



# Overview 2019



**NATIONAL DIVERSITY COUNCIL**  
An inclusive community, a better nation



# DiversityFIRST™ Certification Program

## Mission

The **DiversityFIRST™ Certification Program** prepares professionals to create and lead highly successful D&I strategies for organizational excellence and a competitive edge in today's global marketplace. The program blends theory and practice during a 5-day intensive curriculum and on-going professional development through the DiversityFIRST™ Graduate Network.

Graduates of the program are recognized as a **NDCCDP (National Diversity Council Certified Diversity Professional)**.



# DiversityFIRST™ Certification Program Objectives

Upon completion of the 5-day program, participants will:

- Recognize diversity and inclusion as drivers of business success and employee engagement in the 21st-century workplace.
- Possess a broad range of knowledge and skills to perform at a high level as D&I professionals and bring value to their organizations.
- Gain access to a reputable and reliable community of professionals through the DiversityFIRST™ Graduate Network to encourage continued learning as the D&I field evolves.
- Enhance credibility with the National Diversity Council's CDP designation to positively impact professional growth.



# DiversityFIRST™ Certification Program Website



[Home](#) [About](#) [Curriculum](#) [Sessions](#) [Terms](#) [Graduate Network](#) [Blog](#) [Resources](#) [Contact Us](#)

## Welcome

Good ideas may come and go. Great ideas may take some time to brew but they materialize with significance. A concept in the making for several years, the DiversityFIRST™ Certification Program launched in 2015 and graduated its inaugural class of 23 Certified Diversity Professionals (CDPs).

[Read more](#)

[diversitycertificationprogram.org](https://diversitycertificationprogram.org)



# DiversityFIRST™ Toolkit

The screenshot shows the DiversityFIRST Toolkit website. At the top left is the logo, which consists of a stylized 'd' and 'f' with colorful human figures inside the 'd', followed by the text 'DiversityFIRST™ TOOLKIT'. Below the logo is a search bar with a 'SEARCH' button. A navigation menu includes links for Home, Partners, Contributors, Content, Spotlight, Resources, Certification, Team, and Contact Us. Below the navigation menu are three tabs: Content, Contributions, and Popular. The 'Content' tab is active, showing a 'New Content' section with three items: Diversity and Inclusion, Gender, and Infographic. A featured article titled 'About DiversityFIRST™ Toolkit' is displayed, with a green checkmark icon and a brief description. Below this is a 'Welcome' section with a photo of three people in a meeting and a paragraph of text. At the bottom, there is a 'Content' section with a search bar and a list of content items, including 'Diversity and Inclusion'.

Individual access to the DiversityFIRST™ Toolkit, a password-protected website with:

- Nine content areas
- Unique resources to enhance employee awareness and advance diversity efforts in your organization
- Articles from around the globe written by recognized experts and prestigious firms
- Infographics with facts and figures on diversity segments
- Access to more than 75 pre-recorded webinars by subject matter experts from the NDC Webinar Series



# DiversityFIRST™ Graduate Network

- Password-protected webpage for program graduates
- Networking opportunities with community of professionals across the country
- Benchmarking across organizations & industries
- Continued learning as D&I field evolves

The screenshot shows the DiversityFIRST website navigation and a post. The navigation bar includes: Home, About (dropdown), Curriculum, Sessions (dropdown), Terms, Graduate Network, and Contact Us. The DiversityFIRST logo is on the left. Below the navigation is a post by Cecilia Orellana-Rojas, Moderator. The post text reads: "We are thrilled to launch the DiversityFIRST™ Graduate Network for you — 65 CDPs and counting! This will be your forum to discuss issues and share best practices around D&I. Do you have a question about ERGS/BRGs? Did your company recently receive a D&I accolade? Do you want to take your diversity council to the next level? This is the place to connect and find support from your fellow Certified Diversity Professionals. As the 1Q 2017 progresses, what is one challenge and one opportunity your organization faces in the D&I space?" Below the text is a table with two columns: Author and Posts.

