

IAR DIVERSITY COMMITTEE DEL DAY TOOL-KIT

HOUSING EQUALITY STARTS HERE DIVERSITY + EQUITY + INCLUSION

HOW TO USE DEI DAY TOOL-KIT

Welcome to the Iowa Association of REALTORS® DEI Day Tool Kit. This is a comprehensive resource designed to empower your organization and its individuals on their journey towards creating diverse, equitable, and inclusive environments.

In a rapidly changing world it is important to recognize and embrace the richness of diversity and what it provides to our communities, workplaces, and society as a whole.

The DEI Tool Kit was created to act as a compass for those committed to cultivating a culture that values and celebrates diversity, equity and inclusion.

Key Objectives:

- 1.To help members understand diversity, equity, and inclusion
- 2. Build an Inclusive culture within our profession
- Close the home ownership gap among our diverse populations through education, awareness, and creating opportunities

Step 1: Orientation/Overview

Start by familiarizing yourself with all the that DEI Tool Kit has to offer. Reviewing the folders will help you understand the different sections and resources available.

Step 2: Assessment Phase

After reviewing the folders we suggest you take an assessment of your organization's current state. As you do this, think about the following:

- Does our organization understand diversity, equity and inclusion?
- How can our organization become more diverse in order to cultivate a culture that celebrates diversity?

Step 3: Look Through Agendas

After the assessment of your organization, open the agenda folder to start building your DEI Day Schedule.

- In this folder you will see an agenda example
 - This agenda example shows an outline of events we suggest you use for a successful DEI Day for your organization
 - The agenda includes several customizable sections options
 - Agenda times, speakers, venue, and activities
 - Use the other folders in the DEI Day Tool Kit to customize these areas to fit your organizations needs

Step 4: Finalize Agenda

Iowa REALTORS® suggests the following time and structure options for your DEI Day.

- 11a.m. to 2 p.m.: Include a working lunch for guests
- Noon to 3 p.m.: Open the event with a lunch
- 1 to 4 p.m.: Offer a DEI Day Happy hour at the conclusion of your event.

Step 5: Find a Venue

After deciding on a day and time, find a venue/space that best fits your organizations needs.

Step 6: Find a Speaker

Open "Speakers" Folder to research/choose a speaker that best fits your assessment.

This is a list of highly recommended speakers that Iowa REALTORS® believes would be a
great resource for your DEI Day.

Step 7: Choose Activities

Choose at least three activities from the "Activity" folder in the DEI Tool Kit.

• There are detailed instructions about each activity in the folder.

Step 8: Finalize Details With Your Venue

Work with your venue to accommodate your needs to complete a successful event. Please reach out to emily@iowarealtors.com with any questions about what you should request from your venue.

Step 9: Apply For CE

After customizing your organization's agenda, reach out to Kris Brend at kris@iowarealtors.com to get CE approved for your DEI Day class.

Open the "Obtaining CE" Folder to successfully complete CE.

Step 12: Host Your DEI Day!

DEI Day Agenda Options

There are three agenda examples that outline suggested activities for a successful DEI Day event for your board's members.

Option 1 | 11 A.M. - 2:30 P.M.

Time: 11 a.m. to 2:30 p.m.

10:30 to 11 a.m.: Attendees arrive

11 to 11:10 a.m.:

- Welcome and opening remarks
- Brief introduction of the importance of DEI in real estate
- Set the expectations for the session
- Encourage participants to put phones and laptops down let them know there will be breaks to check messages

11:10 to 11:45 a.m.: Speaker _____

• "Speakers main talking points"

11:45 a.m. to 12:15 p.m.: Lunch / Break

12:15 to 1:30 p.m.: (3) DEI Activities

- Activity 1: _____
- Activity 2: _____
- Activity 3: _____

1:30 to 1:40 p.m.: 10 minute break

 Allows times for attendees to check messages, to use the restroom, and get a drink

1:40 to 2:30 p.m.: Real Talk

- A diverse panel of agents sharing their experiences
- If time allows a Q+A the last 10 minutes

Option 2 | Noon - 3:30 P.M.

Time: Noon to 3:30 p.m.

