

Women in Parks and Recreation, Inc.

Lakita Frazier, CEO



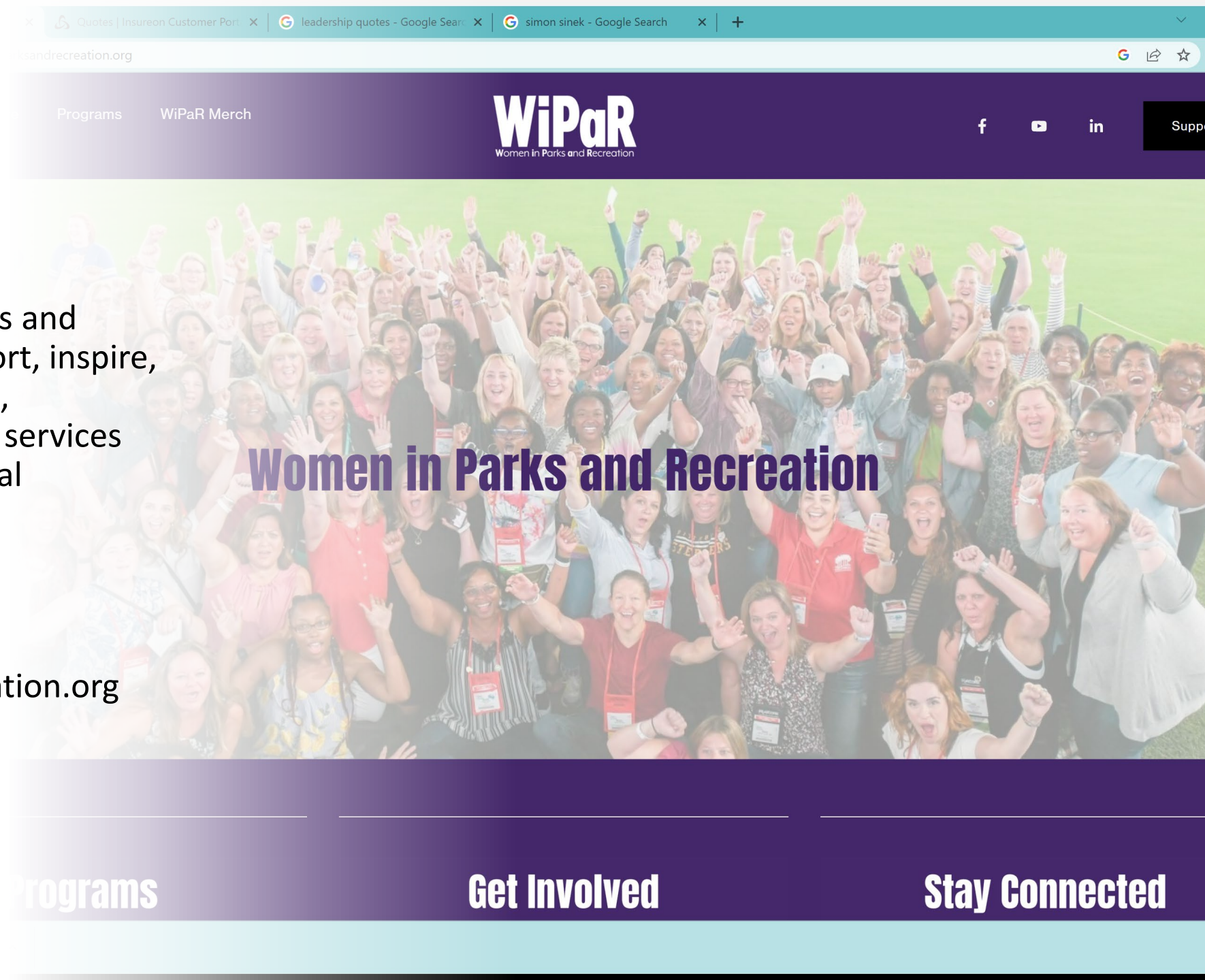
VADMO TOURISM
Symposium

APRIL 24-26, 2023 | SUFFOLK
HUB 757 | 6801 BRIDGEWAY DRIVE



Who are we?

- The mission of Women in Parks and Recreation (WiPaR) is to support, inspire, and empower women in parks, recreation, health, and leisure services through education, professional development, and advocacy.
- 11,000+
- 32 Countries
- www.womeninparksandrecreation.org



Ida Easter Park, Suffolk, Virginia (1981)





A group of colorful wooden human figures standing in a line, representing diversity. The figures are in various colors including blue, yellow, red, green, and brown. The text "Defining Diversity, Equity, and Inclusion" is overlaid in white on the figures.