| Author | Posts |
|--------|-------|
|--------|-------|





# Diversity & Leadership Conferences

- Upon graduation, special discounts to one of our annual Diversity & Leadership Conferences in the U.S.
- Resources to strengthen D&I efforts and remain competitive in the global marketplace
- Unique perspective on a plethora of topics
- Keynote speakers, sessions, special events, and networking
- Opportunity to hone diversity leadership skills

The screenshot shows the website for the 2018 Texas Diversity and Leadership Conference, held from April 11-13, 2018. The navigation bar includes links for National Diversity Council, National Women's Council, Healthcare Diversity Council, Council for Corporate Responsibility, and a 'More +' dropdown. The main header features the conference title and dates, along with navigation links for SPEAKERS, REGISTRATION, SESSIONS, and CONTACT. A large banner image displays the theme 'Inclusion: The Source for Innovation' over a background of diverse hands raised. Below the banner, a 'REGISTRATION' section is visible, featuring a user icon and the text 'Individual Conference Registration'. A sidebar on the left contains a 'WELCOME' section with a list of names: 's Welcome', 'Chair', and 'rs'.



# DiversityFIRST™ Certification Program

## Diversity Domains

### Diversity Domain 1: The Business Case for Diversity and Inclusion\*

#### Module 1: The Evolution of Diversity and Inclusion

- Equal Employment Opportunity and Affirmative Action
- Current Protections
- How Do They Differ?
- Dimensions of Diversity
- What is Diversity?
- Systems of Inclusion
- Leveraging D&I for Innovation and Creativity

#### Module 2: Trends Driving the Business Case for D&I

- Changing Demographics
- Buying Power
- Talent/Skill Shortages
- Globalization and Technology
- Employee Expectations

#### Module 3: The Multigenerational Workforce

- The Multigenerational Workforce
- The Millennial Generation: Definition of D&I
- The Millennial Generation: Employee Experience in the Workplace

#### Module 4: Video and Discussion

*\*Additional content may be added.*







# DiversityFIRST™ Certification Program

## Diversity Domains

### Diversity Domain 2: Cultural Competence\*

#### Module 1: Culture and Elements of Culture

- Culture
- Elements of Culture
- Video and Discussion
- Ethnocentrism and Cultural Relativism

#### Module 2: Unconscious Bias, Impact, and Approaches for Reducing it

- Knowing Yourself: Do You Have a Bias in Business?
- Impact of Unconscious Bias in the Workplace
- Video and Discussion
- Top 10 Ways to Combat Unconscious Bias in the Workplace

#### Module 3: Micro-Inequities in the Workplace

- What Are Micro-Inequities?
- Cumulative Effects of Micro-Inequities

#### Module 4: Cultural Competence: A 21<sup>st</sup> Century Competitive Advantage

- Cultural competence Defined
- 10 Cultural Competencies that Support Inclusion
- Cultural Competence and Competitive Advantage
- Cultural Competence Assessment

*\*Additional content may be added.*





# DiversityFIRST™ Certification Program

## Diversity Domains

### Diversity Domain 3: Measurement and Accountability\*

#### Module 1: The Why, What, and How of D&I Measurement

- Why Measure
- What to Measure
- How to Measure
- The Diversity and Inclusion Scorecard
- Key Performance Measures
- Key Requirements for the Road to Results
- Designing and Developing a Targeted D&I Scorecard
- What Makes a Scorecard Successful?

#### • **Module 2: Accountability for Success of D&I Efforts**

- Who is Accountable?
- Case Study

#### • **Module 3: Case Studies**

*\*Additional content may be added.*





# DiversityFIRST™ Certification Program

## Diversity Domains

### Diversity Domain 4: Inclusive Leadership\*

#### Module 1: Inclusive Leadership, Traits, and Behaviors

- What is Inclusive Leadership?
- Video and Discussion
- Inclusive Leadership Behaviors

#### Module 2: Strategic Diversity Leadership

- Leadership as a Critical Change Factor
- The Role of the Chief Diversity Officer
- What are the Pathways to the CDO Role?
- The Role of the Chief Executive Officer
- Video and Discussion: Diverse Teams Give You the Best Thinking
- Calls to Action for Leaders in a Post-Obama Era

