

# ULI Spring Meeting 2021

Denver, Colorado, May 10-12, 2021

- ***Honorary chairs:***

- Chris Frampton, East West Partners

- Paul Washington, JLL

- ***Sponsorship chair***

- Maria Garcia Berry, CRL Associates

- ***Mobile tours co-chairs***

- Andy Rockmore, SA+R

- Ken Schroepel, CU Denver College of Architecture and Planning

- ***Programs chair***

- Becky Zimmermann, Design Workshop

- ***Product Council liaison***

- Kimberly Sperry, RangeWater Real Estate

- ***Marketing/media***

- Libby Rivers



ULI Spring Meeting

Connect with the world of real estate

# VIRTUAL FALL MEETING

## I. Schedule Snapshot

- Oct 5-9 – Forums
- Oct 13-15 – Meeting
- Oct 19-23 - Product Councils

## II. Core Program Framework

- 5 General Sessions
- Concurrent Sessions
  - Visionary/Trends Panels
  - Diversity & Social Equity
  - Core Content
- On demand Content
  - Short Sessions
  - Tours

## III. Networking

- Social27 platform provides unique networking capability
- Will facilitate One-to-One and roundtables, to replicate the networking elements of in-person meeting

## IV. Exhibit Hall

## V. Sponsor benefits

# DEI Staff Task Force Update

- **DEI Staff Taskforce: 5 Areas of Focus**

1. How to increase diversity of staff at every level and create a more inclusive workplace at ULI.
2. How to increase the diversity of membership.
3. How to increase the diversity of member leadership.
4. How to ensure our programs of work address systemic racism, access, and equity in the Real Estate Industry.
5. How to create and foster a culture of inclusion and equity at ULI.

- **Subcommittee Action Plans - September 2020**

- **Submit your innovative ideas, challenges or concerns to [DEI@uli.org](mailto:DEI@uli.org).**

# HR DEI Resources – cloud.uli.org

## Diversity and Inclusion Resources



### Embrace diversity and inclusion - ULI Values Portal

► Create a welcoming environment ► Seek diverse people and perspectives ► Value differences



### Project Implicit - Implicit Association Test (IAT) - [click here](#)

The IAT, created by Harvard, measures the strength of associations between concepts, evaluations, and stereotypes that you may have.

**Unconscious Bias** - this training helps you recognize and acknowledge your own biases so that you can identify them when making decisions, and prevent yourself from making calls based on a biased viewpoint.

### Diversity and Inclusion LinkedIn Learning trainings

- [Confronting Bias: Thriving Across Our Differences](#)
- [Cultivating Cultural Competence and Inclusion](#)
- [Skills for Inclusive Conversations](#)
- [Communicating with Empathy](#)

### Cross-Cultural Competence LinkedIn Learning trainings

- [Communicating about Culturally Sensitive Issues](#)

### People Manager LinkedIn Learning trainings

- [Managing a Diverse Team](#)
- [Leading Inclusive Teams](#)



**Support:** The topic of diversity and inclusion can be tough to navigate with yourself and in talking with others. If you find yourself wanting to speak to someone, employees have 24 hour access to free and confidential telephonic counseling sessions through the **Employee Assistance Program (EAP)**. Call 800-386-7055 or visit [www.ibhworklife.com](http://www.ibhworklife.com) and use the username: Matters and password: wlm70101



### Diversity and Inclusion LinkedIn Learning Path - [click here](#)

- **What is diversity and inclusion?** (2m 27s)
  - Discover how to enhance diversity and inclusion in different cultural contexts by creating and implementing an effective strategy.
- **Unconscious Bias** (24m)
  - Learn how to understand and identify your own biases so that you can begin to make more thoughtful hiring, promotion, and interpersonal decisions in your everyday life.
- **Confronting Bias: Thriving Across Our Differences** (40m)
  - Continue your Thrive journey and discover how to interact with others across differences.
- **Skills for Inclusive Conversations** (53m)
  - Learn to have productive and inclusive conversations about race, religion, and gender.
- **Communicating about Culturally Sensitive Issues** (55m)
  - Explore principles and strategies that can help you have more productive, meaningful conversations about diversity.
- **People Managers - D&I Resources**
  - This section includes resources that are intended for people managers at ULI. These trainings provide tools and guidance for managing diverse and inclusive teams through communication, cultural competence, and belonging.
    - **Leading Inclusive Teams** (1h)
      - Create a shared understanding of why inclusion is critical for your team. Learn how to adopt a more inclusive and open communication style and revamp your leadership practices.
    - **Cultivating Cultural Competence and Inclusion** (47m)
      - Create a more inclusive workplace by boosting your cultural competence. Examine your own unique worldview and learn how to engage and adapt across cultural differences.
    - **Diversity, Inclusion, and Belonging** (47m)
      - Diversity, inclusion, and belonging (DIBs) is the foundation for equitable workplaces. Learn how to activate DIBs to build a more diverse, innovative, and productive organization.



### Anti-Harassment Policy – [click here](#)



We encourage everyone to participate in constructive open dialogue and resource exchange through the [#diversity Slack channel](#), with coworkers and managers. Resources shared on the [#diversity Slack channel](#) are being consolidated [here](#)

# Program Updates

## ▶ Expand Urban Plan

- ▶ High Schools in under-served communities
- ▶ HBCUs and minority serving higher education institutions
- ▶ Public Officials in communities that continue to struggle with the legacy of racism in housing and development

## ▶ ULI Learning

- ▶ Provide a 50% discount on group registrations for groups that support minority training for real estate careers
- ▶ Develop educational program that covers the history of our industry. This will encourage understanding of the injustice and impacts of past practices.
- ▶ Launch a University Partnership program, with special outreach to HBCUs and minority serving institutions. The goal is to connect young people with ULI mentors, district councils, and ULI resources.