Defining Diversity, Equity, and Inclusion

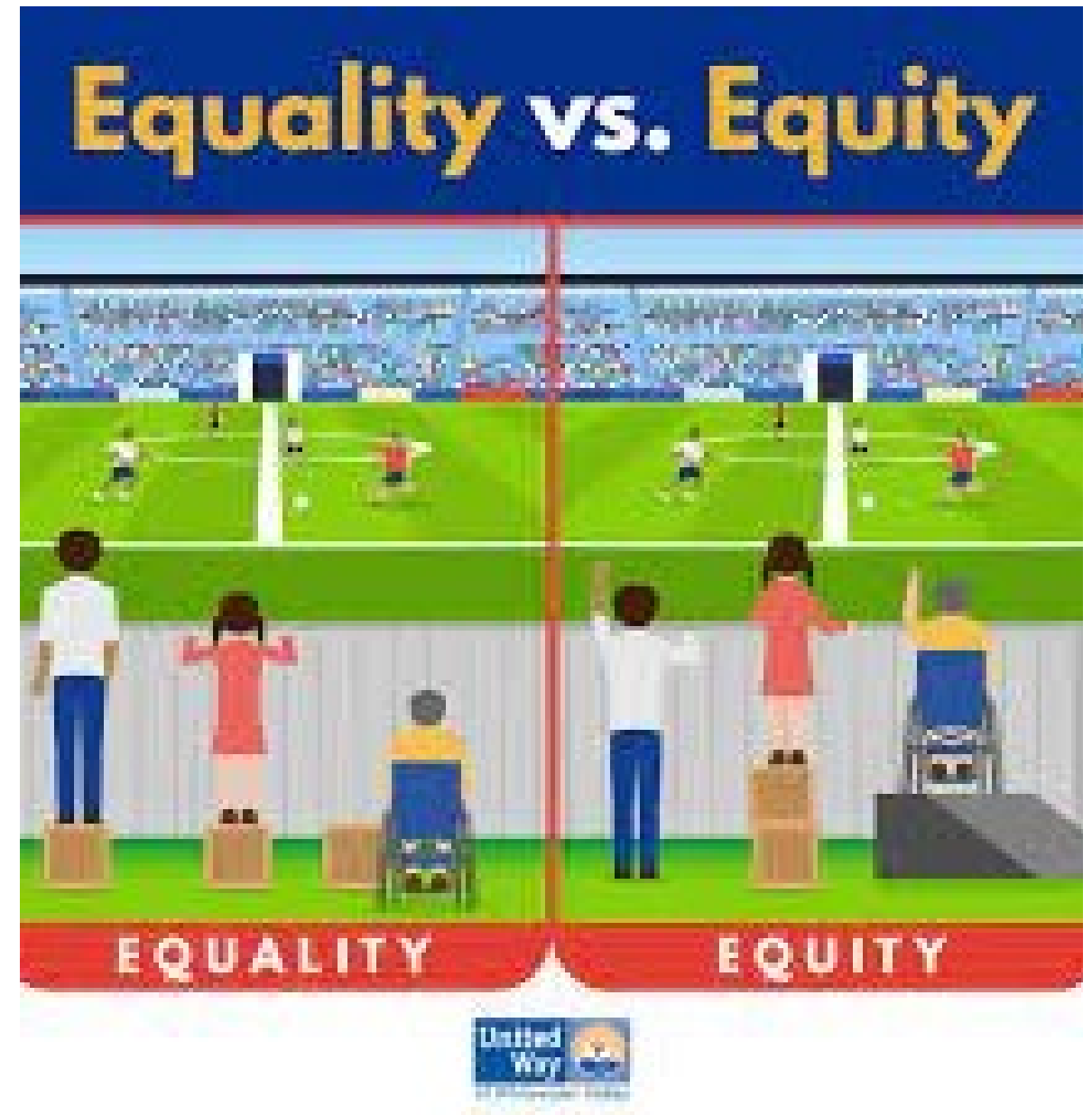
Diversity

- **Diversity** refers to **differences** within a given setting; that may mean differences in **race, ethnicity, gender, gender identity, sexual orientation, age, and socioeconomic background**.



