

## **Chapter Name**

New Mexico PRSA

## **Chapter Size**

1–100

## **How does your Chapter define diversity, equity and inclusion?**

Diversity includes race, ethnicity, religion, age, ability, sexual orientation, gender, gender identity, country of origin, culture, and diversity of thought. However, in a rapidly changing society, diversity continues to evolve and can include class, socioeconomic status, life experiences, learning and working styles, personality types and intellectual traditions and perspectives, in addition to cultural, political, religious, and other beliefs.

## **Does your Chapter include diversity, equity and inclusion initiatives in your strategic plan?**

Yes

## **Using the RPIE model, describe your Chapter's diversity, equity and inclusion initiatives and achievements during the past year. -- RESEARCH: What research did you conduct to identify opportunities to address or promote DEI by and within the Chapter?**

State data (secondary, quantitative/qualitative): According to U.S. Census Data, New Mexico is a majority-people of color state — over 60 percent of our adults and 74 percent of our children identify as Black, Indigenous or Native American, Hispanic or Latino, and Asian or Native Hawaiian. Also, New Mexico has seen prominent advances in lesbian, gay, bisexual, and transgender (LGBT) rights in recent decades. Chapter data from December 2022 (secondary, quantitative): Race/Ethnicity [No Response] 10 African American / Black 1 Asian 1 Caucasian / White 59 Choose Not to Answer 6 Hispanic / Latino(a) / Latinx 20 Mixed Race 3 Native American 2 Other 3 Age Range [No Response] 16 25-29 6 30-34 6 35-44 18 45-54 17 55-64 16 65+ 9 CNTA 2 Sexual Orientation [No Response] 29 Bisexual 1 Choose Not to Answer 21 Gay / Lesbian 1 Queer 1 Straight / Heterosexual 37 Survey data (primary, qualitative): Results of a 2022 membership survey show that NMPRSA members most value networking, including “the ability to meet and learn from other professionals. Building a professional network and opportunities to give back to this community.”

## **PLANNING -- Goals: What did your Chapter seek to accomplish with your 2023–2024 DEI initiatives?**

With inputs from surveys, research from national and other chapters, and gauging the success of events in 2022, the NMPRSA board developed a 2023-25 strategic plan. The goals of our plan: Goal 1: Unite Map out community partnerships and sponsorships that support networking opportunities within our statewide community and profession. GOAL 2: Improve Plan learning events to grow the chapter membership and further our principles of Diversity, Equity, and Inclusion (DEI) and ethical thought leadership. Goal 3: Encourage Promote PRSA development programs for professionals and students that strengthen our vibrant and diverse PR community.

## **PLANNING -- Who was/were the target audience(s)?**

In 2023, NMPRSA's primary target audience has been its current membership of 65-70 members. To continue to keep members actively engaged, it's important to offer various DEI programs, networking opportunities, and communications to ensure they feel included.

Other target audiences: ♣ Potential members ♣ PR community ♣ Potential community and business partners

**PLANNING -- What were your measurable objectives?**

The SMART objectives for our overall strategic plan that are help measure the success of our DEI initiatives: ♣ Partner with one partner/member to host each monthly session for a memorable learning event ♣ Pursue membership in 1-2 other organizations, such as chambers of commerce or sister industry orgs ♣ Identify 2-3 organizations to join as group members in 2023 ♣ Each board member to recruit 1 new member in 2023 ♣ Offer 2-3 dedicated training sessions in 2023 ♣ Offer/promote PRSA professional development courses at least once a quarter

**PLANNING -- Budget: What were the monetary, time and human capital investments?**

Monthly programs typically require about 10-20 hours of planning by various board members with a goal to break even for each program. The monthly communications that are sent out monthly take about 3-5 hours to develop. Planning for future programs will include an investment of chapter dollars to ensure we offer free or low-cost educational and networking opportunities.

