

A Sustainable Platform for D&I Work

Employers learn how to advance Diversity and Inclusion (D&I) work with strategy, mission-centered efforts, and bottom-line focus

Plainfield, IN – September 24, 2015: Brian Sorge, Vice President of Client Solutions at Braidio, said, “Food, fun and famous people are still strategies that many companies use to fulfil diversity and inclusion objectives. While it works, it is a base level strategy. After a while, you must advance to the next level.” Sorge recently facilitated a webinar for the Society for Diversity on the topic of, “*Diversity and Inclusion: Why Are We Still Talking About This?*” Sorge added, “Diversity without inclusion decreases collaboration, innovation, productivity and performance. On the other hand, inclusion without diversity rewards status quo and decreases healthy disruption. When people do not feel included they will (1) get out, (2) get by, or (3) get even.”

Employers are learning how to effectively advance diversity and inclusion beyond the base-level initiatives toward meaningful strategies that are clearly aligned to their mission and purpose, while supporting the organization’s need to drive profit or decrease expenses. Their preferred partner in this professional development and organic growth process is the Institute for Diversity Certification, a division of the Society for Diversity.

The Institute for Diversity Certification (IDC) has engineered a dynamic credentialing process to help professionals and executives indicate credibility, competence, and confidence. By focusing on global competitive positioning, demographic changes, and bottom line impact, IDC’s certification program is driven by Diversity and Inclusion industry best practices and generally accepted business principles.

IDC’s credentialing suite consists of a rigorous examination and peer management process that is offered four times a year, like most certification programs. Out of 30 candidates, IDC recently conferred Certified Diversity Professional (CDP) and Certified Diversity Executive (CDE) credentials to eight (8) new designees during its August/September 2015 testing window. These distinguished individuals are:

Certified Diversity Professionals:

- **Stacye Smith, CDP**, Shelter Insurance Companies
- **Sudha Nagarajan, CDP**, Doctoral Student/Diversity Professional
- **Nicole Babcock, CDP**, Emory University
- **Audrey Kelley, CDP**, Emory University
- **Tasha Chusac, CDP**, Early Connections Network

Certified Diversity Executives:

- **Melanie Allen, CDE**, Conservation Trust for North Carolina
- **Robin Johnson, CDE**, State of Oregon, Office of the Governor
- **Roosevelt Seaberry, CDE**, LSU Health-Shreveport

Over 400 companies have sent candidates through the program since its inception in 2011. Roughly 40% of IDC’s candidates are referred by designees who previously completed the program. What is interesting about IDC’s program is that participants are equipped to lead. After obtaining credentials, designees may instruct an online class or review a Candidate Project. They may also contribute to IDC’s study guides, which are updated every two years. Participants



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learn about more than race and gender; they find out how to help their organizations address workplace issues pertaining to different religions, disabled employees and caregivers, LGBTQ, operating in a global economy, veterans, and more.

Candidates may self-study for the exam using an exhaustive study guide, or they may participate in an online or classroom-based preparation course. They must also submit a professional work that is peer-reviewed, and pass a standardized exam with an 80% or better. IDC partners with Performance Assessment Network (PAN) to offer exams at more than 600 testing centers throughout the U.S.

“Diversity and Inclusion efforts become contagious! Our designees demonstrate the importance of these efforts within their organizations by doing great things on the job and advancing the missions. Completing this program allows the designees the opportunities to further display their competencies, skills, knowledge and passion for diversity and inclusion, and educate others within their organizations and the communities they serve”, says LaTricia Hill-Chandler, Director of Diversity Education and Training for the Institute for Diversity Certification.

Certification is different from a ‘certificate’ program. In a certificate program, individuals affirm that they have acquired a certain level of knowledge, usually by taking a class. Certification, on the other hand, represents a declaration of a particular individual’s professional competence through knowledge and experience. With certification, an individual utilizes credentials to indicate his/her expertise in a field. In this case, designees may use CDP or CDE credentials after their names. They must also obtain 20 continuing education credits a year, or 60 credits over a 3-year period. The Institute for Diversity Certification is currently seeking accreditation for its CDE and CDP credentialing program. The accreditation will be retroactive so that all designees will receive the benefits.

For more information about IDC, log onto www.diversitycertification.org.

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