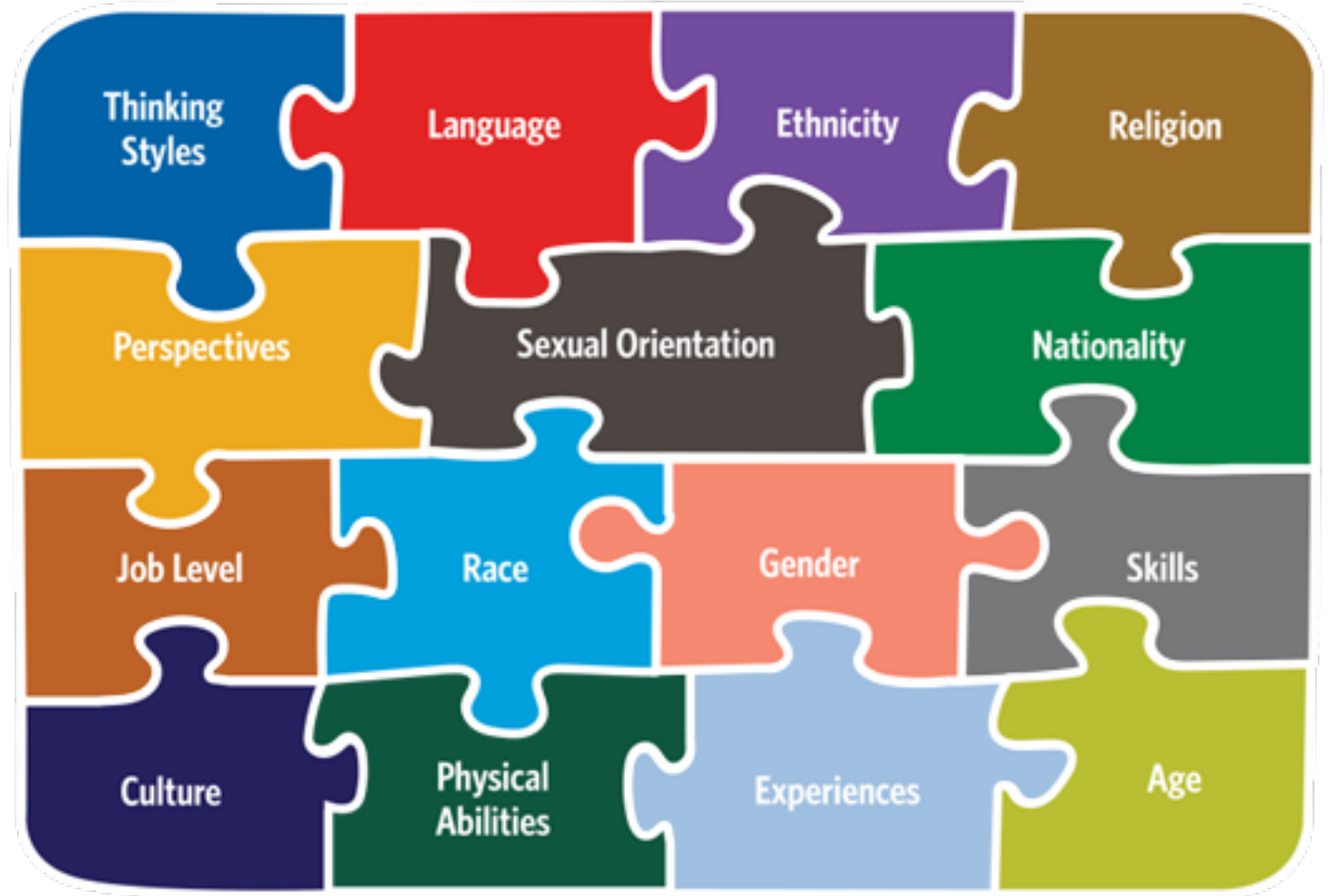
Equity

- **Equity** in the workplace means **all employees** are **treated fairly and reasonably**. A crucial part of equity is **ensuring every employee** has **what they need to succeed** and **opportunities** to do so.



Inclusion

- **Inclusion** in the workplace means **creating an environment** where **groups** who may have been **historically excluded due to gender, race, sexuality, etc.**, are **actively included and valued** for their different perspectives.



DEI

"What's often ignored is that diversity is not only a pipeline or recruiting issue. It's an issue of making the people who do make it through the pipeline want to stay at your company."

Andrea Barrio



Improving your Diversity IQ





Reflections from the video

Awareness

Source: [Census Bureau](#)

SHARE THIS     

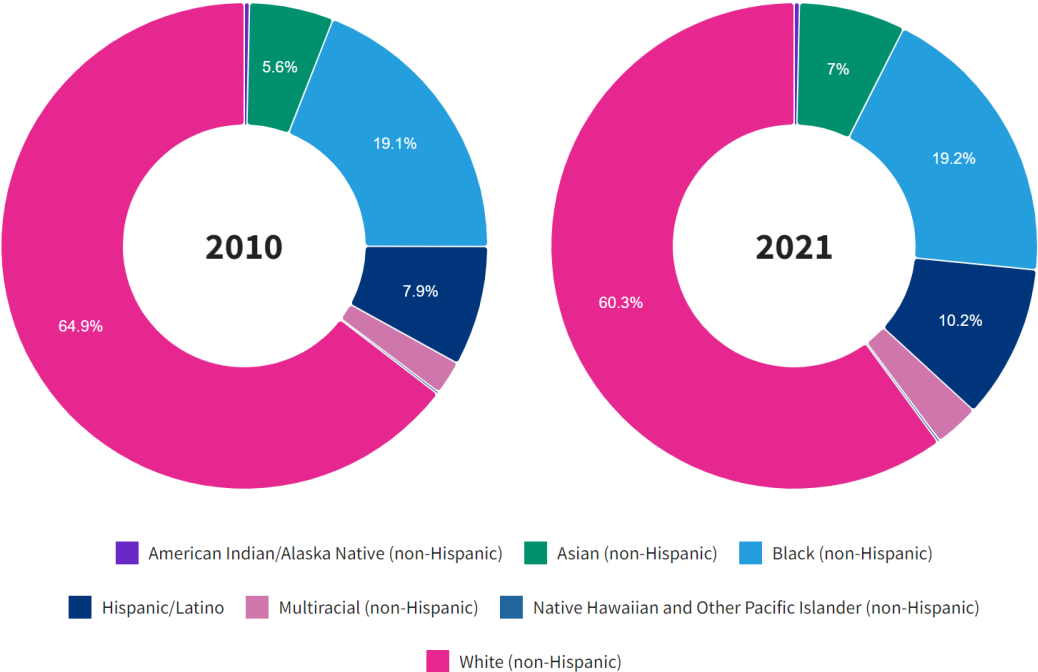
How has the racial and ethnic makeup of Virginia changed?