**IMPLEMENTATION -- Describe the strategies and tactics used.**

- Focus on growing our partnerships throughout the state: ... Includes communities across the state, including those in rural areas, and those of different cultures, socioeconomic status, etc. - Integrate key PRSA principles in each event and communication: DEI and Ethics - Recognize new members at each event and ask how they support DEI principles - Continue to grow New Professionals by considering their development in monthly programs - Highlight existing PRSA professional development courses in each communication and event to demonstrate value of membership - Celebrate our history and accomplishments over 65 years

**IMPLEMENTATION -- Summary: Explain your Chapter's DEI initiatives for July 1, 2023 – June 30, 2024.\***

In 2022, NMPRSA began a focused journey in promoting diversity, equity, and inclusion efforts in our program planning for the year. Each month, we selected a program that aligned to key observances, such as Black History Month, Asian and Pacific American Heritage Month, and Native American Heritage Month. In 2023, NMPRSA built on our previous year's success and also developed a strategic plan that fully integrated DEI programming, as well as emphasized the importance of targeting communication and partnerships that further bolster the chapter's initiative and goals.

**IMPLEMENTATION -- Describe the elements or components, the techniques used, and the strategies and tactics undertaken, how objectives were met, and how you addressed the audience(s) you targeted.**

COMMUNICATION: Through our monthly communications with membership via email, we highlighted key DEI events and activities that included many PRSA webinars and resources. We also asked board members to write about their diverse perspectives, including a message from one member about her involvement in Asian and American Pacific Islander month and another member provided content about economic development activities in the small town where she works and lives. PROGRAMS & PARTNERSHIPS: In the last six months of 2022, two key programs were: ♣ An educational session about the 2030 Agenda for Sustainable Development adopted by all United Nations Member States in

2015. At its heart are the 17 Sustainable Development Goals that focus on ending poverty, improving health and education, reducing inequality, and spurring economic growth – all while tackling climate change. ♣ Annual Cumbre Awards with the theme "Celebrating Community Connections" and hosted by our partner the Indian Pueblo Cultural Center. It was our first in-person event since 2019. To help appeal our diverse membership, the emcee was Mayra Aguilar, news anchor and producer for Telemundo Nuevo Mexico, the local Albuquerque station serving the Spanish-speaking community in our state. In 2023, the focus of NMPRSA's monthly events was to bring in presenters of diverse background and experience in the PR industry. Our goal was also to highlight partnerships with various community organizations. ♣ In January, the annual State of PR program highlighted takeaways from ICON 2022 that included insights to PRSA DEI initiatives. The luncheon was held at the Indian Pueblo Cultural Center and members shared their insights and thoughts on how DEI influenced their areas of focus ♣ In February, the Albuquerque airport hosted a tour that described the upcoming renovations that will include designs and vendors that represent New Mexico's diverse communities. Participants shared their experiences and memories of this local airport, as well as provide airport leadership with recommendations on representative of Native and Hispanic traditions. ♣ In March, NMPRSA celebrated Women's History Month by welcoming leading ladies in three distinct sectors – (1) girls' education, (2) building and construction, and (3) small businesses development. It was hosted by our partner Albuquerque Hispano Chamber of Commerce ♣ In April, APR Month was the focus and NMPRSA partnered with Carlos Garcia, a local restaurant's social media director, to provide a training on the RPIE model. The success of the restaurant's social media approach showcased the restaurant's diverse staff to reach new customers and ensure their employees felt included. ♣ In May, NMPRSA returned to the Indian Pueblo Cultural Center for "PR Think Tank Tables" where several business and nonprofit leaders outside of the PR community answered questions about specific tactics in an integrated campaign. Diverse representation of presenters and attendees helped drive several new members to join. ♣ In June, NMPRSA held its first session outside of metro Albuquerque to demonstrate its goal to represent the entire state. Held in Los Alamos, the event showcased how government, small business owners, nonprofits, museums, and volunteers worked with a major motion picture studio to develop and execute a strategic PR plan ahead of the Oppenheimer movie.

