



2021 DIVERSITY, EQUITY & INCLUSION (DEI) - Plan of Work

**FPA is the community that fosters the value of financial planning, and advances the practice and profession of financial planning.**

**DEI Committee Members**

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**FPA of MN DEI Statement**

*The FPA of MN Diversity, Equity & Inclusion (DEI) Committee is dedicated to supporting the FPA in its efforts to providing knowledge, advocacy, community and leadership to all those who need, support and deliver professional financial planning, but with a focus on bringing a diverse community into the membership as well maintain a welcoming culture for that community.*

*FPA seeks to raise awareness and promote an environment that embraces diverse communities – of consumers and professionals. In so doing, FPA strives to increase opportunities and access for the wildest spectrum, so that all may join, collaborate, and thrive with an inclusive financial planning community. The goal is for the membership of FPA of MN to match or exceed the diversity of Minnesota population as set by the US Census Bureau and ensure there is an inclusive and welcoming atmosphere.*

* FPA appreciates and embraces a diversity of people, ideas, skills and life experiences including but not limited to: age, race, ethnicity, gender and sexual orientation
* FPA embraces professionals from all business/compensation models, educational backgrounds, and geographic regions to meet the unique needs of the clients they serve
* FPA strives to create opportunities for all people to have access to competent and ethical financial planning advice
* FPA values and respects the uniqueness of individuals and the varied perspectives and talent they provide
* FPA believes that diversity of its membership is critical to serving a diverse public and its committed to helping create a world where everyone thrives and prospers

**Main Strategies – Summary:**

Strategy 1: Recruit members to join FPA of MN DEI efforts

Strategy 2: Manage/Promote DEI scholarship

Strategy 3: Integrate DEI in all chapter activities

Strategy 4: Create new DEI opportunities and education

**Main Strategies – Detail:**

**Strategy 1: Recruit members to FPA of MN DEI efforts**

* Why are we recruiting members to FPA of MN DEI efforts?
	+ To help grow our team and ability to expand DEI efforts in our chapter
* How will we communicate with our targeted audiences?
	+ Emails / calls / meetings as needed
	+ Newsletter announcements
* Who are our targeted audiences?
	+ Individuals involved in DEI in our industry along with companies and organizations as well
* How will we measure success?
	+ Recruit two new members to our committee in 2021
* Tactics to fulfil strategy, target dates, individual spearheading and valued to be communicated
	+ Reaching out to individuals, organizations, and companies **(DEI Committee Members)**
* Ways to integrate ideas and collaborate (other committees / organizations)
	+ Periodic check-ins with our chapter’s committees

**Strategy 2: Manage/Promote DEI Scholarship**

* Why are we creating a DEI scholarship for the FPA of MN?
	+ To help create a more diverse FPA membership community
* How will we communicate with our targeted audiences?
	+ Emails / calls / word of mouth throughout the membership
	+ Newsletter announcements
* Who are our targeted audiences?
	+ Individuals from a diverse background with a need to be supported through this program
* How will we measure success?
	+ Raise $5,000 in funds and accept 3 new members and 3 renewals in 2021
* Tactics to fulfil strategy, target dates, individual spearheading and valued to be communicated
	+ Reaching out to individuals, organizations, and companies **(DEI Committee Members)**
* Ways to integrate ideas and collaborate (other committees / organizations)
	+ Periodic check-ins with our chapter’s committees

**Strategy 3: Incorporate DEI in all existing chapter activities**

* Why are we incorporating DEI in all chapter activities?
	+ To help push our chapter and industry forward advancing DEI initiatives
* How will we communicate with our targeted audiences?
	+ Emails / calls / meetings as needed
	+ Attending committee meetings
* Who are our targeted audiences?
	+ FPA of MN committees and their respective activities
* How will we measure success?
	+ Through a shift in each committee’s annual activities and initiatives
* Tactics to fulfil strategy, target dates, individual spearheading and valued to be communicated
	+ Leadership initiatives – **Mai**
	+ Board administrative initiatives – **Mai**
	+ Policy initiatives – **DEI Committee**
	+ Communication initiatives – **Executive Committee / DEI Committee**
	+ Visible initiatives – **DEI Committee**
	+ Learning initiatives – **DEI Committee**

*\*reference FPA Diversity Slides in Basecamp (7/26/2020 / Files)\**

* Ways to integrate ideas and collaborate (other committees / organizations)

Understanding each committee goals – assess at each committee meeting / check-in with

Executive committee

Financial education

Pro bono

Career development

NexGen

Professional issues

PR

Ascend

Membership / new member (recruitment)

Partnerships

Programs

*\*Reference google sheet (FPA DEI Committee) for specific goals with each committee\**

***\****[***https://docs.google.com/spreadsheets/d/1CF0nzvJRsZgyjmSgASRgj8TL5AuG88KFWeaetuSJgGI/edit?usp=sharing***](https://docs.google.com/spreadsheets/d/1CF0nzvJRsZgyjmSgASRgj8TL5AuG88KFWeaetuSJgGI/edit?usp=sharing)

**Strategy 4:** **Create new DEI opportunities and education**

* Why are we creating new DEI opportunities and education?
	+ To continue to advance our chapter and industry forward advancing DEI initiatives
* How will we communicate with our targeted audiences?
	+ Emails / calls / word of mouth throughout the membership
	+ Presentation / meetings
* Who are our targeted audiences?
	+ FPA of MN chapter leaders and general members
* How will we measure success?
	+ Participation from our membership (2% - 3%)
	+ Plan four networking events and one education opportunity each year
* Tactics to fulfil strategy, target dates, individual spearheading and valued to be communicated
	+ Working through specifics with Executive Committee / Board **(DEI Committee Members)**
* Ways to integrate ideas and collaborate (other committees / organizations)
	+ Periodic check-ins with our chapter’s committees