

Chapter Name	Southeast Wisconsin	09/03/2019
	by DEBRA MILLER in PRSA Chapter Diversity and Inclusion Award 2019	id. 13844259
	damillergcs@gmail.com	

Original application	09/03/2019
-----------------------------	------------

Contact Name	W. Patrick McSweeney, APR, Fellow PRSA
--------------	---

Address (Chapter or Designated Contact Person)	3234 S. Quincy Ave. Milwaukee, WI 53207
--	--

Email Address	patrickmcsweeney22@gmail.com
---------------	-------------------------------------

Chapter Size	101–200
--------------	----------------

How does your Chapter define diversity and inclusion?	The SE-WI Chapter definition of diversity and inclusion is contained in the chapter's Diversity Statement which is posted on the chapter website https://www.prsawis.org/about/overview/ It reads as follows:
---	--

PRSA Southeastern Wisconsin Chapter Diversity Statement

The PRSA Southeastern Wisconsin chapter is committed to providing professional development opportunities that are reflective and inclusive of all segments of society. Our goal is to provide communications programming that encompasses a wide variety of ideas, perspectives and cultural backgrounds. Through our events and resources, we aim to encourage, educate and engage with a diverse group of communications professionals while affecting change and fostering growth in the public relations industry.

For us diversity and inclusion are vital to the success of our chapter, our profession and the communities in which we live and work. We champion diversity and inclusion by reaching and involving chapter members who represent a broad spectrum of differences, we encourage to participate in chapter leadership as well as programming. Ultimately, their success is our success.

Defining Diversity & Inclusion

Our definition of diversity covers characteristics, identities and their intersectionality including race, religion, sexual orientation, disability, culture, age, gender, gender identity and diversity of thought. These defining attributes impact how we approach our work, connect with others and move through the world. Everyone has at least one thing in common; we are different. Diversity and inclusion are proactive behaviors that respect, embrace and celebrate those differences.

Tell us about your Chapter's diversity and inclusion initiatives and achievements.	2018- 2019 D&I Sponsored Chapter Program, Initiatives and Community Engagement Activities
--	--

December 6, 2018:
--Chapter D&I Committee Conference Call

December 12, 2018 Luncheon
--LGBTQ+ 101: Communicating Effectively with the LGBTQ+ Community, Alex Corona,

Transgender Resource Coordinator at the Milwaukee LGBT Community Center

February 6, 2019 Luncheon

**--Secrets in Recruiting Talent That Strengthen Your Team, Genyne L. Edwards and Dominique Samari of P3 Development Group
Community Engagement Initiatives**

D&I Blog Launched 2019

February 27, 2019 D&I Blog Post

<https://www.prsawis.org/2019-offers-diverse-new-opportunities-and-challenges-for-strategic-communicators/>

April 1, 2019 D&I Blog Post

<https://www.prsawis.org/di-creating-a-world-that-embraces-all-abilities/>

April 24, 2019:

D&I Committee along with 200 community leaders participated in the United Neighborhood Centers of Milwaukee (UNCOM) 3rd Annual Neighborhood Summit 2019, April 24th from 9:00 am – 3:00 pm at Ascension St. Joseph's Hospital, located at 5000 W Chambers St, Milwaukee, WI. This year's Summit, entitled "Strengthening Neighborhood Assets" focused on key issues, trends and current best practices in building community assets and include leading experts, key stakeholders, and practitioners in community development from across Milwaukee neighborhoods.

May 24, 2019 D&I Blog Post

<https://www.prsawis.org/communicating-di-initiatives-publicly-risky-or-rewarding/>

June 12, 2019 Diverse Group Leaders Meeting

--Attendees included Chapter D& I Committee Members and representatives from the National Director at Alliance for Strong Families and Communities, Social Development Commission, Hispanic Professionals of Greater Milwaukee; Black Public Relations Society; Black Broadcasting Association; Diverse & Resilient (LGBTQ); Easter Seals Southeast Wisconsin; Independence First (Disabilities); and, MKE LGBTQ Community Center.

Action Taken: The group decided to support and sponsor the proposed .

