

Charter of the American Lung Association Diversity, Equity & Inclusion Council

Vision:

Embrace diversity, equity and inclusion within the American Lung Association and the communities we serve.

Mission:

To advance the American Lung Association's mission to save lives by improving lung health and preventing lung disease while fostering diversity, equity and inclusion in our practices, programs, and processes through adapting and transforming behaviors and mindsets, and strategically selecting and utilizing the most effective and appropriate methods to fundamentally value individuals from historically underrepresented backgrounds.

Objectives:

- Build capacity and competency to lead and manage a diverse workforce.
- Create a work environment that ensures equitable access for all to opportunities for professional growth and advancement.
- Develop staff cultural competence and responsiveness to maximize our effectiveness in community engagement with historically underrepresented constituents and partners, considering and respecting their unique perspectives, experiences, contributions, and needs.
- Encourage cultural norms and practices that promote positive and culturally responsible interpersonal relationships among staff.
- Ensure communities we serve are treated as stakeholders, leaders, and assets to the work.
- Proactively counteract race inequities inside and outside of our organization through our work outlined in our strategic imperatives.
- Foster an inclusive environment so that all association leaders, staff, and board members are confident in talking about race, racism and its implications for the organization and the communities we serve.

Roles and Responsibilities:

- Assist the CEO and National Board of Directors in the creation of the DEI strategy and key milestones.
- Embed the DEI function across all levels of the organization and support the ELT and other senior staff to be inclusive leaders.
- Research and utilize best practices and baseline data indicators that inform and establish DEI goals, measurements, and anticipated outcomes.
- Collaborate with HR to identify and implement specific educational tools on topics related to DEI, including cultural awareness/sensitivity to be included in the training and professional development of staff and board members. Ensure these learning approaches emphasize reflection, iteration, and adaptability.
- Create synergy between division/department DEI action plans and initiatives.

- Identify DEI barriers—including policies, procedures, and informal practices—that impact recruitment, retention, advancement, training, and performance.
- Recommend ways to strengthen staff retention by ensuring that staff needs and concerns are understood and met.
- Operationalize mentoring and/or affinity groups for staff with shared interests/backgrounds.
- Identify and address emerging issues that can impact ALA’s DEI culture.
- Gather feedback on DEI engagement activities, program and trainings, such as surveys, interviews, focus groups, roundtables, and external reviews to ensure effectiveness.
- Collaborate with Marketing & Communications to create content and custom DEI messages to deliver to all ALA staff and constituents.
- Broadly build and report on DEI successes and impact – continuously build the case for DEI.
- Conduct standing DEI meetings to establish a strong rhythm that ensures continuous momentum of the Council’s work.