# Program Updates

- ▶ **Product Councils Diversity Action Initiative**
  - ▶ Train Product Council Chairs on unconscious bias and systemic racism
  - ▶ Develop pipelines to reach out to and become more attractive to diverse members
  - ▶ Make room – sharing power and responsibility for content creation
  - ▶ Be willing to talk about it in meetings. Be willing to be uncomfortable.
  - ▶ Use ULI resources: Affinity Groups, District Councils, Prologis Awardees, Randall Lewis Grant, Graduate Student Fellows, Corporate Partners

# Membership Diversity: Data Collection

## COMMUNICATIONS PLAN NEXT STEPS

JULY

AUG

SEPT

OCT

NOV

DEC

### Comms to “mis-match” data migration members

Email & phone call to members whose prior race data does not map.

### Comms Campaign to all current members

6-week multi-touch campaign to all members w/o demographic data encouraging profile completion. Email from Ed, This Week banner, Social. Incentive for completion by AUG 31: Weekly drawings for Free Virtual Fall Meeting registration.

### “Thank you for renewing” message updates

Update triggered renewal follow-up email with dynamic content. Members with missing demographic data will receive custom messaging.

### Website Pop-up Messages

Using Piano application, display message to members logged in on the uli.org & UL magazine websites encouraging completion of demographic information when profile look-up returns no data for these fields. Promote incentive/drawings in August.

### District Council Outreach

Create Toolkit for DCs – email series from Membership Chair, call talking points – and provide monthly data of membership without demographic data for DC follow-up

# Social equity and housing

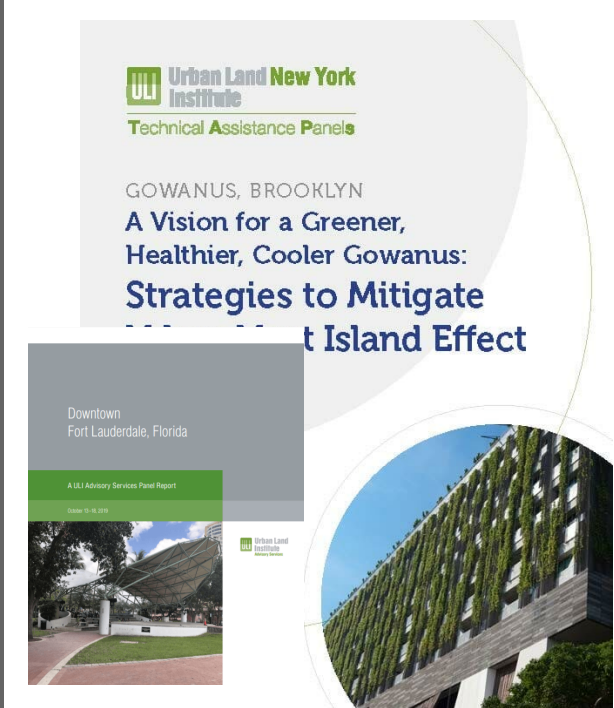
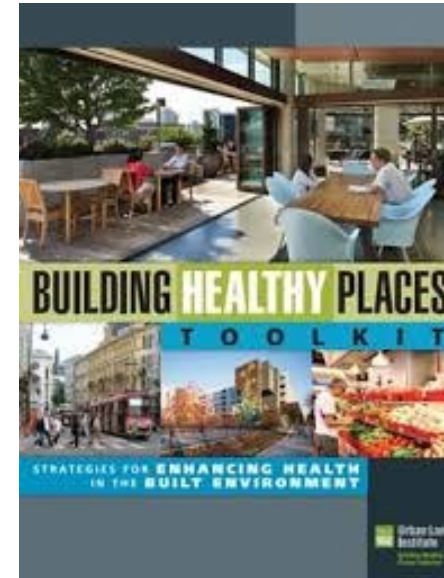


- Educate ULI members and the public regarding the history of segregation and its legacies
  - The role of land use decisions and development
  - The relationship between where one lives and one's life outcomes
- Work with ULI members and public officials to identify and advance equitable residential development solutions
- Elevate and address inherent racial aspects of housing challenges and solutions



# Social equity in ULI's Center for Sustainability

- Healthier communities – from “The Building Healthy Places Toolkit” to Healthy Corridors, The Building Healthy Places forum, and “Healthy Housing for All”
- Creating more high-quality parks and open space in cities, especially focused on improving park access to low-income communities while preserving affordability.
- Resilience for vulnerable communities: TAPs and ASPs



# Addressing social equity and structural racism: A new initiative through our Centers and Initiatives

## Key goals

- Help ULI members **build a deeper understanding** of structural racism, through learning and partnerships
- Reckon with the role of real estate, land use, and urban planning in perpetuating inequality
- Work at many levels to **develop an action agenda for racial justice** for ULI and the real estate industry
- Identify opportunities for national and local partnerships, and for local technical assistance
- **Build a community of practice** among ULI members with convenings, case studies, policy and practice guidance, and other strategies