#### Module 3: DiversityFIRST™ Leadership Series

- Guest Speakers

*\*Additional content may be added.*





# DiversityFIRST™ Certification Program

## Diversity Domains

### Diversity Domain 5: Best Practices in Diversity and Inclusion\*

#### Module 1: Inclusive Recruiting

- The Business Case for Inclusive Recruiting
- From Traditional to Social Recruiting
- Best Practices
- Tips for Inclusive Recruitment

#### Module 2: Diversity Councils

- What are diversity councils?
- Diversity Council Structure and Membership
- Benefits of Diversity Councils
- Best Practices

#### Module 3: Employee Resource Groups

- Employee Resource Groups in Your Organization
- Evolution of Employee Resources Groups
- ERG Life Cycle
- Best Practices

#### Module 4: Diversity Awareness and Training

- Components of D&I Training
- Why Diversity Training is Important
- Trends in Diversity Training
- 8 Best Practices

*\*Additional content may be added.*





# Agenda Sample

|  |  |
|--|--|
| <b>Monday, 12/4 — 8 am - 12 pm</b><br><b>Diversity Domain 1: The Business Case for Diversity and Inclusion</b>                                       | <b>Monday, 12/4 — 1- 5 pm</b><br><b>Diversity Domain 2: Cultural Competence</b>                          |
| <b>Tuesday, 12/5 — 8 am - 12 pm</b><br><b>Diversity Domain 3: Measurement and Accountability</b>   | <b>Tuesday, 12/5 — 1- 5 pm</b><br><b>Project</b>   |
| <b>Wednesday, 12/6 — 8 am - 12 pm</b><br><b>Diversity Domain 4: Inclusive Leadership</b><br><b>Guest Speakers: J. Jeffrey Jones &amp; Sarah King</b> | <b>Wednesday, 12/6 — 1- 5 pm</b><br><b>Diversity Domain 5: Best Practices in Diversity and Inclusion</b> |
| <b>Thursday, 12/7 — 8 am - 12 pm</b><br><b>Diversity Domain 5: Best Practices in Diversity and Inclusion</b>   | <b>Thursday, 12/7 — 1- 5 pm</b><br><b>Project</b>  |
| <b>Friday, 12/8 — 8 am - 12 pm</b><br><b>Wrap-up, Exam Review &amp; Exam</b>   | <b>Friday, 12/8 — 8 am - 2 pm</b><br><b>Exam</b>   |



