

NYSTIA Diversity, Equity, Accessibility & Inclusion Committee 2023 Workplan

[Link to committee homework notes](#)

The committee acknowledges and recognizes this is an ongoing endeavor for all and may have varying levels of progress as changes are made incrementally towards these ends.

Mission Statement

The DEAI Committee will serve the members of NYSTIA by providing education, information and resources that support and encourage a more diverse, equitable and inclusive NYS tourism industry.

Vision

NYSTIA will aim to foster a more diverse, equitable, accessible and inclusive tourism industry in NYS. While honoring the historical contributions of our State, we will set a plan for action that will lead to a stronger and unified tourism industry.

Pillars

- Member & Community Engagement
- Education & Awareness
- Partnerships & Outreach

Objectives

- Update the needs of the membership and identify long & short-term goals by pillar
- Bring existing programs and resources to the NYSTIA membership - enhance and adapt for the NYS industry
- Collaborate with Higher Education & Workforce Development committees to reach diverse groups about career opportunities in NYS tourism
- Recognize work that is being done in DEAI in NYS through awards and case studies

Priorities

- Develop resource section of NYSTIA website (Travel Unity, DI & TDM)
- Provide education on DEAI for members (Annual Conference, meeting & possible webinars)
- Survey membership to measure membership engagement and to determine additional needs
- Launch DEAI award as part of the 2023 Tourism Excellence awards

2023 Core Initiatives & Status

Member/Community engagement

- Execute a Survey of NYSTIA membership with the purpose of comparing answers to 2021 survey results and identifying needs of the NYSTIA membership.

Education & Awareness

- Provide education on DEAI for the New York State Tourism Conference in April 2023.
- Develop DEAI power panel for Annual Meeting in Sept 2023
- Explore hosting educational webinars as part of NYSTIA's new webinar series - 4th quarter

- Provide content for NYSTIA newsletter spotlights on a monthly basis

Partnerships

- Create library /archive of print, Infographics and resource list/tools, Best Practice Lists pulled from many sources including recruitment techniques for employees, mentors for high school and college students, board members and of course guests/customers
- Research organizations, individuals and their contact information for NYSTIA partnerships (for reference only)
 - Job Boards (Travel Unity, National Minorities in Hospitality Career Center, HBCU Career Center (reaching students and alumni in 115 HBCU)
 - DEI Focused organizations (Black Travel Alliance, Urban Leagues in NYS, AAHOA, Hispanic Hotel Owners, Destination International, Accessibility and Disability organizations)
 - Marketing agencies that specialize in travel & tourism with experience working with diverse audiences (LaLew Public Relations, ELMNTL, HiBrid Media, The Culturalist)
 - College and University Hospitality Departments in NYS (Cornell, SUNY, CUNY)

Outreach

- Continue call for case studies to add to NYSTIA website - reminder in NYSTIA newsletter monthly