11:30 a.m. to Noon: Attendees arrive

Noon to 12:30 p.m.: Lunch

12:30 to 12:40 p.m.:

- Welcome and opening remarks
- Brief introduction of the importance of DEI in real estate
- Set the expectations for the session
- Encourage participants to put phones and laptops down let them know there will be breaks to check messages.

12:40 to 1:15 p.m.: Speaker _____

"Speakers main talking points"

1:15 to 1:20 pm: 5 minute break

1:20 to 2:20 p.m.: (3) DEI Activities

- Activity 1: _____
- Activity 2: _____
- Activity 3: ______

2:20 to 2:30 p.m.: 10 minute break

• Allows times for attendees to check messages, use the restroom and get a drink

2:30 to 3:30 p.m.: Real Talk

- A diverse panel of agents sharing their experiences
- If time allows a Q+A the last 10 minutes

Option 3 | 1 - 5 P.M.

Time: 1 to 5 p.m.

12:30 to 1 p.m.: Attendees arrive

1 to 1:10 p.m.:

- Welcome and opening remarks
- Brief introduction of the importance of DEI in real estate
- Set the expectations for the session
- Encourage participants to put phones and laptops down let them know there will be breaks to check messages.

1:10 to 1:45 p.m: Speaker _____

"Speakers main talking points"

1:45 to 1:55 p.m.: 10 MinuteBreak

1:55 to 2:55 p.m.: (3) DEI Activities

- Activity 1: _____
- Activity 2: ______
- Activity 3: _____

2:55 to 3:05 p.m.: 10 minute break

Allows times for attendees to check messages, use the restroom and get a drink

3:05 to 3:50 p.m.: Real Talk

- A diverse panel of agents sharing their experiences
- If time allows a Q+A the last 10 minutes

4 to 5 p.m.: Networking Happy Hour

Icebreaker options:

- Activity #1: Privilege Walk
- Activity #3: Hey, Me Too!
- Activity #5: The Name Story
- Activity #6: Diversity Flower

Small group/breakout group options:

- Activity #2: Won't You Be My Neighbor
- Activity #7: Tough Conversations

Large group options:

- Activity #1: Privilege Walk
- Activity #3: Hey, Me Too!
- Activity #4: Diversity Bingo
- Activity #5: The Name Story
- Activity #6: Diversity Flower
- Activity #7: Tough Conversations

Privilege Walk

Why Privilege walk?:

This activity will help demonstrate to attendees how unlevel the playing field may actually be for individuals in diverse communities.

To keep in mind:

These questions are created to prompt reflection on the different life experiences and opportunities individuals may have. Keep in mind that this activity can be emotional for all, so it is essential to create a safe and respectful environment for participants to share their experiences.

Instructions:

- Have participants line up based on the design of the room
 - Keep the following in mind:
 - Participants will be taking steps toward the middle or steps back
 - Steps will be determined by the attached statements
- Once the attendees are in line share the following instructions with them so they can better understand the activity
 - Throughout this activity you will be taking steps forward and backward based on the questions that are asked. Once the activity is completed please stay in your spot for a discussion.
- Ask 10 to 15 of the questions to the attendees (page 7)
 - TIP: Highlight the questions you want to ask prior to hosting the activity
 - Give them enough time to move between each question
- After asking all the questions, have the attendees stay standing where they are.
 - Ask the attendees the following questions and allow time for reflection
 - Can you shake hands with someone?
 - What could you do to invite your colleague to the center of the room?
 - Does where you ended up accurately reflect your business?

Privilege Walk Continued

Questions:

- Do you feel comfortable walking into a store knowing that you will not be followed or harassed?
- Were you able to attend college or pursue higher education without financial constraints?
- Have you ever had to worry about where your next meal would come from?
- Did you grow up in a neighborhood where you felt safe playing outside during the day and night?
- Have you ever felt discriminated against because of your race, ethnicity, gender, or sexual orientation?
- Were your parents able to afford to take you on vacations during your childhood?
- Did you have access to private tutoring or extracurricular activities during your education?
- Have you ever had to work multiple jobs to make ends meet?
- Were you ever denied opportunities because of your gender?
- Did you have access to reliable and safe transportation while growing up?
- Have you ever been denied a job or promotion because of your race or ethnicity?
- Did you have access to technology and the internet throughout your education?
- Have you ever experienced homelessness or housing insecurity?
- Were you able to pursue your preferred career without facing significant barriers?
- Did you receive an inheritance or financial support that helped you establish yourself financially?
- Have you ever felt uncomfortable discussing your cultural or religious practices openly?
- Were you able to see people who looked like you represented positively in the media while growing up?
- Did you have access to adequate healthcare throughout your life?
- Have you ever felt pressure to conform to societal expectations regarding your appearance or behavior?
- Did you have role models who shared your racial, ethnic, or cultural background in positions of influence?
- Have you ever been denied a position you applied for with no clear reason?

