

A Diversified City



Team Members

Shawn Boone

La'Zendra Bossard

Alan Kirkpatrick

Rocko Smucker

Porter Taylor

Better Business Bureau Diversity Statement

The Better Business Bureau systems is committed to our core values of excellence, integrity, teamwork, trust and respect. Each of these values is reflected in our approach to diversity. We recognize that differences including the visible dimensions of diversity such as religion, sexual orientation and socioeconomic factors enrich and add value to our collective team. We endeavor to increase our ability to relate to and earn the trust of the diverse cultures in the communities we serve through sensitivity, integrity, outreach and education. We recognize that a diverse, empowered workforce is a means for achieving a sustained competitive business advantage in the global marketplace. We strive for excellence in our ability to create an inclusive, respectful and equitable environment for our employees through leadership, policies and practices. BBB operates with a goal of not only embracing diversity, but also weaving it throughout the fabrics of our system.

Diverse Community Within Leadership Asheville

Goals

- *To ensure that the makeup of Leadership Asheville 26 and future Leadership Asheville classes matches the diversity of the City of Asheville.*
- *Know and understand the diversity of Asheville.*
- *Identify underrepresented populations within Leadership Asheville 25.*
- *Increase awareness of Leadership Asheville among those populations.*

As long as the differences and diversities of mankind exist, democracy must allow for compromise, for accommodation, and for the recognition of differences.

- Eugene McCarthy

Project Description

The Diversity Leadership Action Team project is an effort to ensure diversity in Leadership Asheville 26 in a way that is potentially ongoing for future classes. This project includes identifying the diversity of Asheville and the populations. Inviting underrepresented populations to participate in the program in a culturally sensitive and effective way and by raising funds for Leadership Asheville scholarships dedicated to specific populations.

Advising Partners

- ≈ Grove Park Inn Resort and Spa
- ≈ Blue Ridge Assembly
- ≈ Junior Achievement
- ≈ Hall Fletcher Elementary School
- ≈ The Episcopal Dioceses of WNC
- ≈ Asheville Housing Authority
- ≈ Asheville Ministerial Alliance
- ≈ YMI Cultural Center
- ≈ Asheville City Schools
- ≈ Jewish Community Center
- ≈ The Center of Diversity of education at UNCA

We have become not a melting pot but a beautiful mosaic. Different people, different beliefs, different yearnings, different hopes, different dreams.

≈ - Jimmy Carter

Community Impact

To strengthen leaders in populations that are underrepresented in Leadership Asheville. By promoting the participation of the individuals of those populations, contributing to the vision of more diversity among leaders in Asheville.

Changing the City, One Mindset at a Time

On Going Goals & Task

- ⌚ Writing a grant application for the diversity scholarship initiative.
- ⌚ Format this team to be apart of upcoming Leadership Asheville classes.
- ⌚ Support free advertising of Leadership Asheville with in other organizational efforts.
- ⌚ Continued communication with underrepresented groups to participate in Leadership Asheville.

Challenges

- Identifying organizations and individuals of underrepresented populations.
- Contacting organizations and individuals of underrepresented populations.
- Time and scheduling.
- Lack of scholarship Fund.

Project Assessment

While our team recognizes that there is still a significant amount of work left to do, we feel that we have made moderate progress. We have accomplished work on all of our goals. Also, recognizing that each of these goals is likely an ongoing process that must be constantly monitored and updated.

Community Effort

How Can I
Contribute?