

Development Office DEIA Action Plan

The Williams Development Office seeks to generate resources in support of the college's mission and highest priorities from the broadest possible base of alumni and parents. In pursuit of this goal, staff members develop programs that are consistent with the particular characteristics and interests of Williams and its alumni and parents and embrace community members from all segments of our increasingly diverse college and alumni body.

In all we do, we aim to take into account the need for immediate fundraising success in terms of dollars raised with a longer view of cultivating ongoing philanthropy. We recognize that those who will provide support for the college in the future will be more diverse in terms of race and ethnicity, gender, nationality, and sexual orientation than in the past. To that end, we strive to promote and nurture the inclusion and long-lasting attachments of all alumni and parents, and we acknowledge that a sharpened focus on inclusive fundraising will require us to evolve the office's historic efforts toward broad-based participation with new and different engagements.

We are deeply committed to supporting Williams diversity, equity, and inclusion goals as articulated through the college's [2021 Strategic Plan](#) through both internal and external actions. In some cases, we will continue or expand work that is already underway; in others, we will develop new programs and practices, ideally in close partnership with alumni and parent volunteers, as that way of working has always and will continue to define our approach and success.

Internal Actions

- **Evolve our practices toward more inclusive fundraising to better represent the philanthropic concerns and aims of a more diverse alumni** – We will continue to develop strategies for outreach and define emerging impact areas related to DEIA goals to broaden our donor and volunteer base. As part of that work, we'll evaluate recent, targeted initiatives focused on giving by historically underrepresented groups of alumni and examine wider trends in alumni and parent participation by race, gender, age, and other demographic differences. We'll also seek feedback from alumni and parents, look for best practices in the field, and share learnings with the broad Development team, all toward the end of developing new possibilities for donor engagement.
- **Work with campus partners to address recommendations made in the 2020-21 Committee on Diversity and Community (CDC) [final report](#)** – We'll work with campus partners to consider several Development-specific actions recommended by the CDC: reviewing named spaces, funds, and gifts that may no longer reflect the college's present and future values; considering the college's current gift-in-kind policies to ensure they reflect the college's DEIA goals; and proactively cultivating gifts that better foster equity and inclusion.

- **Investigate current office culture and proactively create a stronger and more inclusive workplace** – We will pursue individual professional development goals and group trainings and dialogues to broaden Development staff understanding of difference, of working effectively across difference and toward anti-racism, and of translating an understanding of inequalities into action in our work. We will continue to do much of this work alongside colleagues across the Office of College Relations.
- **Recruit, hire, and retain a broadly diverse staff** – We will work with HR and a range of partners to identify and implement best practices in recruitment and hiring to eliminate biases that may unintentionally winnow our candidate pools for both administrative and gift officer roles. We will explore opportunities to help build and extend a talent pipeline to diversify our team and the broader development profession. We will work with the broader OCR team to define and implement staff retention strategies, focusing on specific approaches that might be particularly effective for colleagues of color.
- **Create a rotating committee within Development to carry this work forward** – While the aims of our work might remain stable over time, specific initiatives will naturally evolve over time. We will create a standing committee within Development with a rotating membership to address issues and opportunities, and we will utilize time in regular all-staff meetings to share their work and engage colleagues in conversation.

External

- **Recruit and retain broadly diverse volunteer committees** – We will review our alumni and parent volunteer roles, as well as how we recruit for them, and analyze our historic participation data by racial and other demographic differences. We will work with alumni and parents to ensure that committee memberships and other roles are inclusive, meaningful, and broadly advertised. We will train and support volunteers to help ensure they are well-prepared to engage with classmates, other fellow alumni and parents, and current students and faculty across differences as they conduct their work on behalf of Williams.
- **Support college initiatives and ambitions related to Diversity, Equity, and Inclusion by cultivating support from alumni and parents** – We will pursue both fundraising and alumni/parent engagement strategies to help Williams gain the resources it requires to successfully implement DEIA plans across the college. As front-line communicators with alumni and parents, we'll help ensure that community members are well-informed about the college's plans and programs related to DEIA (including but not limited to the Davis Center project and strategic planning) and are asked to offer financial support. We'll partner with Communications and Alumni Relations to help ensure we are talking about these issues at scale (including with and through alumni and parent volunteers) and using inclusive language in doing so.

- **Develop and refine fundraising approaches and initiatives to generate support from diverse groups of alumni and parents** – We are eager to build on recent successful work to diversify the donor pool and expand the impact made at Williams by alumni (e.g., creation of our Women's Leadership Giving Society, the Williams Black Alumni Network challenge in support of the Bolin Fellowship during the Teach It Forward campaign, focused Alumni Fund initiatives for recent alumni in support of students pursuing local community engagement and social justice projects, etc.). We'll do so in partnership with volunteers to find resonant opportunities to make an impact at Williams for more alumni and parents, with an eye toward maximizing participation from majority- and minority-identifying population (across all giving programs -- annual, capital, etc.). We anticipate this work will be done in close collaboration with colleagues in Advancement Operations. We will broadcast these successes to the alumni and parent community including by highlighting a broadly diverse group of alumni and parents as donors and volunteers.