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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 1st 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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What's my Identity?



1 word to describe person 2



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OUT & EQUAL
2018 WORKPLACE SUMMIT



What do you see when you look at me?

1 word to describe person 3



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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





Show Line Up



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?



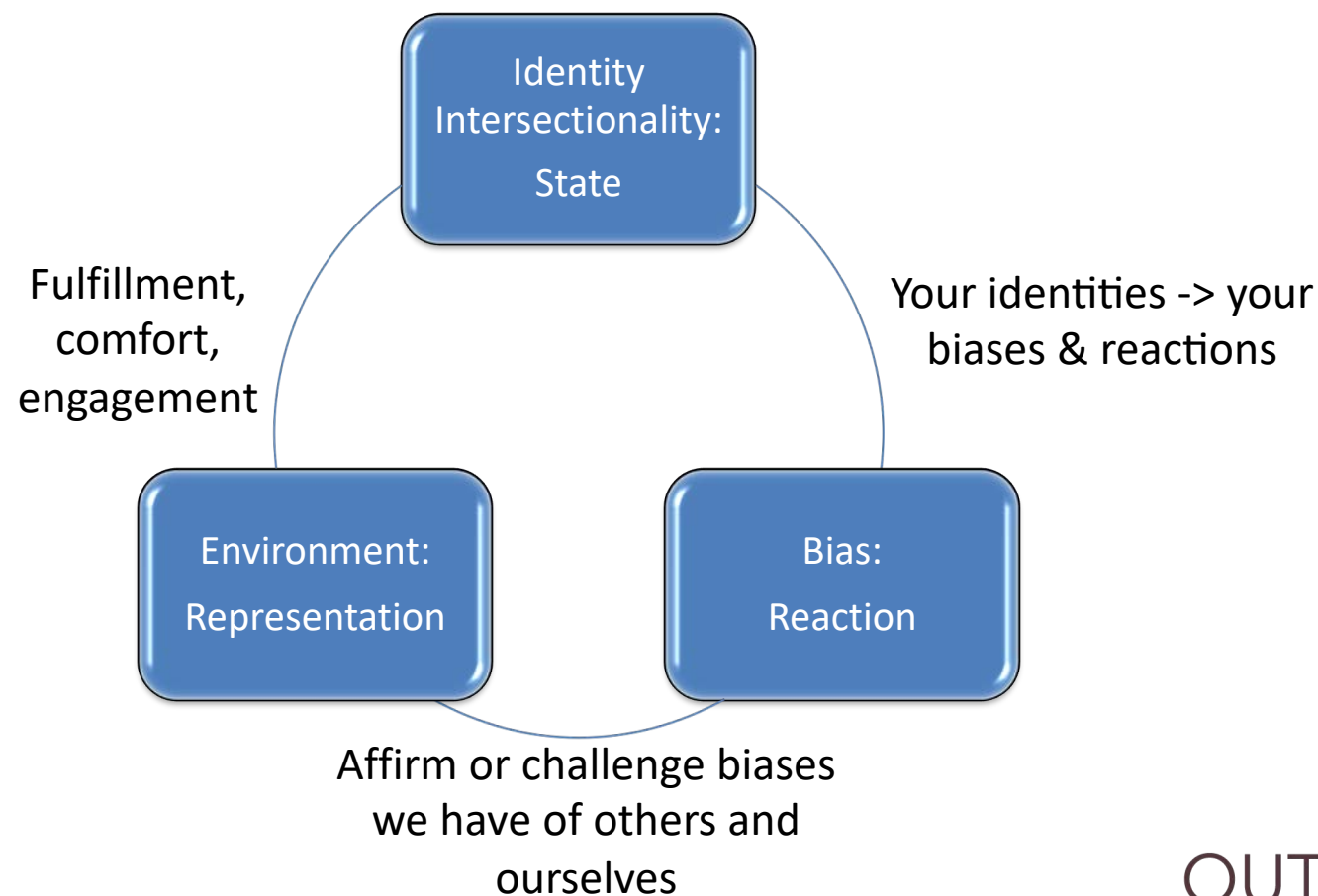


What does intersectionality mean to you?


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What does intersectionality mean to you?

Identity Intersectionality and the Role It Plays



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



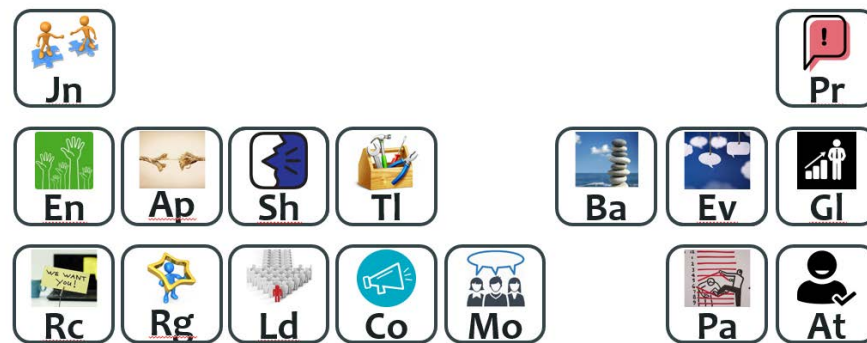
Creating **Collaboration Platform** between all ERGs

- 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

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29 1:00 pm - 3:00 pm Meridium Meeting	30 5:30 pm - 6:30 pm NPN Finance Presentation	31 11:00 am - 12:30 pm WIN People & Products Sei	1	2
4	5	6	7	8 10:30 am - 1:30 pm FOCUS STEM Volunteering	9
11	12	13	14 6:30 pm - 8:30 pm NHWT Social Event	15	16
18	19	20	21 5:00 pm - 8:30 pm GLAD Pride Happy Hour	22 10:30 am FOCUS STEM Vol 3:00 pm NPN Crawfish Boil	23 5:00 pm - 11:30 pm Houston Pride Parade
25	26 12:00 pm - 1:30 pm NPN Mentoring LLS	27	28 11:00 am WIN People & Pr 11:00 am Almuerzo Latino	29	30

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**



Elements of I&D Engagement



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



Yammer

- Share point
 - Centralized document sharing platform



SharePoint

- ERG handbook
 - Base line for success for DOW ERGs



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 LGBTQ people has risen among Muslim youth. Today, almost half (46%) of Muslim Americans age 18-29 say that "homosexuality should be accepted!"

AGE 18-29	46%
AGE 30-39	35%
AGE 40-54	43%
AGE 55+: 21	21%



LGBTQI+ Asian and Pacific Islander Americans

- (2010) Around 12 million Asian and Pacific Islanders in the U.S.
 - Around 325,000 (2.8%) are LGBTQ
- Have lower rates of employment & academic achievement than their white counterparts
- API individuals in same-sex couples more likely to be born in U.S. than different-sex couples (35% vs. 13%).

LGBTQI+ African Americans

Vielfalt ist grenzenlos

- More than 1 million LGBTQ 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 different-sex couples
 - 26% with college degree compared to 14% of 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!