In **2021**, Virginia was more diverse than it was in 2010. In **2021**, the **white (non-Hispanic)** group made up **60.3%** of the population compared with **64.9%** in **2010**.

Between **2010** and **2021**, the share of the population that is **Hispanic/Latino** grew the most, increasing **2.3** percentage points to **10.2%**. The **white (non-Hispanic)** population had the largest decrease dropping **4.6** percentage points to **60.3%**.

Racial makeup of Virginia

☒ Hide Hispanic ethnicity



Virginia continues to become more racially and ethnically diverse, mirroring national trends.

Source: [Census Bureau](#)

SHARE THIS     

Be Yourself

- Who are you?
- Do you show up as your whole authentic self?
- Are you comfortable in your skin?

Self-actualization can generally be thought of as the full realization of one's creative, intellectual, and social potential through internal drive (versus external rewards like money, status, or power)



What is bias and implicit bias?

What is bias?

- Bias consists of **attitudes, behaviors, and actions** that are **prejudiced in favor of or against** one person or group compared to another.

What is implicit bias?

- Implicit bias is a **form of bias that occurs automatically and unintentionally** and nevertheless affects judgments, decisions, and behaviors. Research has shown that implicit bias can pose a barrier to recruiting and retaining a diverse scientific workforce.

Check your biases

Explicit Bias

Expressed directly
Aware of bias
Operates consciously

Example:

“Women who are mothers are not serious about their research.”

Implicit Bias

Expressed indirectly
Unaware of bias
Operates subconsciously

Example: Not promoting women with families or not inviting them on research collaborations.

DNA Dive



- Examination of DNA variations can provide clues about where a person's ancestors might have come from and about family relationships.
- Specific patterns of genetic variation are often shared among people of particular backgrounds.



My cousins



Eat out more

- Try cultural foods in different neighborhoods
- Listen to the music
- Talk to the servers
- Make an intentional effort



Focus on women's issues

- **Intimate partner violence:** In the United States, 1 in 4 women experiences violence in intimate partnerships. This issue affects 10 million men and women, with women making up most of that figure.
- **Economic injustice and the pay gap:** Working and providing for themselves and their families is essential to promoting women's freedom and independence.
 - In the past few years, women's employment changed irrevocably.
 - Between February and April 2020, women lost 1.5 million more jobs than men and have struggled to re-enter the workforce due to increased care giving burdens.



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Focus on women issues

- **Women's representation in leadership:** Women being represented in political, public, and corporate leadership is essential to any modern society. However, in the United States today, women are still vastly underrepresented in many critical leadership positions.
- In government, women represent 18% to 28% of all elected positions.
- Women represent only 22.7% of law firm partners
- Only 12.5% of CFOs in Fortune 500 companies are female



Focus on women's issues

- **Racial injustice**
 - Women's rights and racial justice have always been two issues that intersect broadly. Studies have shown that women of color are critically vulnerable and disproportionately affected by everything from mental health challenges to intimate partner violence and other adverse life experiences that can hinder their success.