Won't You Be My Neighbor

Purpose:

The Won't You Be My Neighbor activity will help identify different experiences and/or challenges that may be encountered by different socioeconomic groups when it comes to purchasing a home.

During this activity your group will act out different loan application scenarios. Your group will see how easy or how difficult it is for different socioeconomic groups to obtain a loan for housing.

Instructions:

- Have attendees divide into groups according to the number on their name tag.
 - Distribute scenarios (page 9) to each group, explain their assigned socioeconomic circumstances.
- Once they are in their assigned groups, have attendees discuss how the scenario might impact their ability to obtain a loan and purchase a home.
 - Make sure attendees consider all factors provided (credit score, income stability, and savings).
 - Ask groups discuss if they can get a loan and which home they can afford based off their scenario.
- Simulate a loan application process where groups present their financial details to a "loan officer" and make a case for loan approval.
 - TIP: select the "loan officer" beforehand.
 - See which loan goes with each scenario below.
- Ask groups to decide which homes are affordable based on their finances, choosing from a list of homes with different prices and features.
 - Below is a list of houses that fit each scenario could choose from.
 - Make sure to make attendees are aware of the "presentation aspect" of it.
- Once each group chooses their house ask them to present which house they chose and the reasons for their decision.
- When all attendees are done sharing, debrief the challenges and disparities that arose. Ask how financial situations affected the ability to buy a home.
 - Have participants share their thoughts on the experience and what they learned about real-world challenges in buying a home.
- Thank attendees for participating and understanding the challenges in the home buying process.

DEI Day Activity Options Won't You Be My Neighbor Continued

Scenarios

Group 1: High Income, Stable Environment

• Attendees in this group has stable, high-paying jobs. You all have maintained a good credit score and have a substantial amount of money in your savings account.

Group 2: Middle Income, Secure Environment

• Attendees in this group has a steady job with middle class income. Your credit score is average and you have a reasonable amount of money saved.

Group 3: Low Income, Unstable Environment

• Attendees in this group has a job with fluctuating income, and have had periods of unemployment. Your credit score is average, but your limited savings pose a challenge.

Group 4: High Student Debt, Entry Level job

• Attendees in this group have recently graduated from college and have secured an entry level job. However, you carry a significant amount of debt which affects your credit score.

Group 5: Entrepreneurial Ventures

• Attendees in this group has a budding entrepreneur career with irregular income. Your credit score is uncertain.

Group 6: Retirees on Fixed Income

• Attendees in this group have retired and are living on a fixed income. Your credit score is stable, but the limited income affects loan amounts.

Group 7: Recent Immigrants

• Attendees in this group has recently immigrated to the country. You have limited credit history and stable employment.

Group 8: Single Parents with Dependents

 Attendees in this group are single parents with dependents working to provide for their family. While your credit score is reasonable, lenders may consider the added financial responsibility.

DEI Day Activity Options Won't You Be My Neighbor Continued

Loan amounts for each scenario

Groups with high income and excellent credit score: high loan amount

• \$500,000+

Groups with average income and good credit score: moderate loan amount

• \$300,000 to \$500,000

Groups with lower income and an average credit score: lower loan amount

• \$150,000 to \$300,000

Groups with limited income and a poor credit score: minimum loan amount or not approval

• \$0 to \$150,0000

Home prices available to each group: (find homes in your market that fit in the price range the loan allows for).

- \$50,000
- \$100,000
- \$150,000
- \$200,000
- \$250,000
- \$300,000
- \$350,000
- \$400,000
- \$450,000
- \$500,000

Hey, Me TOO!

