

# **AHG DEI Focus Groups Report**

## **Executive Summary - October 2021**

In July 2021, several focus groups were held to explore the diversity, equity, and inclusion (DEI) issues in and around the American Herbalists Guild (AHG).

A full report has been created for the AHG that outlines in more detail the findings of those focus groups. This will serve as a brief Executive Summary of those findings.

### **Findings**

While there is agreement among many that AHG has done a lot of work to improve itself around DEI issues in the past few years, there is also agreement that there is much more to be done, as noted below.

#### **A Need for a DEI Communication Plan**

One core issue is communication. AHG has actually made more progress against DEI goals than the focus groups indicated, which raises the question of how effectively AHG is communicating its work around DEI. As a result of this finding, a DEI Communication Plan would be among the first things recommended for AHG to create and implement.

#### **A Need for Ease and Transparency**

Related to the need for a DEI Communication Plan is the finding that some policies and procedures are unknown to members, overly complex, or provide barriers where none should exist. A review of current practices is called for, with an eye toward making them as inclusive as possible.

#### **A Need for Greater Representation**

Many respondents want to see more diversity among people in positions of leadership and authority in AHG, whether on the Executive Council or as speakers at events and webinars. They also want greater visibility for traditional, non-Western, non-white, ancestral topics within AHG programs and events. The inclusion that is already happening in these areas is not well known.

The full report outlines comments made around the following issues as well:

- Membership
- Volunteer Leadership
- Partnerships
- Programs

In addition, the full report provides suggested ideas for the changes needed in each of these area as well as a timeline for doing so.

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