PR 101 Workshop for Nonprofits

o Proposed Co-sponsor: Social Development Commission (SDC)

o When: Friday, September 27, 2019, 1:00 – 4:00 p.m.

o Where: SDC, Main Office 1730 West North Avenue, Milwaukee

o Audience: Medium to small non-profits and churches

o Program: Creating a PR Plan; Media Relations; Crisis Communications; PR on a Shoestring; Social Media Content; and On-site PR Counsel (Speed Dating format, i.e. 15 minutes private session with PR professional [APRs, Senior Practitioners] last hour of the workshop.

June 24, 2019 D&I Blog Post

<https://www.prsawis.org/alone-we-wont-boil-the-ocean-but-together-we-can-make-some-waves/>

July 24, 2019 D&I Blog Post

<http://www.prsawis.org/communicating-di-initiatives-publicly-risky-or-rewarding/>

Aug 21, 2019 Chapter D&I Event

The August social will include a guided tour of the revamped America's Black Holocaust Museum with food and beverages. Tour the revamped America's Black Holocaust Museum. Event presents a unique opportunity for communications professionals to learn, reflect and have some fun at our August social from 5:30-7:30 p.m. Wednesday, Aug. 21, at the America's Black Holocaust Museum. The America's Black Holocaust Museum builds public awareness of the harmful legacies of slavery in the United States and promotes racial repair, reconciliation and healing. The museum was founded in 1984 by the late Dr. James Cameron, a lynching survivor. The physical museum closed on the heels of the economic downturn in 2008, but its exhibits lived on through the Internet and educational programming in libraries,

churches and elsewhere. The museum is now opening again in the same, but renovated, location.

August 26, 2019 D&I Blog Post
Words Matter in the Battle for Women's Rights

September 27, 2019
--How Savvy Nonprofits Use PR ---A Workshop for Nonprofit Organizations
PR 101 Workshop for Nonprofits, Friday, September 27, 2019, 1:00 – 4:00 p.m.

Goals: What did your Chapter seek to accomplish with your 2018–2019 diversity and inclusion initiatives?

Committee Goals:

- Establish the Southeastern Wisconsin Diversity & Inclusion Committee as a unique and viable resource collaboratively dedicated to advancing diversity and inclusion in the Greater Milwaukee professional community.
- Provide professional development opportunities that are reflective and inclusive of all segments of society.
- Create and deliver communications programming that encompasses a wide variety of ideas, perspectives and cultural backgrounds.
- Through our events and resources, we aim to encourage, educate and engage with a diverse group of communications professionals while affecting change and fostering growth in the public relations industry.
- Recruit more diverse members to the chapter.

Summary: Explain your Chapter's diversity and inclusion initiatives.

2018- 2019 D&I Sponsored Chapter Program, Initiatives and Community Engagement Activities

Build upon the SE Wisconsin chapter's D&I programs, engagement and learning opportunities in 2016-2017 and 2017-2018

December 6, 2018:
--Chapter D&I Committee Conference Call

December 12, 2018 Luncheon
--LGBTQ+ 101: Communicating Effectively with the LGBTQ+ Community, Alex Corona, Transgender Resource Coordinator at the Milwaukee LGBT Community Center. 45 Attendees

December 18, 2018
--National Diversity & Inclusion Committee presents the “Best of #PRdiversity Twitter Chat”, Debi Miller, APR, Fellow PRSA, SE Wisconsin D&I Chair, Participant

Date: Tuesday, December 18, 2018
Time: 2pm ET/11am PT (one hour)

February 6, 2019 Luncheon
--Secrets in Recruiting Talent That Strengthen Your Team, Genyne L. Edwards and Dominique Samari of P3 Development Group
Community Engagement Initiatives. 50 Attendees

D&I Blog Launched 2019

February 27, 2019 D&I Blog Post
<https://www.prsawis.org/2019-offers-diverse-new-opportunities-and-challenges-for-strategic-communicators/>

April 1, 2019 D&I Blog Post
<https://www.prsawis.org/di-creating-a-world-that-embraces-all-abilities/>

April 24, 2019:
D&I Committee along with 200 community leaders participated in the United Neighborhood Centers of Milwaukee (UNCOM) 3rd Annual Neighborhood Summit 2019, April 24th from 9:00 am – 3:00 pm at Ascension St. Joseph's Hospital, located at 5000 W Chambers St, Milwaukee, WI. This year's Summit, entitled “Strengthening

Neighborhood Assets” focused on key issues, trends and current best practices in building community assets and include leading experts, key stakeholders, and practitioners in community development from across Milwaukee neighborhoods.