Purpose: The Hey, Me TOO! activity aims to foster open discussion about diversity by prompting participants to share personal experiences related to various topics. Through this activity, participants will gain insights into the unique backgrounds and perspectives within the group.

Instructions

Step one: Tape pieces of paper labeled 1 through 4 to each corner of the room you are in.

 After the corner numbers have been assigned, have all attendees join in the middle of the room.

Step two: Explain the instructions of the game

- The goal of the activity is to uncover diversity within the group and promote meaningful discussion.
- Rules:
 - There will be a main topic and four sub topics based from the main topic (see page 12).
 - Each subtopic will coincide with a numbered corner
 - Ex: Main Topic: Type of Phone
 - Subtopic 1: Iphone users go to corner 1
 - Subtopic 2: Samsung users go to corner 2
 - Subtopic 3: Google users go to corner 3
 - Subtopic 4: any other type of phone go to corner 4
 - Once attendees are in the corner that best suites them, they will then start a discussion.

Step 3: Prompt large group discussions by asking some of the following questions. Allow each group that wants to share ample time to discuss, to encourage listening and the exchange of ideas.

- Ex:
 - What challenges or advantages did you face?
 - How has your unique experience shaped your perspective on life?

Step 4: Continue announcing topics for three to four rounds (based on time allotted). After each round make sure that everyone meets in the middle before announcing the next topic.

 Make it your goal to cover a range of experiences, from cultural backgrounds to personal achievements and challenges.

Step 5: After all rounds have been completed, conclude the activity with a debrief session. Ask participants to share what they learned, any commonalities they discovered, and how the activity impacted their understanding of diversity within the group.

• Thank participants for their openness and willingness to share. Note how important it is to have these discussions to build more inclusive and empathetic community.

Hey, Me TOO! Continued

Main topic and subtopic ideas

- Where you grew up
 - Large city
 - Suburb
 - Country
- Type of household you grew up in
 - Two Parents
 - Single parent
 - Divorced parents Part time at both homes
 - Foster homes
 - Other relative
- Type of school
 - Public school
 - Private school
 - Home school
- Eating meals at restaurants
 - Weekly
 - On special occasions
 - Multiple times a week
 - Never
- Taking vacations
 - Multiple times yearly
 - Once yearly
 - Once every few years
 - Never
- Types of music
 - Country
 - Rap
 - Rock
 - Pop

- Car in high school
 - No car in high school
 - Had to buy a car yourself
 - Parents bought car
 - Used your parent's car
- Favorite food
 - Italian
 - Mexican
 - American
 - Chinese
- Ideal vacation spot
 - Mountain
 - Beach
 - Historical
 - Overseas
- Preferred travel method
 - Car
 - Airplane
 - Train
 - Boat
- Pet you had as a child
 - Fish
 - Cat
 - Dog
 - Other

Diversity Bingo

Why Diversity Bingo?

We suggest your group offers Diversity Bingo with the goal of presenting the difference among participants in a community as a strength, rather than something to be merely tolerated. It will give the attendees an opportunity to explore and discuss dimensions of diversity. This activity will help attendees interact with each other by collecting the signatures of people who fit the descriptions.

How to prepare:

 Print the provided Diversity Bingo card and have ready for participants to grab when they arrive.

Instructions:

- 1. Hand out/have set-out Diversity Bingo sheets to the attendees.
- 2. Give the attendees 10 to 15 minutes to mingle, have the attendees introduce themselves to each other. Ask them try to find someone who best fits the statement in each square.
 - a. If the person best fits the statement, have them sign the other attendee's box
 - b. Remind attendees to try to get a different name for each box but. If this is not possible, one person can sign the same sheet twice.
- 3. After the 10 to 15 minute discussion among attendees, start the debriefing process. Ask the following questions.
 - a. What did you learn about this group, yourself, or another participant through this activity?
 - b. Which squares were easy to fill and which were more difficult?
 - c. What were your expectations about filling this board? Did the activity match those activities?

Diversity Bingo Continued

Diversity Bingo

Go around the room and find other people for whom the statement in the square is true. If you find a person who can agree with the statement, they can put their initials in the box.

