EXPLORING DIVERISTY & CULTURE THROUGH PRODUCTIVE COLLABORATIONS

PRESENTERS

DENVER BOTANIC GARDENS

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SENIOR MARKETING MANAGER

OUR FIRST DATE

GOALS FOR THE SESSION

1. Learn methods for making connections with other organizations for collaborative efforts.
2. Learn how to ensure maximum benefit as the result of a collaboration.
3. Understand creative ways for organizations to collaborate other than shared marketing.
4. Discuss the benefits and challenges for similar initiatives and future efforts.

WHY IS DIVERSITY & INCLUSION IMPORTANT?

The cultural landscape is changing and we must address this to stay relevant to our audiences.

WHAT IS DIVERSITY?

- Understanding and appreciating interdependence of humanity, cultures, and the natural environment.
- Practicing mutual respect for qualities and experiences that are different from our own.
- Understanding that diversity includes not only ways of being but also ways of knowing.

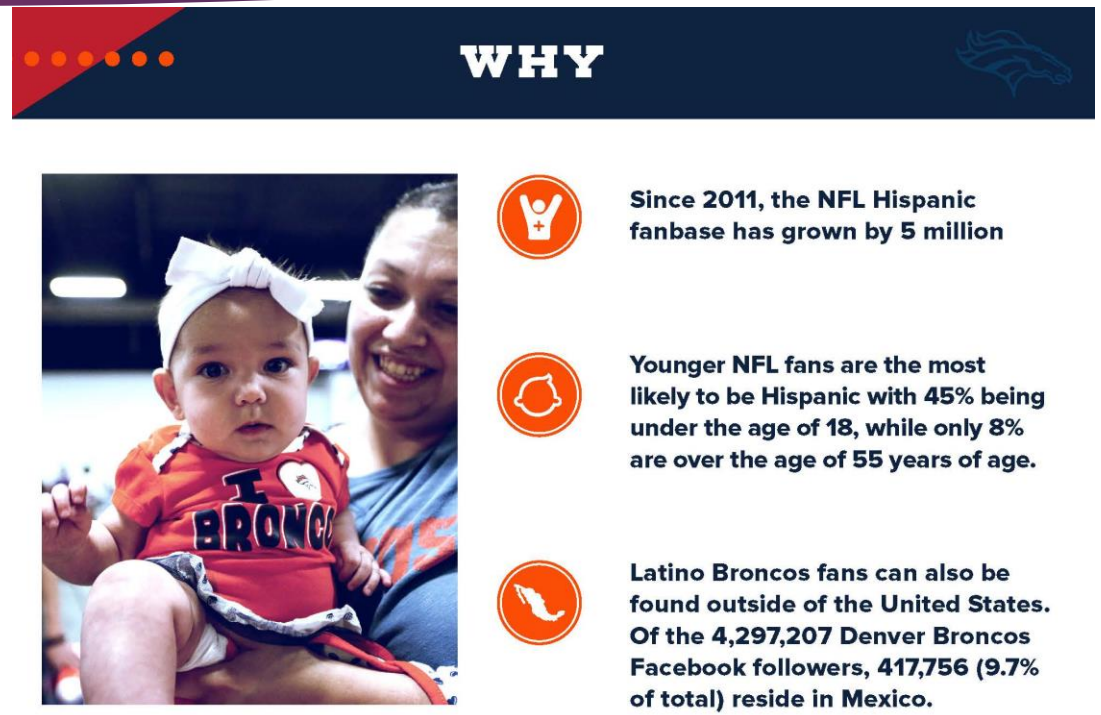
WHAT IS INCLUSION?

- Inclusion refers to the intentional, ongoing effort to ensure that diverse individuals fully participate in all aspects of organizational work, including decision-making processes.
- Inclusion also refers to the ways that diverse participants are valued as respected members of an organization and/or community.

Source:www.d5coaltion.org

Diversity – Why it matters to the NFL?

