NAWBO Diversity Statement: In principle and in practice, NAWBO values and seeks a diverse and inclusive membership. NAWBO seeks full participation in the organization by all business owners who support our mission to empower women entrepreneurs, regardless of race, religion, age, sexual orientation, national origin, or disability. NAWBO’s goal is to effectively represent the full diversity of the women business owner community and to equitably expand access to leadership opportunities for the full spectrum of our membership.

National and Virtual Events

Connect and Learn Speaker Selection
Between the months of March 2020 through December 2021, not including the months of July and December when virtual programming goes dark, we have featured 1-2 women of color per month as our featured “Lunch & Learn/Connect & Learn” speakers.

Women’s Business Conference Keynote and Breakout Speaker Selection
When building the speakers and agenda for national events, such as the National Women’s Business Conference, careful consideration is taken to include diverse women and men. The goal is for all women business owners to be able to connect and identify with the journeys and materials presented at the event. Attendees should not only feel represented but included in the discussions/activities.

Five-Year Strategic Imperative
The Strategic Imperative strives to build an organization that reflects all women business owners in membership and objectives by NAWBO’s 50th Anniversary.

- DEI&B Committee
The DEI&B Committee assists chapter leaders with the formation and implementation of their DEI&B objectives, strategies and actions.

- DEI&B Committee Supported Focus Groups
The DEI&B Committee has recruited participants from every NAWBO chapter to participate in six discussion group sessions held in Q4 2020 around the effects of COVID and the BLM movement and the repeated racial injustices and police actions that are occurring. They inquired about additional programming, training and support NAWBO could offer, that would be of value to them personally and to their businesses.

- Focused Chapter Support
The DEI&B Initiative team also held a session with the Columbus chapter’s DEI Committee to hear details, examples and best practices from their team. The team continues to collect and share best practices and connect with chapters to provide support as needed.

Communication Elements

- Monthly Communication Themes
February 2021 Theme: “Think Inclusive”—The articles, education and member profiles were focused on highlighting NAWBO’s diverse membership and providing DEI&B resources to members. These elements were featured in the DEI&B Articles and Resources, Chapter Leader Communication Toolkit and Chapter Social Media Toolkit.

- Pictorial Representation Considerations
There is a standing coordinated effort between the communications team and digital media strategist to use/create images of diverse ages, religious affiliations, ethnicities, cultures and economic backgrounds in national branded collateral. This encompasses all images published on the national website, social media channels, or included in print and digital materials.

DIVERSITY, EQUITY, INCLUSION & BELONGING REPORT