- 1. One person can only initial up to two boxes
- 2. You may initial up to two of your own boxes

Someone who does not have a Facebook page	Someone who identifies as bicultural or biracial	Someone who was a first- generation college student	Someone who was born in another country	A person who is part of or knows someone who is part of the LGBTQIA+ Community
Someone who has overcome/ overcoming a disability	Someone who is an only child	Someone whose father or mother grew up in a bilingual family	Someone who is left handed	Someone who can spell their name using sign language
Someone who has relatives living in another country	Someone who has traveled outside the United States	FREE	Someone who has lived in more than one state	Someone who can play a musical instrument or sing
Someone who has a dietary restriction / food allergy	Someone who is bilingual	Someone whose parent(s) read to them when they were young	Someone who likes the same music as you	Someone who is a second generation immigrant to the U.S.
Someone who is a single parent	Someone who has a passport	Someone who has run for political office	Someone who has traced their family lineage or heritage	Someone who was born and raised on a farm

The Name Story

Why do the Name Story?

This activity is designed to help attendees share family and cultural stories, gain insight into each other's backgrounds, and get to understand each other better. This activity will also help spark conversation and allow attendees to find things in common with each other.

Instructions for small group of attendees:

- 1. To be best prepared for this practice, have the following questions printed for attendees.
 - a. Why were you given your name/origin of your name?
 - b. Were you named after someone special?
 - c. Does your name have a special meaning in your native language?
 - d.Do you have any nicknames? If yes, how did you get them?
- 2. Tell participants to think about the origin of their full name and their backstory for 1 to 2 minutes.
- 3. Take turns going around the room having each attendee share their name and answer some of the printed questions if they can.
 - a. Give time for discussion during each name.

Instructions for large group of attendees

- 1.To be best prepared for this practice, have the following questions printed for attendees:
 - a. Why were you given your name/origin of your name?
 - b. Were you named after someone special?
 - c. Does your name have a special meaning in your native language?
 - d.Do you have any nicknames? If yes, how did you get them?
- 2. Have your attendees get into groups depending on this size of your class.
 - a.Ex: if 40 people do 8 groups of 5
- 3. Tell participants to think about the origin of their full name and their backstory for 1 to 2 minutes.
- 4. After the 1 to 2 minutes of thinking have the groups share the origin of their name with each other.
 - a. Ask group to choose the person with the most interesting name story to share with the rest of the group.

Diversity Flower

Why create the Diversity Flower?

The Diversity Flower is a tool to talk about diversity within your organization. It will help spark life-changing conversation about diversity and intersectionality. It will help bond everyone through educational, inclusive discussions.

Set-up Instructions

- 1. Use a large poster board to sketch a flower with numerous petals.
 - a. TIP: Make sure to draw the same number of petals as you have attendees.
- 2. Have each person in the room write something that makes them different in their petal.
- 3. Discuss the diversity of the team.

Questions to ask after Diversity Flower is completed:

- 1. How did you feel while writing on your petal?
- 2. What was something that surprised you about the group Diversity Flower?
- 3. Ask attendees to share and explain their petals.
- 4. Were you nervous to write your answer on your Diversity Flower petal?
- 5. Can you connect with anyone else's petal?
- 6. After this activity, do you feel more different or more similar to the group?

Tough Conversations

Purpose: The tough conversations workshop was created to provide REALTOR® professionals with practical strategies for navigating "awkward conversations" related to diversity, equity, and inclusion in the industry.

Step 1: Prepare a list of diverse scenarios that may lead to awkward conversations, such as discussing the following:

- · Housing preferences
- Addressing cultural considerations
- Negotiating deals with diverse clients

Have attendees form pairs or small groups (base on class size) for each scenario.

Step 2: Provide a list of statements that may be perceived as insensitive or inappropriate in the real estate context.

- Encourage attendees to identify alternative, more inclusive ways of communicating the same information they were provided.
- This will give you the opportunity to share/discuss the importance of building rapport and trust with clients.

Step 3: Assign roles (ex: real estate agent and client) for each scenario.

- The real estate agent will initiate the conversation. They will incorporate potentially insensitive language, while the client will practice responding appropriately.
- Rotate roles to allow participants to experience both sides.