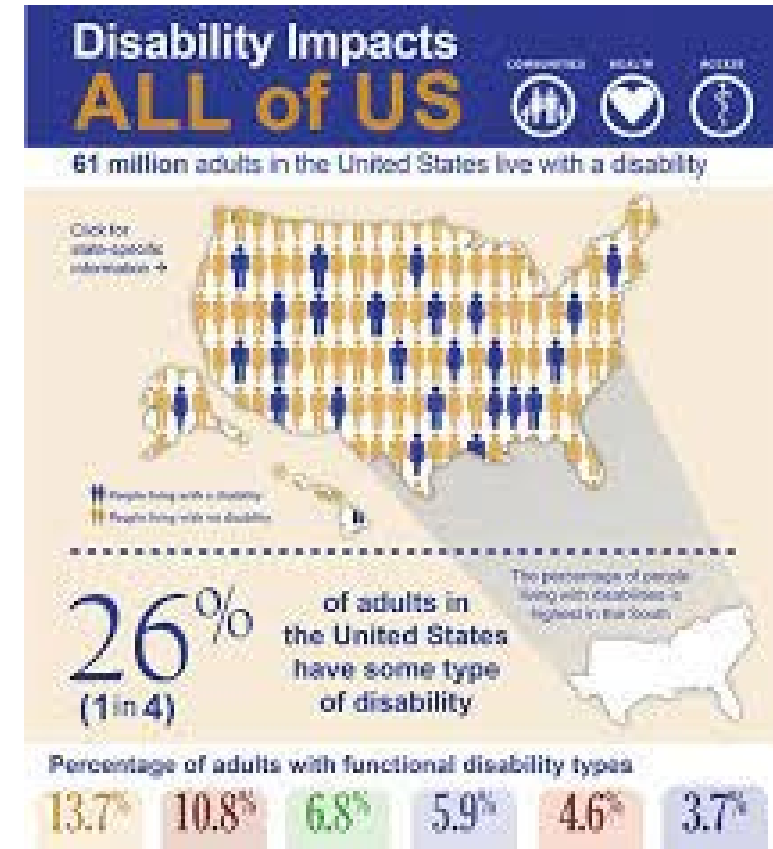
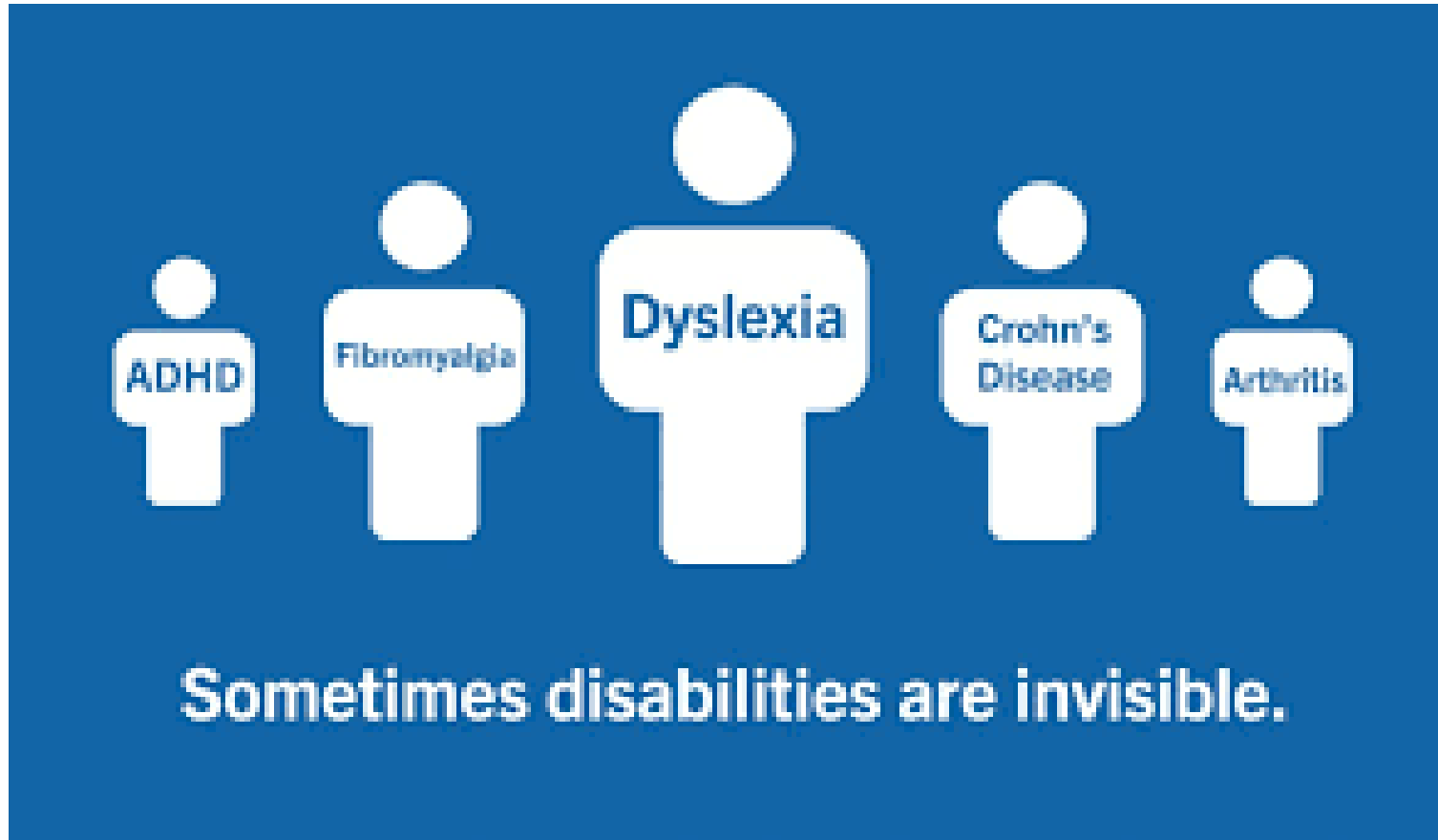


Glad Matters: LGBTQ+ Rights

- LGBTQ+ rights
- Another incredibly vulnerable population in the United States today is LGBTQ+ women. Many of these women face discrimination because of their sexual orientation and gender identity, which impacts their physical and mental health and their access to jobs, housing, healthcare, and so much more.



