description)

To make the event happen, multiple steps were taken: 1) Collaborate with and gain ownership with other organizations to put on the event, agreeing on the date, format, and who would do what. 2) Using crowd sourcing to find qualified panelists 3) Coordinate panel event with the facilitator and the panelists 4) Market the event via all social media channels, and other available channels of every stakeholder 5) Host event

What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

This panel was the largest attended webinar in ATD Hawaii's history with over 270 attendees watching live, considerably larger than its next more attended webinar. About 163 people have watched the recording of the panel event. One company, Hawaiian Airlines, distributed the recorded session to their employees to view! The attendees all indicating they would like to be informed of future related events. We also fostered relationships with other nonprofit organizations which could lead to potential future partnerships.

Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)

Strike When the Iron is Hot - We learned that when needed, we can mobilize quickly to put on a worthwhile event, moving at the speed change and social injustice demands.
Crowd Sourcing - Using crowd sourcing to find panelists helped to get the panel within a short amount of time.
Collaboration with Other Organizations - Collaborating with the various nonprofit organizations helped to spread the load, broaden outreach of marketing, attracting a diverse audience that would ultimately benefit from what was shared by the panelists. The message delivered from the webinar implored a wide and diverse audience hungry to make positive change.
Accessibility - Including close captioning and making the webinar free ensured that a diverse audience would be able to attend.

Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):

ATD Hawaii Board Members - Facilitate , Zoom Producer
ATD Hawaii Members - Panelists
ATD Hawaii Systems - Zoom
Marketing via social media

Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to sos@td.org)

additional supporting documents:

additional supporting documents:

additional supporting documents:

additional supporting documents:

How did you become familiar with the Sharing Our Success (SOS) program?

Saw or heard of SOS from another Chapter Leader

If you selected "other", please explain your response.

Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in May of each year at td.org/alc. Selected session facilitators receive complimentary registration.

Yes