May 24, 2019 D&I Blog Post

<https://www.prsawis.org/communicating-di-initiatives-publicly-risky-or-rewarding/>

June 12, 2019 Diverse Group Leaders Meeting

--Attendees included Chapter D& I Committee Members and representatives from the National Director at Alliance for Strong Families and Communities, Social Development Commission, Hispanic Professionals of Greater Milwaukee; Black Public Relations Society; Black Broadcasting Association; Diverse & Resilient (LGBTQ); Easter Seals Southeast Wisconsin; Independence First (Disabilities); and, MKE LGBTQ Community Center.

Action Taken: The group decided to support and sponsor the proposed .

PR 101 Workshop for Nonprofits

o Proposed Co-sponsor: Social Development Commission (SDC)

o When: Friday, September 27, 2019, 1:00 – 4:00 p.m.

o Where: SDC, Main Office 1730 West North Avenue, Milwaukee

o Audience: Medium to small non-profits and churches

o Program: Creating a PR Plan; Media Relations; Crisis Communications; PR on a Shoestring; Social Media Content; and On-site PR Counsel (Speed Dating format, i.e. 15 minutes private session with PR professional [APRs, Senior Practitioners] last hour of the workshop. Projected Attendance: 75-100

June 24, 2019 D&I Blog Post

<https://www.prsawis.org/alone-we-wont-boil-the-ocean-but-together-we-can-make-some-waves/>

July 24, 2019 D&I Blog Post

<http://www.prsawis.org/communicating-di-initiatives-publicly-risky-or-rewarding/>

Aug 21, 2019 Chapter D&I Event

The August social will include a guided tour of the revamped America's Black Holocaust Museum with food and beverages. Tour the revamped America's Black Holocaust Museum. Event presents a unique opportunity for communications professionals to learn, reflect and have some fun at our August social from 5:30-7:30 p.m. Wednesday, Aug. 21, at the America's Black Holocaust Museum. The America's Black Holocaust Museum builds public awareness of the harmful legacies of slavery in the United States and promotes racial repair, reconciliation and healing. The museum was founded in 1984 by the late Dr. James Cameron, a lynching survivor. The physical museum closed on the heels of the economic downturn in 2008, but its exhibits lived on through the Internet and educational programming in libraries, churches and elsewhere. The museum is now opening again in the same, but renovated, location. Projected attendance: 45-50

August 26, 2019 D&I Blog Post

Words Matter in the Battle for Women's Rights

September 27, 2019

--How Savvy Nonprofits Use PR---A Workshop for Nonprofit Organizations

PR 101 Workshop for Nonprofits

o When: Friday, September 27, 2019, 1:00 – 4:00 p.m. Projected Attendance: 50-75

Budget: What was the monetary, time and human capital investment?

All the individuals on this committee are servant leaders who have jobs and families. We meet bi-monthly before the chapter board meetings in person and monthly via conference calls. We have a budget of \$500 which we used to cover the food for our Diversity Group Leader meetings. Many of our activities and collateral have been underwritten by Committee members thus far. We used the money that came with the Chapter D&I Award to underwrite our August program and support a free PR 101 Seminar for Non-Profits (who serve diverse groups).

2018-2020 D&I Committee

-- Debra A. Miller, Ed. D, APR, Fellow PRSA appointed Chapter Diversity & Inclusion Committee Chair

Chapter D&I Committee Members

--Kris Naidl, APR

--Sara Rude, 2017 President

--Patrick McSweeney, APR, Fellow PRSA, 2018 President, D&I Co-Chair

--Steph Graham, Chapter Secretary

--Ryan Admundson, Chapter President

--Alexandria Kaufman

Why It Worked: What was accomplished?

The SE-WI Chapter D&I Committee accomplished its goals with the support of the SE-WI Chapter Board who is engaged and involved. Our leaders want the committee to be successful because diversity and inclusion is a business imperative.

The D&I Committee has been very strategic about its plans for the chapter and the Greater Milwaukee community. We realize that the impact we intend to make on this community and profession will take time and resources, both human and financial. Our efforts in the previous year received national recognition in the Chapter Diversity & Inclusion Award. However winning the award challenged us to do more for our chapter and for the Milwaukee community. In addition to presenting chapter programs and activities that feature diverse speakers and topics, we also launched a D&I Blog and plan to sponsor a free workshop for nonprofits and churches who serve Milwaukee's diverse communities. Members of our Committee also expanded their servant leadership and became active volunteers in several community-based organizations.