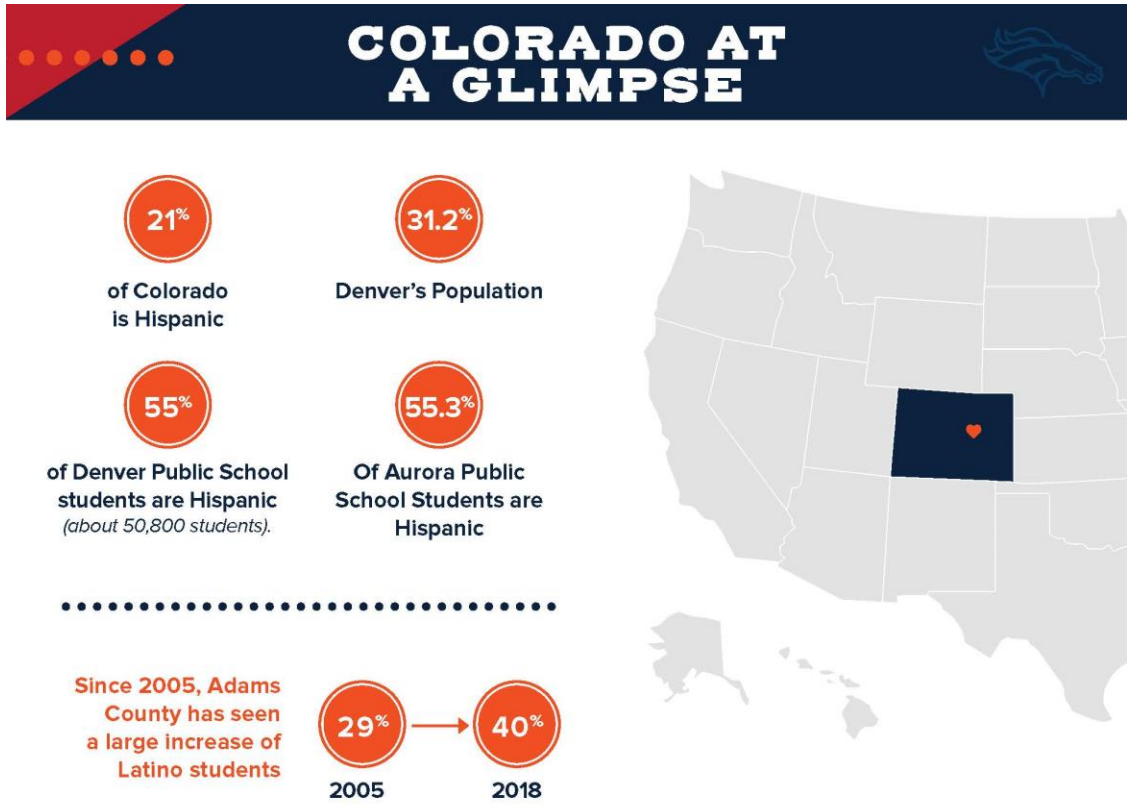
- The complexion of the United States has changed and that is largely due to the growth of the Latino population. It is estimated that by 2050 one in three Americans will be Latino. As we are building the next generation of Broncos fans, we must continue to strengthen the relationship that exists between the Denver Broncos and the Latino Community.



Diversity – Colorado at a Glimpse

- While it is important that we look at maintaining our relationship with existing fans, in order to be a successful franchise, one must always look at the future.

- Our goal now is to develop relationship with the next generation of Broncos fans. And the next generation looks very different than the current.