Hidden Disabilities



Insights and Inspirations



What do you
know?



What don't you
know?



What is your
story?



Who are your
mentors?



How do you
learn?



Can you handle
change?



A

ACKNOWLEDGE
THAT THE
CHANGE HAS
OCCURRED

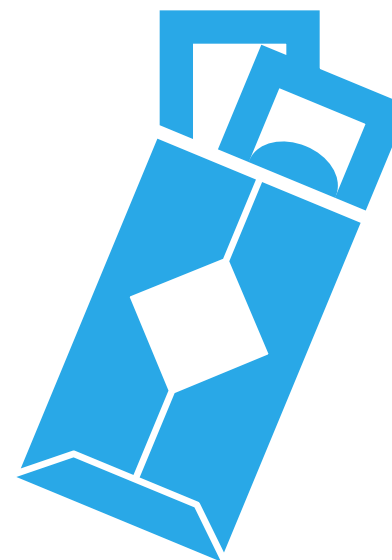
Embracing Change



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B

BE PRESENT. BE INTENTIONAL.





C

COMMUNICATE. COMMUNICATE.
COMMUNICATE.

The background of the image features several light blue paper cutouts of human head silhouettes. Some of these silhouettes contain a large black question mark. One silhouette in the center-right contains a blue line drawing of a lit lightbulb. A light pink, rounded rectangular box with a dotted border is positioned on the left side of the image.

D

DEVELOP A
POSITIVE MINDSET

Engage.
Educate.
Empower.
Evaluate.



Engage all levels



Educate through professional development and cross-training.



Empower and trust your team



Evaluate your processes

F



Forget about what made you mad
yesterday.



Focus on what you will do better
today.



G

Give yourself a
break.



Gratitude
trumps attitude
every day.

H

Help someone.

Honesty is still the best policy!



- ♦ Involve people that usually don't get a seat at the table, i.e., women, minorities, frontline staff, LGBTQA+
- ♦ Inclusion in action.



J

JUMP IN WHEN NEEDED. TOURISM IS FUN,
ADAPTABLE, AND FULFILLING.

K

- ♦ Kindness is different from niceness.



Nice



- Polite with everyone. Others feel good about them.
- Niceness is passive. Nice on face but different on our back.
- Afraid to speak up in unpleasant situations.
- Niceness can be a lethal coz of competition of showing off.

Kind



- Genuinely cares about people. Doesn't show off.
- Kindness is an attitude. Person wishes to be kind or not.
- Always puts forth their views & takes a stand.
- Act of kindness produces oxytocin & it helps in decreasing blood pressure.

Why is kindness a better choice?



Makes you
feel good



Helps to deal
with anxiety



It is
contagious



Helps form
new bonds



Reduces
stress



L

LEARN
SOMETHING NEW

M



MAINTAIN GOOD
RELATIONSHIPS.



MAKE GOOD
DECISIONS.



MENTORS
MATTER.



