

# Diversity, Equity, and Inclusion and the Salience of Publicly Disclosing Demographic Data in American Environmental Nonprofits

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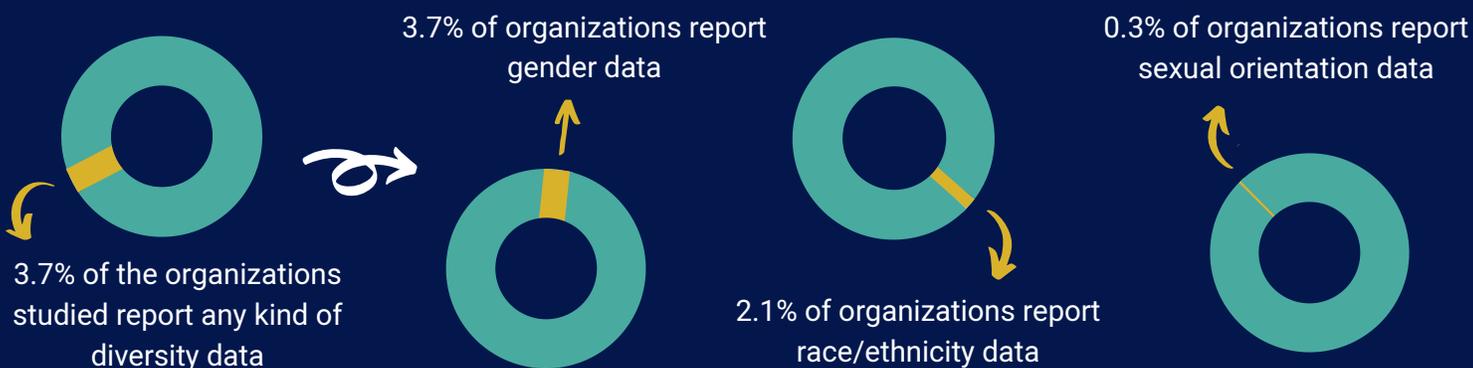
## Executive Summary

Over the past five years there has been a push for greater transparency about the demographic characteristics of the staff and board of environmental organizations. Such transparency is important because it allows environmental nonprofits and external actors to evaluate progress on diversity, equity, and inclusion. Within a few decades, people of color will become a majority of the population, which will have profound impacts on the environmental workforce. Therefore, it is crucial that environmental organizations track staff, board, and membership diversity and position themselves to engage broad and diverse audiences. Research shows that institutions with a diverse workforce reap the benefits of diversity in the form of greater innovation, efficiency, problem-solving, and worker satisfaction.

The article, "Diversity, Equity, and Inclusion and the Salience of Publicly Disclosing Demographic Data in American Environmental Nonprofits," (Taylor, Paul, and McCoy, 2019) reports the findings of a study that analyzes the public disclosure of demographic data by 12,054 small, medium, and large environmental nonprofits. For five years, GuideStar has given environmental nonprofits the opportunity to report demographic information on the gender, race/ethnicity, sexual orientation, and disability status of their board, senior staff, and full-time and part-time staff. The study focuses on the extent to which environmental nonprofits divulge their demographic data on GuideStar and how factors such as organization size, type, revenues, geographic region, state, urban-rural context, and the race and gender of the chief executive officer are related to the public reporting of demographic data.

## THIS STUDY FOUND THAT:

### 1 DIVERSITY DATA REPORTING IS LOW OVERALL.



### 2 REPORTING VARIED BY ORGANIZATIONAL TYPE; ENVIRONMENTAL JUSTICE AND ENVIRONMENTAL HEALTH ORGANIZATIONS ARE MORE LIKELY TO REPORT DIVERSITY DATA.



13.4% of environmental justice organizations report diversity data.



10.4% of environmental health organizations report diversity data.



Only 0.8% of garden clubs, horticultural programs reveal their diversity data.

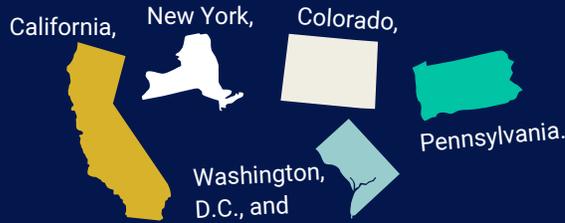
None of the management and technical assistance organizations report any diversity data.



### 3 ORGANIZATION LOCATION IMPACTS TRANSPARENCY; URBAN ORGANIZATIONS ARE MORE LIKELY TO REPORT DIVERSITY DATA.



The states or territories with the highest numbers of organizations reporting diversity data are:



1.2% of organizations in the South report any kind of diversity data.

Urban organizations are more likely to report diversity data (5%) than suburban (2.9%) and rural (2.3%) organizations.

Between 2.8% and 4.7% of organizations in the remaining regions reveal their diversity data.

No organizations in Kentucky, Mississippi, North Dakota, South Dakota, West Virginia, or the U.S. Virgin Islands report any diversity data.

### 4 LARGER ORGANIZATIONS ARE MORE LIKELY TO REPORT DIVERSITY DATA.



16.1% of the organizations with 500 or more staff divulge diversity data.

42.5% of the 40 largest organizations - all with revenues exceeding \$60 million - reveal diversity data.



Only 6.9% of the organizations with fewer than 10 staff report their diversity data.

Less than 1% of organizations studied with revenues less than \$100,000 report any kind of diversity data.

### 5 ORGANIZATIONS WITH WOMEN AND/OR PEOPLE OF COLOR IN TOP EXECUTIVE ROLES ARE MORE LIKELY TO REPORT DIVERSITY DATA.



Organizations where the top executive is female are more likely to report diversity data (7.4%) than organizations where the top executive is male (6.2%).



Similarly, organizations where the top executive is a person of color are more likely to report diversity data (10.7%) than organizations where the top executive is white (6.9%).

For many organizations, the gender and/or race of the top executive is undetermined. These organizations are least likely to report any diversity data.



The campaign to get environmental nonprofits to report demographic data to GuideStar has yielded modest results. It also identifies factors that are associated with a greater likelihood of reporting. Revealing demographic data is one way that environmental organizations can demonstrate a commitment to diversity, equity, and inclusion. More comprehensive strategies may be required to convince organizations to disclose demographic data.

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