While we wait:

To join the live poll:
Text ACruz650 To 22333
Or go to PollEv.com/ACruz650
Representing Intersectionality - How collaboration with minority ERGs increases inclusivity
Agenda

- What is Intersectionality?
- What gaps Dow had at Global and Site Level on Intersectionality
- How to increase Intersectionality at corporate and site level
- Tools for creating collaboration
Presenters

**Allison Cruz**: Learning Leader for Dow Chemical and GLAD SIL Learning Leader

**Evan Manuel**: Process Engineer Dow Chemical and TXO GLAD Co-SIL

**Tooba Fiaz**: Reliability Engineer Dow Chemical and TXO GLAD Co-SIL
“Show line up”

In the live poll, text the 1\textsuperscript{st} word that comes to your mind that describes the person

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Who am I to you?

1 word to describe person 1

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Or go to PollEv.com/ACruz650
What’s my Identity?

1 word to describe person 2

To join the live poll-
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Or go to PollEv.com/ACruz650
What do you see when you look at me?

1 word to describe person 3

To join the live poll-
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Who am I to you?

1 word to describe person 4
What’s my Identity?

1 word to describe person 5
What do you see when you look at me?

1 word to describe person 6
Let’s see how your thoughts compared!
Alok Vaid-Menon
—Gender Non-conforming
—Indian
—They/Their
Tooba Fiaz

- South Asian
- Muslim
- She, Her
- Bi
Laverne Cox

• African American
• Transgender
• She, Her
Allison Cruz

- Caucasian
- She, Her
- Ally/Advocate
Raffi Freedman-Gurspan

- Transgender
- She, Her
- Hispanic
Evan Manuel

• Queer
• He/His
• Caucasian
Were you able to spot their intersectionality?

What gender, sexual orientation, race, and or religion did you unconsciously assign to the people in the photos?
What does intersectionality mean to you?

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What does intersectionality mean to you?
Identity Intersectionality and the Role It Plays

Identity Intersectionality: State

Fulfillment, comfort, engagement

Environment: Representation

Bias: Reaction

Your identities -> your biases & reactions

Affirm or challenge biases we have of others and ourselves
Dow Global Recognition of Lack of Intersectionality

• In 2016- Dow inspired to improve inclusion, not just Diversity
  – AT&T CEO Andrew Stevenson at All-ERG conference

• Dow’s Realization
  – Collaboration across ERG important to drive inclusion
    • Solve common issues faster rather than working in “silos”
    • All ERG conference
  – Intersectionality important- we are not as different as we think
  – Need less, but more impactful events

Dow’s Commitment

Named an Chief Inclusion Officer in 2017- Karen Carter
Resources put in place- people and budget
Hired an external person to help guide the movement
Developed a flexible global strategy
Dow’s Past – Intersectionality at Site Level

• Intersectionality existed
  – But wasn’t recognized

• May have had LGBTQ minorities
  – But struggle to recognize that part of their identity

• GLAD pushed for joining every network & allyship
  – Other ERGs – isolationism
  – Working in “silos”
Dow’s Past – Intersectionality at Site Level

- Conversations were often
  - “what about me and mine”
  - Now more “let’s collaborate”
- Different distribution of employees
  - Now more employees who have multiple identities
  - More likely to want to collaborate

So what’s next?
Site Recognition of Lack of Intersectionality

• How can YOU find gaps?
• Demographics of site ➔ Demographics of ERGs?
• ERG presence on site
  – Strong & weak players
• ERG self reflection
  – How well is your ERG representing intersectionality?
• Get diverse group of perspectives
  – Do minorities feel represented in your ERG?

The next step?
A Platform for Collaboration

• Need collaborative space for each ERG to interface together
• Shared discussion
• Leveraging
  – Previous experiences
  – Communication templates
  – Relationships
• Tackle common goals
• Develop shared strategies
• LGBTQ ERG – collaboration intrinsic to our organization
  – Due to multicultural/ethnic backgrounds & allyship
  – Share this with other ERGs

How to create & execute this platform?
Creating **Collaboration Platform** between all ERGs

- **Middle Level Leadership** advocate and engagement
  - *Stronger Voice Together!*

- Need a **Structured Plan**
  - Create a Charter with vision, mission, objectives
  - Have it agreed upon by all ERG site leaders & sponsors

- **Create Subteams** to tackle immediate & long term issues between all ERGs

- **Periodic meetings** with representatives from each ERG
  - Have a clear agenda
    - Discuss issues and accomplishments of each ERG
    - Review upcoming events
    - May need to force collaboration at the beginning
Creating **Collaboration Platform** between all ERGs

- **Have a common calendar** for all ERGs to input events
  - Prevents multiple events from occurring on same day

- **Keep active dialogue** with Corporate Office of Inclusion
  - Stay aligned with corporate mission & vision
  - Leverage best practices
  - Learn new tools being released by Corporate
Successes of TXO SDLT

• Found common goals and problems
  – Lack of Middle leadership support
    • Created Leadership Ally Pamphlets
  – Lack of recognition for ERG participants and leaders
    • ERG Awards Banquet
• Mentoring relationships between more structured ERGs and newer ERGs
• Inclusion and Diversity Day
Tools for successful Collaboration

• Dow Connect app
  – Global ERG Platform for Alignment
  – End to end user interface

• Yammer
  – Dow Social Platform for ERG to share across the company

• Share point
  – Centralized document sharing platform

• ERG handbook
  – Base line for success for DOW ERGs
Increasing Intersectionality Awareness

LGBTQI+ Middle Eastern & Muslim Facts

- Middle Eastern Americans classified as "White" in census poll.
- Difficult to collect data on specifically middle eastern community and LGBTQI+ middle eastern community.
- Acceptance of LGBTQI people has risen among Muslim youth. Today, almost half (49%) of Muslim Americans aged 18-29 say that "homosexuality should be accepted."

LGBTQI+ Asian and Pacific Islander Americans

- (2010) Around 12 million Asian and Pacific Islanders in the U.S., around 325,000 (2.6%) are LGBTQ.
- Have lower rates of employment & academic achievement than the general population.
- API individuals in same-sex couples more likely to be born in U.S. than other cohorts (39% vs. 13%).

LGBTQI+ African Americans

- More than 1 million LGBTQI African Americans in the US.
- 3.7% of all African American people identify as LGBTQ.
- Are disproportionately young & disproportionately female.
- Nearly one-third of all African American same-sex couples raising children.

LGBTQI+ Hispanic Americans

- Roughly 55.4 million Hispanic Americans
- Estimated 1.4 million (2.5%) identify as LGBT.
- Latinos/as in same-sex couples faring better than latinos/as in different-sex couples.
- 26% with college degree compared to 14% of latinos/as in different-sex couples.
- Rates of education vary depending on individual ancestry.
- Latinos/as in same-sex couples more likely to be born in U.S. than those in different sex couples (59% vs. 37%).
Does your company have a collaborative platform between Minority ERGs?

- Yes
- No
- I do not know
Based on what we have explained to you today:

What opportunities for improvements and collaboration do you have in your workspace?
What are you doing within your organization?
Questions/Comments?
Thank you!