

CC: Okay, you've put flyers all over town. Where did you put those flyers? What language did you put those flyers in? And at those meetings, were you prepared for people who speak different languages and/or come from different backgrounds? Did they just have to show up and get with the club culture that you have? And so that's part of it, is just recognizing it. Meaning well doesn't always do well because a lot of folks want to make a difference in that area. It also means shedding a bit more of themselves in the process to do that. And a lot of people don't want to do that. They don't want to shed a bit of themselves in the process. They want it to be a lot easier, and so they go the easier path, which is say, "Oh, they didn't show up," so we just kind of continue with our club culture as opposed to stop and say, "What are we doing?"

I'm not saying this is across the board. Many organizations are stopping and pausing and saying, "What are we doing that's keeping participation from these communities limited." And are you willing to do what it takes? You don't just say, "Come on down. Door's wide open." It's like, "Yeah, I want to come on down, but I can't get around this corner. Can you help me?" And that's where that extra piece comes in is that adding that element of commitment. U.S. Forest Service wants to hire people of color. They were saying, "door's wide open," but you've got to have these credentials, you got to have these certificates, you got to have this, this and this before you even think about applying. So, my question is, well what are you going to do for this community that you're recruiting heavily to get this, this and this, or you just have this requirement? You're saying diversity door is wide open. Only those with this can come through. It's like no, go down another layer or level and see what you could do to recruit people into the training, into development, and onto those pathways.