

Why Does Diversity Matter?



Britt E. Smith, P.E., F.NSPE President (2022 - 2023)



**What do you think of when
someone says Diversity?**

NSPE DEI PRESENTATION

The major topics of this presentation include:

- Basics Definitions of Diversity, Equity, and Inclusion (DEI)
- Why DEI is important (from the business, personal, ethical, and NSPE standpoints)
- NSPE's current DEI work (the NSPE Strategic Plan & NSPE demographic statistics)
- Open Discussion with the Audience

Definitions



di·ver·si·ty

Differences of all kinds.

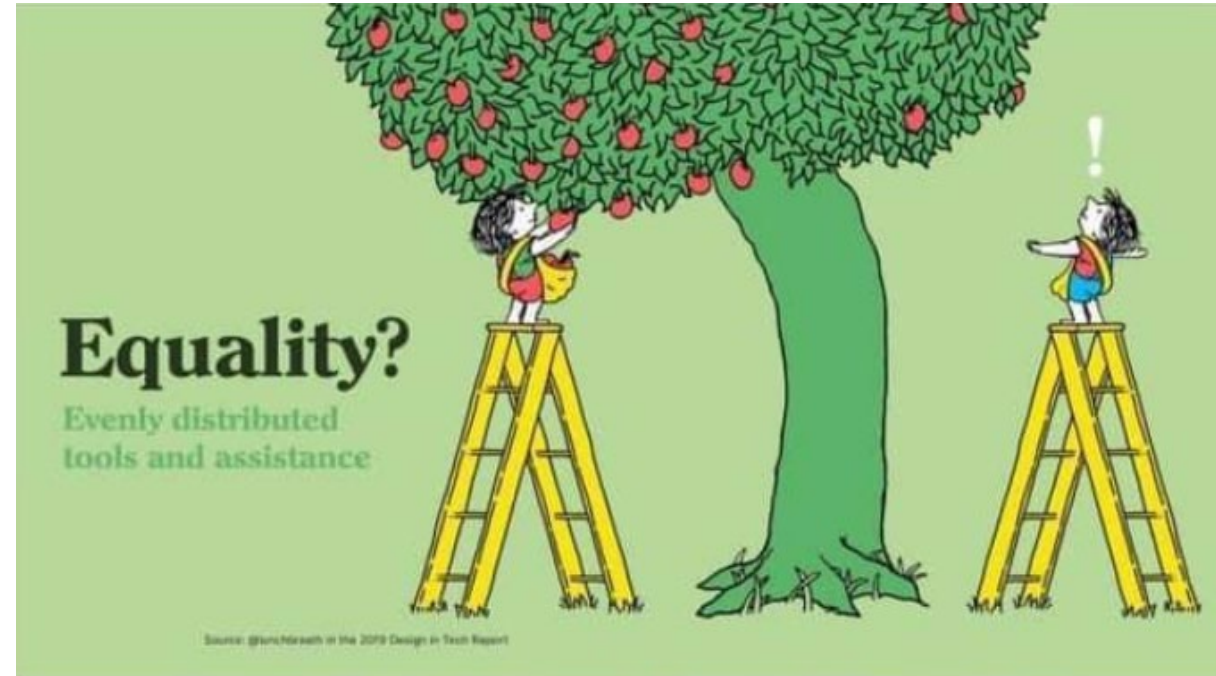
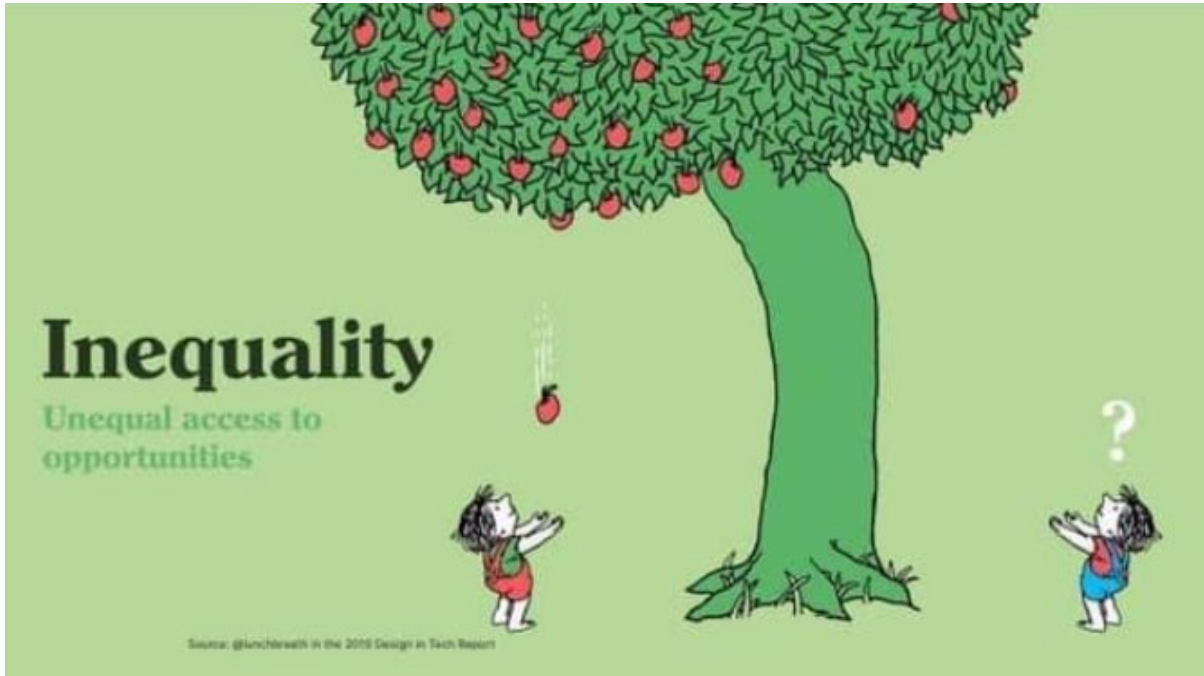
eq·ui·ty

Fair treatment, access and opportunity.

in·clu·sion

Creating a climate where differences and similarities are respected and welcomed.