**EVALUATION -- What were your results? Explain how the program met or exceeded its original measurement methods when available or appropriate. What worked? What was accomplished? What would you do differently?**

In the specific response below, you will see how we continue to gauge the results of our DEI initiative and look for ways to continue to improve. In 2024, we can do better in measuring the results of our efforts by gathering more membership feedback through surveys and conversations. We should also do more to encourage members to update the demographics information and communicate the importance of it. Our current demographic data didn't seem to change much. We fully achieved four of our six SMART Goals: ♣ Partner with one partner/member to host each monthly session for a memorable learning event = ACHIEVED ♣ Pursue membership in 1-2 other organizations, such as chambers of commerce or sister industry orgs = ACHIEVED (exceeded) ♣ Identify 2-3 organizations to join as group members in 2023 = Not Met ♣ Each board member to recruit 1 new member in 2023 = 1/2 way to goal ♣ Offer 2-3 dedicated training sessions in 2023 = ACHIEVED ♣

Offer/promote PRSA professional development courses at least once a quarter =  
ACHIEVED

**EVALUATION -- How have your Chapter's DEI initiatives impacted attitudes, beliefs or behaviors?**

More members from across the New Mexico are joining our chapter. NMPRSA is expanding beyond our metro area to other smaller communities, and many have different socioeconomic status and working styles. These members want to be part of our organization because they see the value in bringing and sharing their diverse background and experiences to our organization. As these new members join, we can do better to promote their background and skills to the broader members that further support's the memberships interest in networking and learning from others.

**EVALUATION -- How have your Chapter's DEI initiatives led the communications industry in your market?**

Several of NMPRSA's members are leaders in the community and regularly attend community events as speakers and are representatives of our DEI values. Other organizations in New Mexico follow suite with their programs and offer panel members of diverse backgrounds to share best practices. This year, an NMPRSA member also achieved her APR and is currently the only Asian American Pacific Islander in New Mexico to have the designation. It is her personal and professional goal to encourage others in minority groups to pursue their APR. We have also recruited a new board member for 2024 who is from the Navajo Nation. Her goals are to further our DEI initiatives with sharing her experience in communicating with native communities, as well as recruit younger native PR professionals to the organization.

**EVALUATION -- How have your Chapter's DEI initiatives influenced membership?**

Our new members of diverse backgrounds have become active in helping form new partnerships and provided ideas for additional programming related to working with minority audiences in New Mexico. During our 2022 Cumbre Award, many of the projects reflected work to support diverse communities. Our Best of Show award winner was a campaign successfully raised awareness of prescription opioid abuse, safe use or disposal, and treatment options across six counties with the largest Hispanic population. This year, to better understand our demographics, we can directly request that members up their information so that we can clearly show our growth in certain targeted areas.

**EVALUATION -- How has your Chapter established sound relationships with diverse publics and/or organizations to gain consensus or help PRSA advance diversity in the profession?**

Relationship building with other diverse organizations has been NMPRSA's biggest achievement this year. NMPRSA established several partnership with various organizations that are embedded in New Mexico's diverse communities. We are invited to their organizations' functions to provide our PR expertise and drive conversations about the importance of DEI in public relations. New partnerships include the Albuquerque Hispano Chamber of Commerce, the Indian Pueblo Cultural Center, Young Professionals of Albuquerque, the Albuquerque Press Club, and the New Mexico Technology Council.

**EVALUATION -- Next Steps: What are your future plans for DEI initiatives?**

Based on the success of the 2023 programs to date, the chapter will continue to implement its strategy to include planning learning events to grow the chapter membership and further

our principles of diversity, equity, and inclusion (DEI) and ethical thought leadership. Another exciting element is a NEW DEI Leadership Award that was introduced this September 2023 and the honoree will be recognized annually at the chapter's Cumbre Awards each November. The NMPRSA DEI Leadership Award acknowledges and celebrates exemplary leadership in advancing diversity, equity, and inclusion in the community with clear positive impacts in areas resulting from these efforts. Criteria for the award winner are:

- The nominee embodies and demonstrates key values in diversity, equity and inclusion, and contributes to advancing diversity as shown by submissions of their best practices and/or case studies.
- Contributes a minimum of 10 hours per year (paid or volunteer) to a non-profit organization, chapter, or association that focuses on advancing diversity, equity, and/or inclusion in New Mexico.
- The nominee has been able to demonstrate positive results when confronting a challenge by using skills in research, planning, tactical implementation, and evaluation (RPIE).