N

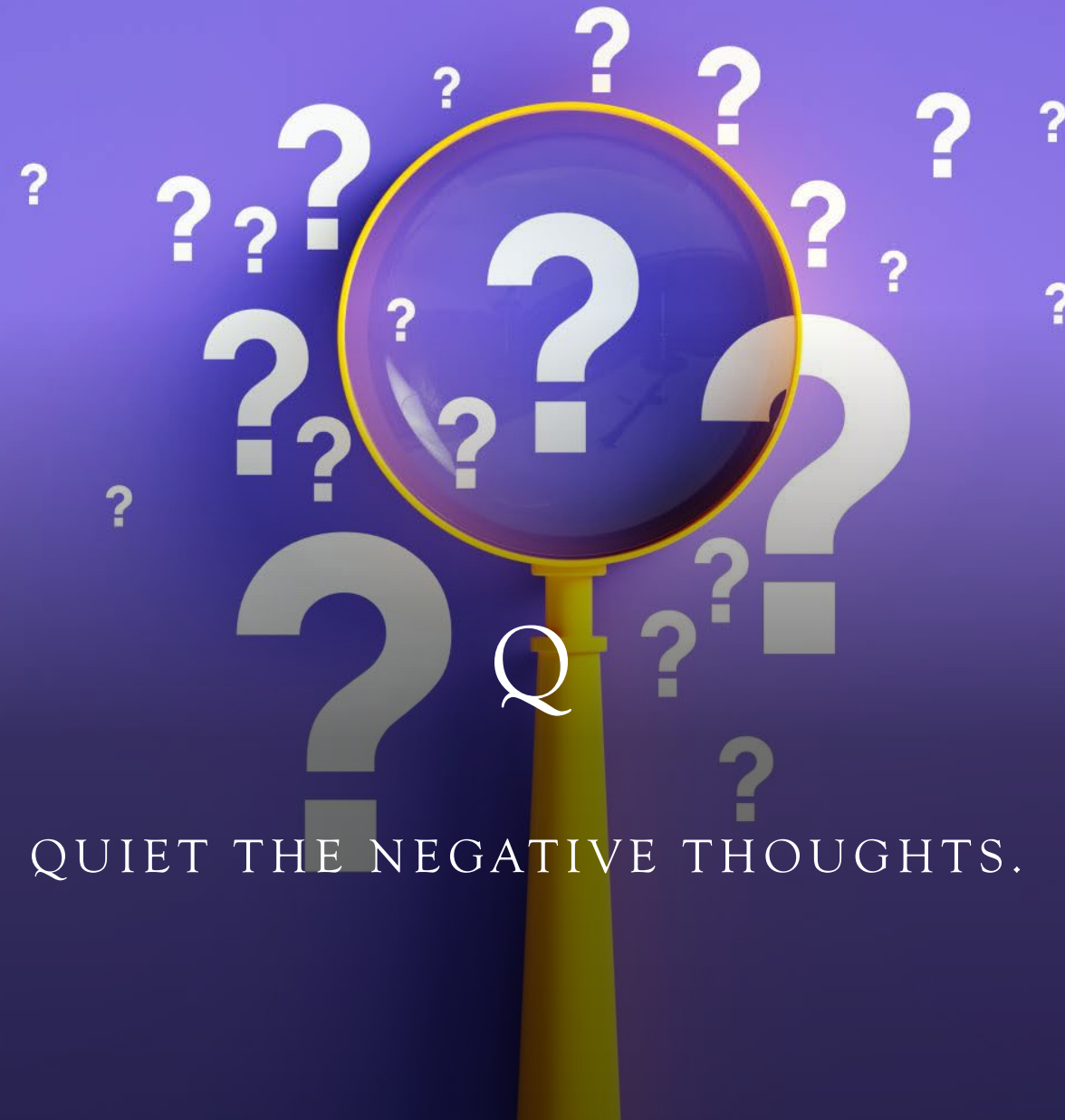
NO ONE CAN STOP YOU FROM BEING GREAT
BUT YOU.





P

POSITIVE ATTITUDES WIN EVERY TIME



Q

QUIET THE NEGATIVE THOUGHTS.

The background of the image is a dense, overlapping collage of numerous small, rectangular sticky notes. These notes are in four primary colors: bright yellow, light blue, light green, and light pink. Each sticky note features a large, bold, black question mark. The notes are scattered across the entire frame, creating a textured, busy appearance. In the center-left of the image, there is a white, shield-shaped area with a thin, dotted white border. This area contains the text 'REMEMBER YOUR WHY' in a dark, serif font, with a large 'R' at the top.

R

REMEMBER YOUR
WHY



S

- ♦ Stop making excuses
- ♦ Start bringing solutions

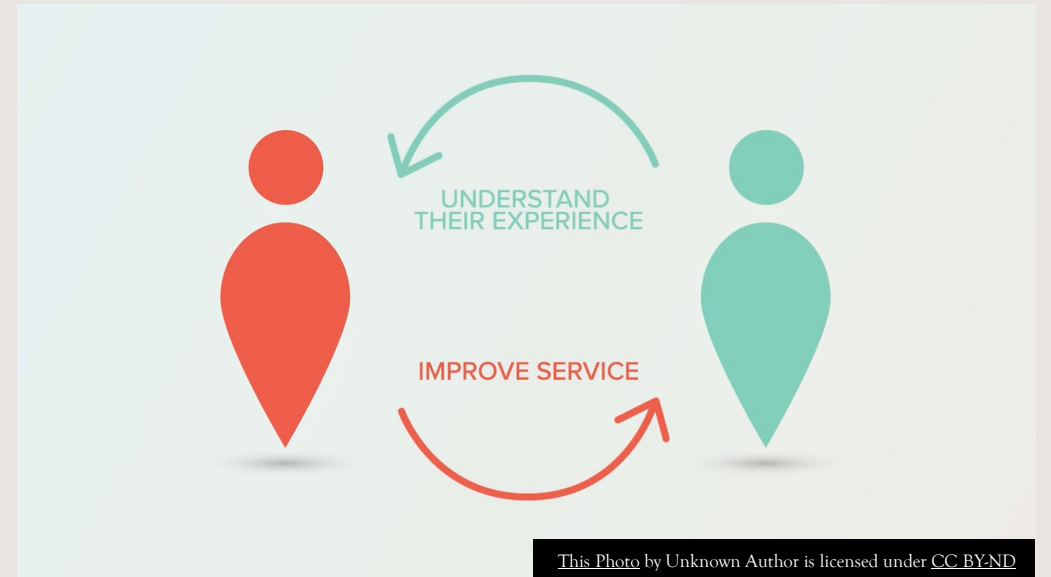
T



TEAMBUILDING IS INTENTIONAL

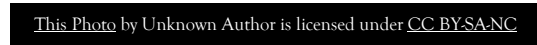
U

- Understand your role on the team
- Understand what your team needs
- Understand whom your team serves



- ♦ Values matter

- ♦ Values are individual beliefs that motivate people to act one way or another. They serve as a guide for human behavior.



