

# RETAIN'ing Inclusive Design

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Tuesday, September 19, 2023

# Meet Your Facilitator

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# Introductions

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- Name
- State and/or Affiliation
- What are you hoping to get out of this year's convening?
- If you had your own late night talk show, who would be your first guest?

# Agenda

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- **Introductory Overview of Design Thinking**
- **Defining Diversity, Equity, & Inclusion (D.E.I.A.)**
- **D.E.I.A. for RETAIN Value**
- **Designing D.E.I.A. to RETAIN Strength**
  - **Lightning Round Option 1:** Custom-Designing Outreach & Recruitment Solutions
  - **Lightning Round Option 2:** Deepening Awareness of Targeted Communities
  - Share Outs
- **Closing**



# But Before We Begin...

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- Speak your truth. Share from your own experiences.
- Seek to understand. Actively listen before responding.
- Respect others' experience. We may have different OR similar stories to share, and contexts to draw from. All are legitimate.
- Disagree without discord. Disagreement is expected. However:
  - Approach unexpected ideas with curiosity, not argument.
  - If you disagree, debate and challenge ideas. Don't attack the speaker.
- Share the air. Make room for all voices to be heard, and don't dominate the conversation.
- Share stories and experiences but avoid identifying people in your details.
- What's said here, stays here. Only what's learned here should leave here.



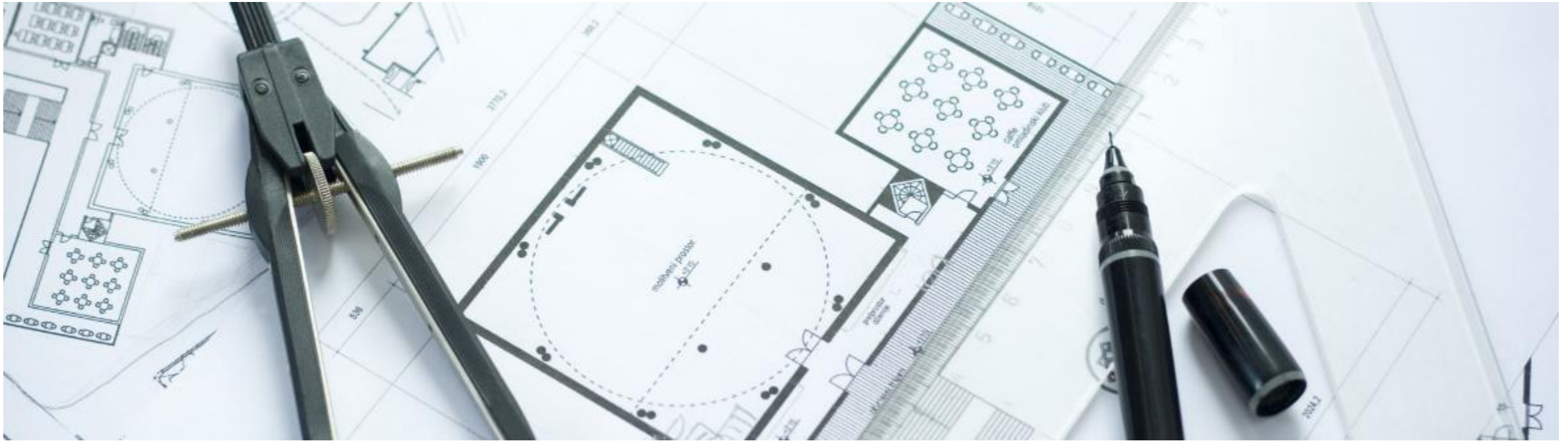
# Introduction to Design Thinking

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A brief overview.

# Leveraging Design Thinking

What exactly is Design Thinking?



# Design Thinking

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A non-linear, iterative process that teams use to understand the end-users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. It is most useful to tackle problems that are ill-defined or unknown.



# What Makes Design Thinking Useful?

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1. It's applicable in various environments.
  1. Public
  2. Private
  3. Non-profit
  4. And more!
2. Differs from "traditional" operation methods.
  1. Focus on action vs. planning
  2. Involves client early on to identify needs before committing considerable resources
  3. Continually meets the needs of clients while meeting business or program objectives.
3. When the focus is on the true needs and circumstances of a client, diversity & inclusion become a guide.