Step 4: Facilitate a discussion after each role-play session.

- Ask the group questions to promote discussion.
- Encourage participants to share their experiences, challenges, and insights gained during the simulated conversations.
- Discuss alternative communication strategies for fostering positive client to agent relationships.

Step 5: Provide constructive feedback to participants on their communication styles within the real estate context.

 Make sure to highlight effective communication techniques that build trust and address clients' needs.

Step 6: Conclude this activity with a debriefing session focused on the unique challenges real estate agents may face in diverse interactions.

• Discuss strategies for fostering an inclusive and welcoming environment within the real estate industry.

DEI Day Activity Options Tough Conversations Continued

Potential Scenarios to act out:

- Appraisals & Showings
 - Odors
 - Food/Cooking
 - Smoke
 - Taking down personal items to avoid discrimination
 - Family photos
 - Religious Displays
 - Taxidermy
- Sexuality
 - How to walk a fine line between personal and professional
 - What to say when a client hits on you
 - What to say when someone assumes your sexuality, ie;"What does your husband/wife do?"
- Neighborhood/Love letters
 - When the seller specifies who they want the buyer to be
 - When a buyer wants to send a love letter or photos with offer
 - Buyer specifies the "type" of neighbors they desire
- Language barriers
 - When it's appropriate to bring in an interpreter
 - iTek
 - Interpretation vs. Translation
 - Sign Language

- Religion
 - When a buyer/seller asks you about your religion
 - Are you religious? Do you believe in God?
 - What religion are you?
 - Religious displays
 - Buyer comments
 - Advising sellers
- Financial
 - Cash clients with no banking experience
 - Client without a car
 - FHA and VA loan bias
- Ethnicity
 - "What are you?" vs. "You are beautiful, what is your ethnicity?"
 - Mixed races
- Agent to agent discrimination
 - Bully agent
 - Age and/or experience
 - Ethnic background
 - Broker to agent
 - Recruiting questions
- Disabilities
 - When people start talking about/making fun of others

Sponsorship Ideas

Securing sponsorships for your local board's DEI Day is a strategic move that brings financial support, expanded reach, and industry endorsement to your initiatives. Having a sponsorship for this event will help take some of the financial burden of this project off your board's shoulders.

Collaborating with sponsors not only ensures a successful DEI Day but also builds long-term relationships, and fosters ongoing support for diversity and inclusion initiatives. lowa REALTORS® Diversity Committee suggests that your board look for the following sponsorships to help create an amazing DEI Day!

Recommendations:

- 1. Venue sponsorship
- 2. Speaker sponsorship
- 3. Meal/happy hour sponsorship
- 4. Printed materials sponsorship

How to ask for sponsorship:

- 1. Outline the purpose and goals of this event to show prospective sponsors how this event aligns with their values and objectives.
- 2. Identify companies and organizations that share similar values and goals
- 3. Create a professional sponsorship proposals that highlights the benefit of sponsoring this event.
 - a. Include details about the audience and event reach.
 - b. Personalize the proposal to each company/organization you ask.
- 4. Include how their company will benefit from being a sponsor.
 - a. At the conclusion of the event show how the sponsor was recognized.
- 5. Express gratitude whether they decide to sponsor or not.

Obtaining CE

Instructions:

In order to begin the process of obtaining CE for your DEI Day event you will need to fill out the following questions. This will be one of the last steps in creating your DEI Day.

- 1. Course Title:
- 2. Description of course:
- 3. Outline with time:
- 4. Instructor/Speaker name:
- 5. Instructor/Speaker Bio or resume:

Send to: Kris Brend at <u>kris@iowarealtors.com</u>

Subject: (Local board name) CE to be approved by (DEI Day date) for DEI Day

 You must have this submitted to Kris AT LEAST 45 days before the event in order to get CE approved in time.

Email:

• Include the 5 questions and answers in email

Items you need to put on a successful DEI Day

Items to ask venue for:

- Round tables set in crescent with (6) chairs
- (1 to 2) Projectors & projector screens (Depending on the size of room and amount of attendees)
- (2) microphones

Items you can bring to the venue:

- DEI Day themed table linens
- Table tents with DEI information
- Event signage for around venue

Have Questions?

Reach out to us!

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