W



WINNERS NEVER
QUIT



WHINERS NEVER
GROW



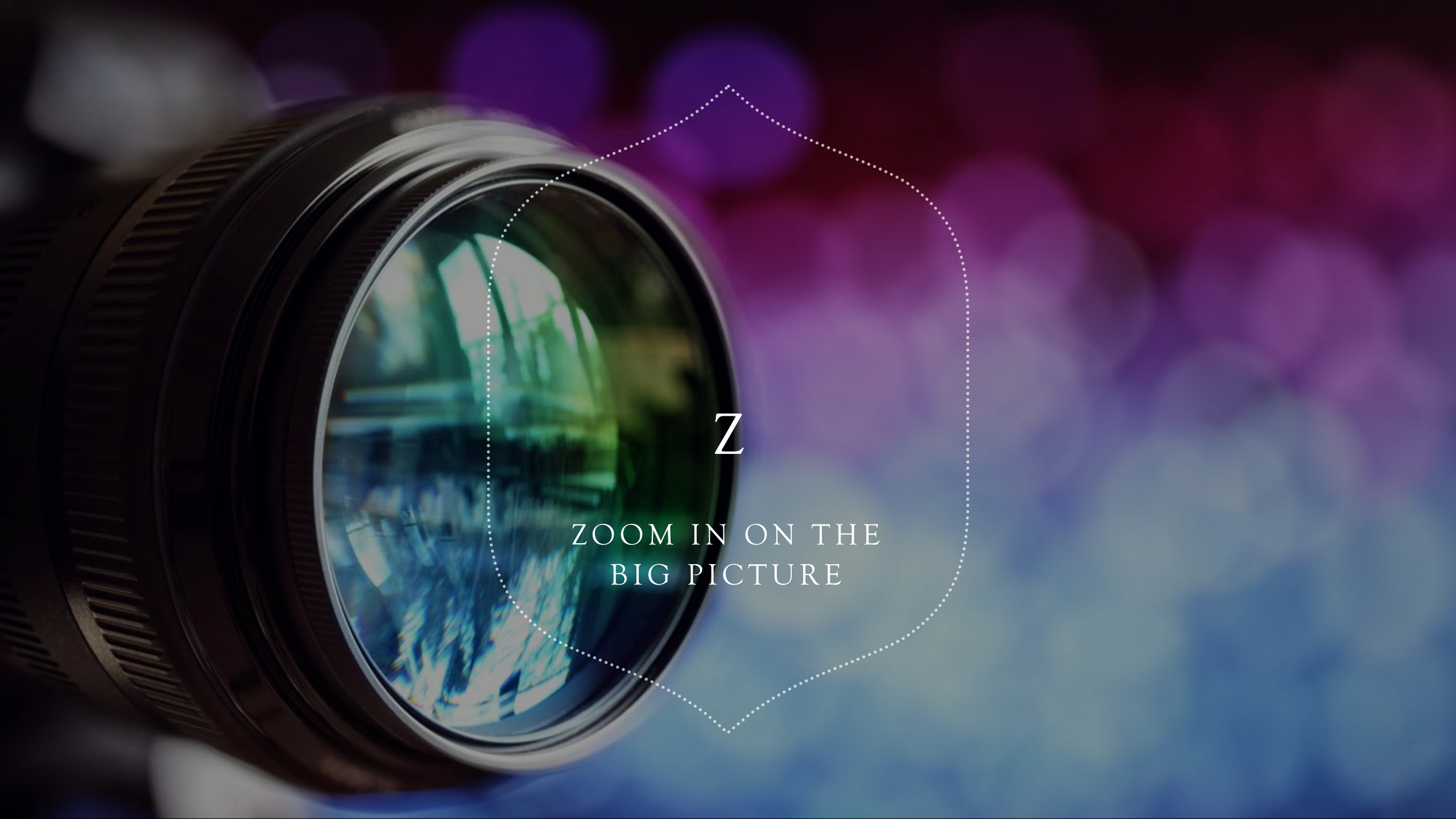
X

X MARKS THE SPOT. ARE YOU WHERE YOU
SHOULD BE?



Y

YOU ARE YOUR
BIGGEST
COMPETITION



Z

ZOOM IN ON THE
BIG PICTURE

- ♦ “A culture is strong when people work with each other, for each other. A culture is weak when people work against each other, for themselves.” ~ Simon Sinek





Contact information

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