# Innovation



# Innovation by Design



# Design Challenge – What is it?

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A **Design Challenge** is simply a means by which innovative solutions to a complex problem is developed for a project or element of a project.

Generally, a Design Challenge is made up of phases to guide the design thinking process toward solution-building. The phases include Inspiration, Ideation, and Implementation.

These are often phrased as a “How might we...” question.



**how** might we ...

*assume solutions exist*

how **might** we ...

*reduce commitment*

how might **we** ...

*do it together*

# Questions & Thoughts

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# Defining Diversity, Equity, Inclusion, & Access

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# Defining Diversity, Equity, Inclusion, & Access (D.E.I.A.)

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- Defining D.E.I.A. broadly helps us understand how best to incorporate it into the work we do.
- Understanding how it might be applied could bolster our capacity to serve individuals with injury or illness.
- Having clarity around how we approach D.E.I.A. in our work can strengthen the impact RETAIN has for individuals seeking to stay at or return to work after injury or illness.



# Defining Diversity, Equity, Inclusion, & Access

- **Diversity:** A commitment to culture and policies that support individuals in all the ways they may differ.
- **Equity:** Ensuring that opportunities are available and accessible to everyone in ways not influenced by advantage or barriers.
- **Inclusion:** People of all backgrounds feel supported and valued so they can be their authentic selves.
- **Accessibility:** Incorporating meaningful accommodations that ensure equity regardless of ability so that everyone can participate and add value.



# Things to be Mindful of...

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- Avoid oversimplifying D.E.I.A.
  - There are distinctions among each term.
  - One concept can exist without the other, although they do complement one another.
- Avoid misplacement of burdens.
  - While those most impacted by inequity tend to take up D.E.I.A. work, they should not exclusively assume most of the burden in making a difference.
- Be proud of your progress but avoid being overly boastful.

# RETAIN'ing Value Through D.E.I.A.

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# RETAIN's Value Through D.E.I.A.

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- Actions guided by D.E.I.A principles & strategies
  - demonstrate knowledge of **who** community members are;
  - provide an opportunity to demonstrate proficient understanding of **what** community members need; and
  - can enhance internal processes too, not just external.



# Let's Discuss

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1. What value has your program gained by incorporating D.E.I.A. principles & strategies?
2. How are you using demographic data to inform the following strategies in your state:
  - a. Outreach
  - b. Recruitment
  - c. Enrollment
3. In what ways is D.E.I.A. incorporated in your state's sustainability efforts?
4. If you are still working toward establishing sustainability, how might you imagine D.E.I.A. being incorporated into your plan(s)?
5. What challenges might you anticipate confronting as you incorporate D.E.I.A principles & strategies in your state's program?





# Considerations for Demonstrating Value

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- **Customize** messaging for diverse members of intended audiences.
- **Demonstrate relevance** to respective communities in ways they can clearly understand.
- **Share your knowledge** of D.E.I.A. openly with your team
- **Show how you leverage** that knowledge to serve communities in relevant ways.
- **Know what you can and cannot do.** Prioritize what's feasible, but reserve other ideas for later if you can.
- **Set internal and external goals** for how your program will incorporate and utilize D.E.I.A.



# Designing DEIA for RETAIN Strength

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# Design Thinking & Diversity, Equity, & Inclusion (D.E.I.A,)

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## Design Thinking

Design Thinking involves finding innovative solutions to complex and multi-layered problems, while putting people first. It is a non-linear, iterative process used to understand clients, challenge assumptions, redefine problems, and create innovative solutions to prototype and test by prioritizing what is feasible or capable of being done with the resources you have.

## Diversity, Equity, Inclusion, & Access

D.E.I.A. is often met with resistance because it calls for change – sometimes constantly – and more resources than might be available. There may also be blind spots to understanding the diversity of a person, group, or community which makes providing a product or service more difficult.

# Establishing Inclusion by Design

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# Inclusive Design Activity



# Reflections & Parting Thoughts

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How are you feeling after our time today?

What are some parting thoughts you'd like to share with us before we close?





# Thank You

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