Next Steps: What are your future plans for diversity and inclusion programming?

The SE-WI D&I Committee plans for the balance of 2019-2020 include the following:

--Monthly D&I Blog to include posts from Diverse Group Leaders

**--How Savvy Nonprofits Use PR---A Workshop for Nonprofit Organizations
PR 101 Workshop for Nonprofits, Friday, September 27, 2019, 1:00 – 4:00 p.m.**

-- D&I Committee members sit on the Milwaukee 2020 DNC Host Committee. Plans are underway for the D&I Committee/Chapter to host a reception for DNC Visiting Diverse Journalists with Black Media Association. -- May hold a series of quarterly PR workshops for nonprofits. Session topics could be announced in advance. Minimal fee charged.

-- May hold a joint session with the Association of Fundraising Professionals. Consider presenting a PR workshop at their annual conference and market monthly chapter luncheons to this group.

How has your Chapter's diversity and inclusion initiatives impacted attitudes, beliefs and behaviors?

Evaluations collected after each D&I chapter sponsored event suggest that the topics and the speakers are well received. The presentations that feature diverse and inclusion topics have received stellar reviews and attendee comments have express a desire for more. In addition, the chapter has gone to great lengths to make sure that whenever possible, depending on the topic a diverse speaker can be found to address that topic. We see that as a plus.

The SE-WI chapter members embrace diversity and inclusion are eager to learn all they can about diverse topics and issues. Much of our evidence is qualitative, however informal comments and the general tenor of any of our events is gracious and welcoming. We believe that the efforts of the D&I Committee and the professionals who attend our events, have contributed to this positive attitude change.

How has your Chapter's diversity and inclusion initiatives lead the communications industry in your market?

The SE-WI Chapter Diversity and Inclusion Committee is two years old. Our efforts have intensified, and our visibility has increased through our programming, co-sponsorship of events and the individual promotional activities of the committee and the chapter board.

Members of the chapter D&I Committee, which include the current and past chapter presidents along with four other practitioners, have been very vocal about the existence of the committee and the chapter's commitment to diversity and inclusion efforts. The level of cooperation we have received because of our relationship with our Diverse Group Leaders, and their currency in the business community, has positioned us as a viable resource on communicating with diverse groups. We are being called upon to identify diverse practitioners for jobs, to speak on the issue to various groups, offer media commentary, and we are being invited to sit at the table when issues affecting how best to handle some of the challenges facing Milwaukee's urban communities are being discussed. We believe that our community currency will improve significantly over time.

How has your Chapter's diversity and inclusion initiatives influenced membership?

Our chapter has not requested new members to provide specific diversity information. However, plans are in motion to collect that data on the fall. Anecdotal evidence suggests that some new members are from under represented communities. We do know that many of our chapter's younger members are more diverse and we have seen increases in attendance at monthly meetings and networking events, particularly those that feature diversity topics or a diverse speaker.

Does your Chapter have diversity and inclusion initiatives included in your strategic plan?

Yes

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

We regularly convene the leaders of Greater Milwaukee's key organizations that represent diverse groups to collaborate on an array of D&I topics, issues and activities. Because of those meetings, we have accomplished the following:

- Enhanced the SE-WI Chapter D&I Committee as a collaborative resource on D&I communications issues.**
- Developed a working relationship with those groups which has resulted in sharing mailing lists, publicizing each other's events on our organization's websites and social media; generating topic ideas and speakers for professional development programming; and joint sponsorship of networking and social events.**
- Diversity Group leaders value the opportunity to work with PRSA, are committed to future discussions and have made steps toward securing PRSA membership.**
- Sponsorship and participation in events for nonprofit groups the service diverse groups.**
- Invitations for D&I Committee members to engage and help organizations whose mission is to attract and retain diverse professionals in the Milwaukee community.**

PRSA_SE_WI_Febuary_20_2019_DI_Luncheon__Secrets_That_Strengthen_Teams_and_Retain_Talent_.docx
PRSA-WI_DI_Luncheon_December_12_2018__LGBTQ_101.docx
PRSA-WI_DI_Event_August_21_2019___Changing_Milwaukee_Black_Holocaust_MuseumrProgram.docx
PR_101_website_promo__2019.pdf