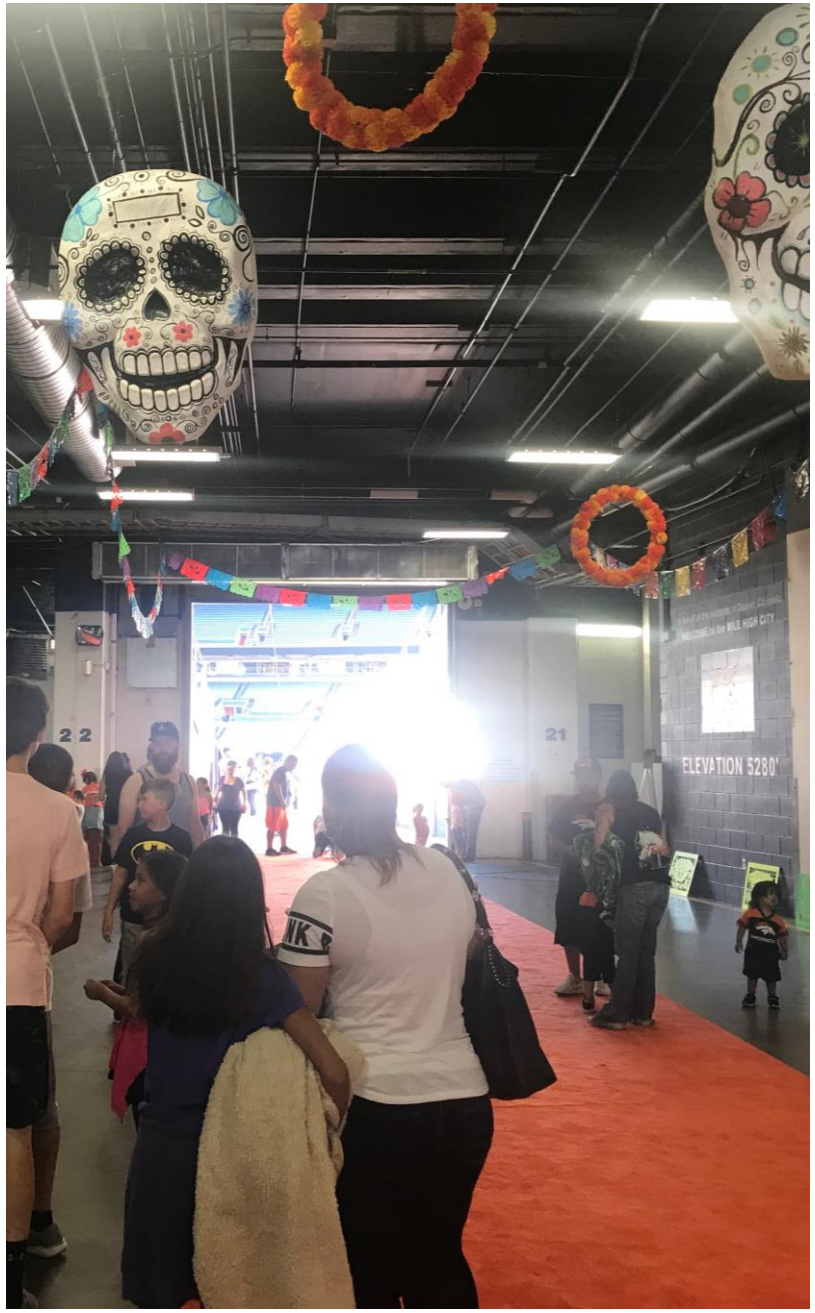


THE OPPORTUNITY

The movie was a big statement for the organization, because of its cultural significance, but by featuring the film, we also felt that we had the responsibility to bring cultural awareness about the movie theme.

With the help and support of Denver Botanic Gardens and Museo de las Americas, we were able to provide education opportunities for the families in attendance and in the end, Dia de Muertos was not thought to be as "morbid" as some had labeled it, prior to our event.

WELCOME to the MILE HIGH CITY


ELEVATION 5280'

CRAFTING CONTINUOUS COLLABORATIONS

BEYOND ONE AND DONE

WHY IT MATTERS

It’s important to create creating a consistent presence in diverse communities that extends throughout the year and not just for one event.

KEEP MOMENTUM

HIGHLIGHTS OF OUR COLLABORATIONS

HOW DO YOU CONVERT THESE CONCEPTS INTO ACTIONS STEPS?

WHERE TO BEGIN?

ASSESS

Assess what you have – what you need – then connect.

IDENTIFY

Actively seek out partners with similar goals.

ESTABLISH

Budget and Goals

WHERE TO BEGIN?

ASSIGN

Personnel to accomplish goals and secure funding

CREATE

Goal dates

Timeline

EVALUATE

Assess and evaluate completed goal and debrief the successes and challenges

OUTCOMES: CHALLENGES AND REWARDS

CHALLENGES

MANAGING EXPECTATIONS

Managing expectations regarding financial support is a delicate task.

Requires respect and consideration of another institution's needs.

INSTITUTIONAL DIFFERENCES

Policies and goals

DISCREPANCY IN STAFF SIZES

Large vs. small organizations

REWARDS

LEVERAGING RESOURCES

Access to new audiences in person or via marketing materials

SHARING OF RESOURCES

Space

Knowledge

Funding

Social networks

RAPPORT

Builds trust and credibility with the community

True and authentic relationships

THE BEST COLLABORATIONS EFFORTS ARE LIKELY TO BE:

- Organic
- Relational
- Integral

WORDS OF ADVICE

These community relationships and outreach efforts are only as effective as the work the people in the department put forth.

PRESENTER CONTACT INFORMATION

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¡MUCHAS GRACIAS!