## Participating Organizations – Partial List

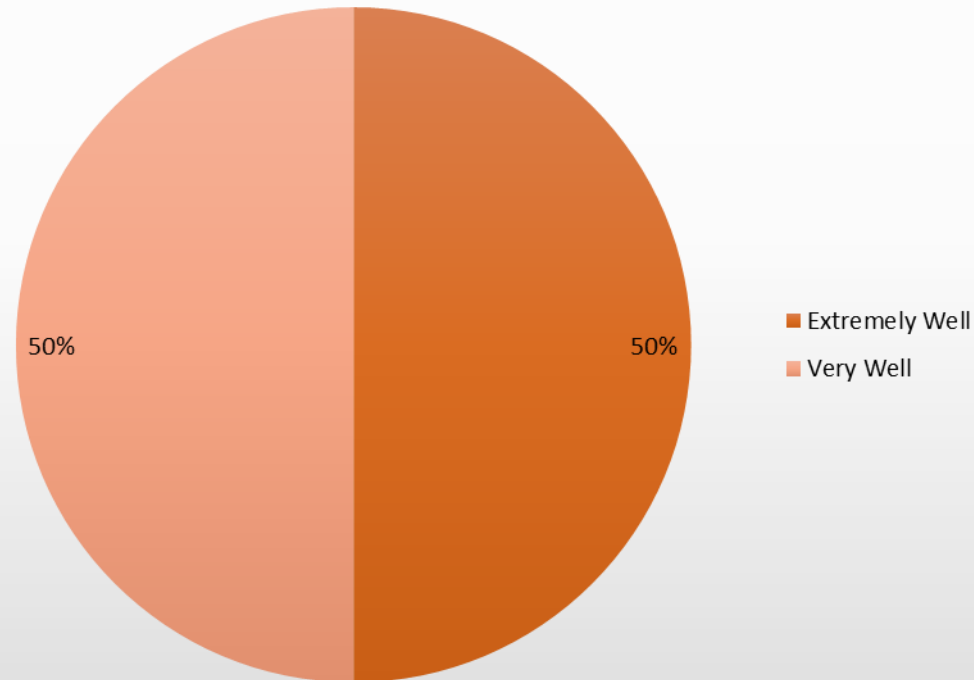
- American Automobile Association
- American Express
- Andrews Kurth LLP
- Anthem
- AT&T
- Blue Cross Blue Shield of Louisiana
- Blue Cross Blue Shield of Michigan
- Broadcom
- Cabela's, Inc.
- City of Dallas
- City of San Antonio
- Comcast
- Cornell University
- County of Alameda
- CPS Energy
- Craythorn Consulting
- Cross Cultural Solution
- Discover Financial Services
- Empath Health
- Gulfstreams Aerospace
- Hadiputranto, Hadinoto & Partners
- Holiday Inn Club Vacations
- Joy Global
- Kennesaw State University
- Luby's Fuddrucker's Restaurants LLC
- MARTA
- Montgomery County-Environmental Services
- National Security Agency
- Nationwide Insurance
- Nissan North America
- Phillips 66
- Pioneer Natural Resources
- Premier Health/Atrium Medical Center
- Rutgers Business School
- Sam Houston State University
- SAP Asia
- SAS Marketing & Management
- Sims Recycling Solutions
- Sodexo
- Southwest Airlines
- Speak With a Geek
- Stanford HealthCare
- SunTrust Bank
- Teachers Retirement System
- The Home Depot
- The Mentor Bank, Patina Solutions
- The Walt Disney Company
- University of California, Irvine
- University of Central Florida
- University of Cincinnati
- University of Houston-Downtown
- University of Michigan
- University of Phoenix
- University of Tampa
- United States Department of Agriculture/CRCMO
- USAA
- UNT Health Science Center
- UT MD Anderson Cancer Center
- VITAS Healthcare
- Wayne State University
- Xcel Energy
- Young's Market Company



# DiversityFIRST™ Certification Program

## What are our graduates saying?

How well did this program meet its objectives?



# DiversityFIRST™ Certification Program

## Testimonials

*I consider the DiversityFIRST Certification Program to be a key tool to grow my business. This dynamic program will provide you with the essential tools to create a diverse and inclusive work space and it will inspire you to be a positive impact in the communities around you.*

*The Diversity First Certification Program is awesome and exceeded my expectations. This program caters to individuals with little to no working knowledge of how to create a D&I program as well as seasoned D&I practitioners needing fresh D&I ideas. The wealth of information provided in the program and other participants in the class is priceless. I would highly recommend this program to D&I practitioners at any levels.*

*The training was very progressive and provided solid business case strategies and tools to improve productivity, employee morale, recruiting, retention, and training. I gained a new awareness and appreciation for diversity, and will incorporate D&I measures into projects and roles assigned to me, personally and professionally.*

Hear from our Graduates



<https://www.youtube.com/watch?v=BtY8YpkxZCg>

*The comradery amongst the participants and facilitators made it an innovative and creative space in listening to others' experiences and perspectives. I would highly recommend this program to anyone in my company, especially those at the executive level.*

*This program was amazing. It provided information and the ability to share knowledge amongst the other professionals in the room. Being able to learn from the subject matter expert facilitators was the best part.*





## DiversityFIRST™ Certification Program 2019 Sessions

### April 8-12

University of Phoenix  
Dallas, TX

### April 29 – May 3

University of Phoenix  
Chicago, IL

### May 20-24

Ohio State University  
Columbus, OH

### July 15-19

Wayne State University  
Detroit, MI

### August 12-16

Newark, NJ

### August 26-30

University of Phoenix  
Seattle, WA

### September 9-13

Emory University  
Atlanta, GA

### September 30 – October 4

University of Phoenix  
San Diego, CA

### November 11-15

University of Houston  
Houston, TX

### December 2-6

University of Tampa  
Tampa, FL





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