

Minnesota Chapter of the Federal Bar Association Diversity and Inclusion Communications Plan

This document provides a roadmap for event planners to promote good communication and ensure that events support our Chapter's D&I goals.

Contacts

- *Bar Talk* co-chairs: Chad Pennington (Chad_Pennington@fd.org) and Kelly Fermoyle (kelly.fermoyle@faegredrinker.com)
- Digital Communications Chairs: Ann Motl (Ann.Motl@maslon.com) and Vanessa J. Szalapski (szalapski.vanessa@dorsey.com)
- Diversity co-chairs: United States Magistrate Judge Elizabeth Cowan Wright (Magistrate_Wright_Chambers@mnd.uscourts.gov), Danielle Mair (Danielle_Mair@mnd.uscourts.gov), and Alia M. Abdi (Alia.abdi@zimmreed.com)

Initial Planning Stages

- Consider how the event furthers our Chapter's diversity and inclusion goals.
- Consider whether the venue chosen for the event supports these goals. Specifically, consider whether the event has historically been inclusive and accessible for diverse individuals.
- Consider the diversity of the panel members/participants and consider the effects of cost (if any) on the diversity of the audience.
- Consider what affinity bars might be interested in collaborating on the event, and reach out to them.
- Consider whether your event is at an accessible location or online format. Identify an accommodations contact.
- If possible, use a minority-owned business for catering. You can reach out to the diversity cochairs for the most up-to-date list.

Consider Publishing Notice in *Bar Talk* of Upcoming Event, if Schedule Allows

- Consider whether your upcoming event should be mentioned in the next issue of *Bar Talk*, if time allows. Draft two-sentence advertisement of event for *Bar Talk*, including a description that encourages a diverse community of lawyers to attend the event. Send advertisement to *Bar Talk* co-chairs.
- The deadline for *Bar Talk* submissions is approximately 7 weeks prior to the monthly luncheon at which the issue will be distributed. *Bar Talk* is distributed at the September, December, March, and May monthly luncheons.

At least one month before the event

- Send email requesting an invitation to the event be sent to the Chapter at least 2 days before you would like the invitation to be sent out. Include the following information, to the extent it is known:

Name of Event

- Any co-sponsors for the event
 - Date, time, and event schedule
 - Location
 - Description of Event
 - Speakers/Panelists
 - CLE Credit?
 - Cost
 - Contact Person for Event
 - Whether you would like the Chapter to host registration for the event, and if so, identify food options or other items to be included.
- After the invitation has been sent, personally invite at least two diverse lawyers to attend the event and invite their colleagues from the affinity bar associations. If you would like assistance identifying appropriate individuals, please contact the Diversity co-chairs.
 - Decide whether you would like to request a summary of the event to be published in *Bar Talk* after the event has been held. *Bar Talk* does not have space to cover all of the many events hosted by different committees. Events that correspond to Chapter initiatives (such as diversity & inclusion and community outreach) and events with high-profile speakers will be given priority. If you would like your event to be covered, before the event, send an email to the *Bar Talk* co-chairs suggesting at least one individual who can write the summary, keeping in mind that identifying a potential author is a good opportunity to foster diversity and inclusion. If it is possible for *Bar Talk* to cover the event, take photos at the event and, if necessary, identify the individuals in the photos. After the event, send an email to the *Bar Talk* co-chairs with the photos and identifications.

In the two weeks leading up to the event

- Send email to Digital Communications Chairs requesting reminder email for the event be sent to the Chapter, at least 2 days before you would like it to be sent. Generally, events are limited to two emails: an initial email and one reminder. Exceptions can be made with permission of the Communications co-chairs.
- If the event registration is being managed by the Chapter, send email to Digital Communications chairs requesting that they close registration and send you the final registration details.
- Remind your contacts at the affinity bar associations of the event.

- Contact the Diversity co-chairs to post the event notice on the Affinity Bar Listserv.

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