Definitions



Definitions

Equity

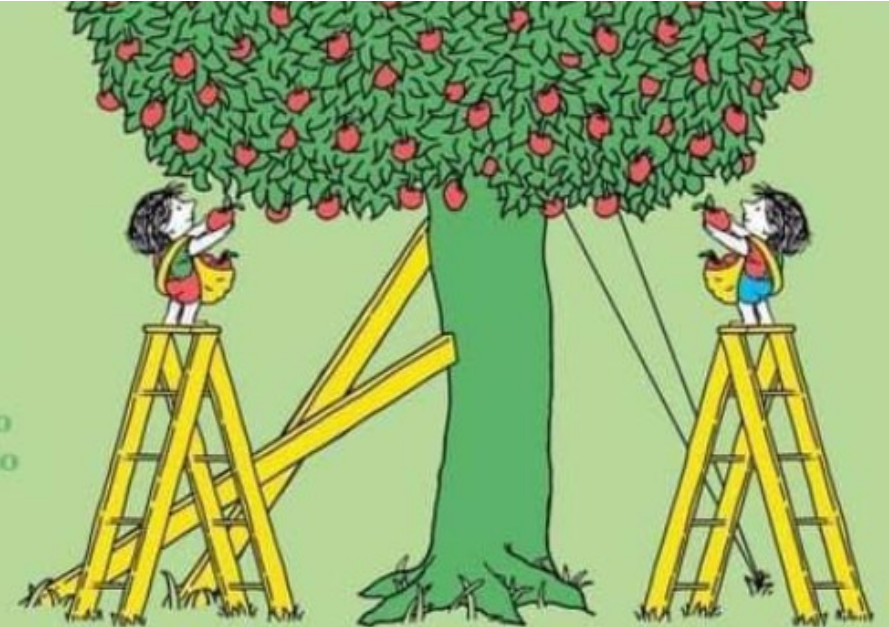
Custom tools that identify and address inequality



Source: @lunchbreak in the 2019 Design in Tech Report

Justice

Fixing the system to offer equal access to both tools and opportunities



Source: @lunchbreak in the 2019 Design in Tech Report

Above All, DEI is about feeling WELCOMED!

Diversity is an Action

Inclusion is a Culture

And together these lead to a Feeling of Belonging



Why is DEI Important for the Engineering Profession?



Organizations with diverse and inclusive cultures are:



2x

As likely to
meet or exceed
financial targets



3x

As likely to be
high-performing



6x

More likely to be
Innovative and agile



8x

More likely to
achieve better
business outcomes

Diversity Brings Innovation

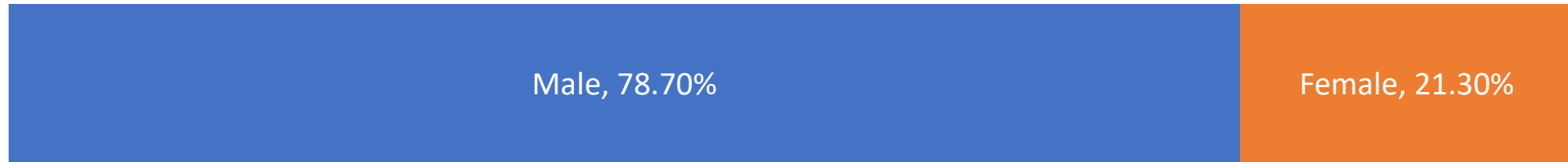
- Teams with diverse expertise are better at solving complex, non-routine problems.
- Not only do people with different backgrounds bring new information, but simply interacting with individuals who are different forces group members to:
 - prepare better,
 - anticipate viewpoints and
 - expect that reaching consensus will take effort.

How Diversity Makes Us Smarter by Scientific American, October 2014

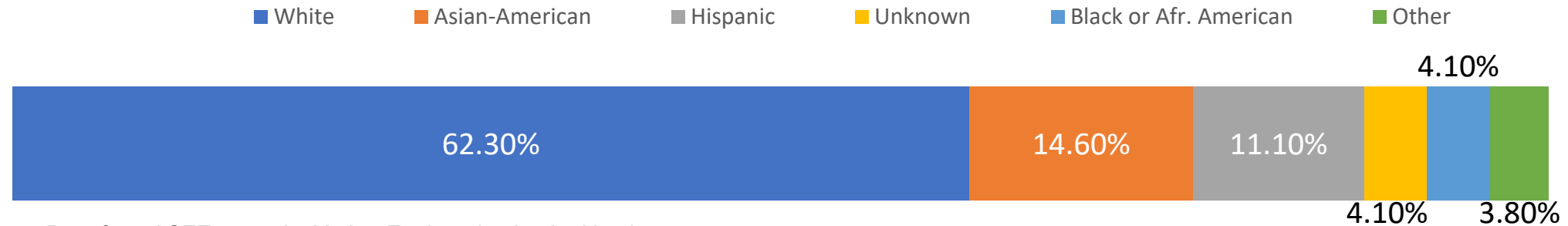
<https://www.scientificamerican.com/article/how-diversity-makes-us-smarter/>

TODAY'S ENGINEERING WORKFORCE

BACHELOR'S DEGREES BY GENDER, 2017

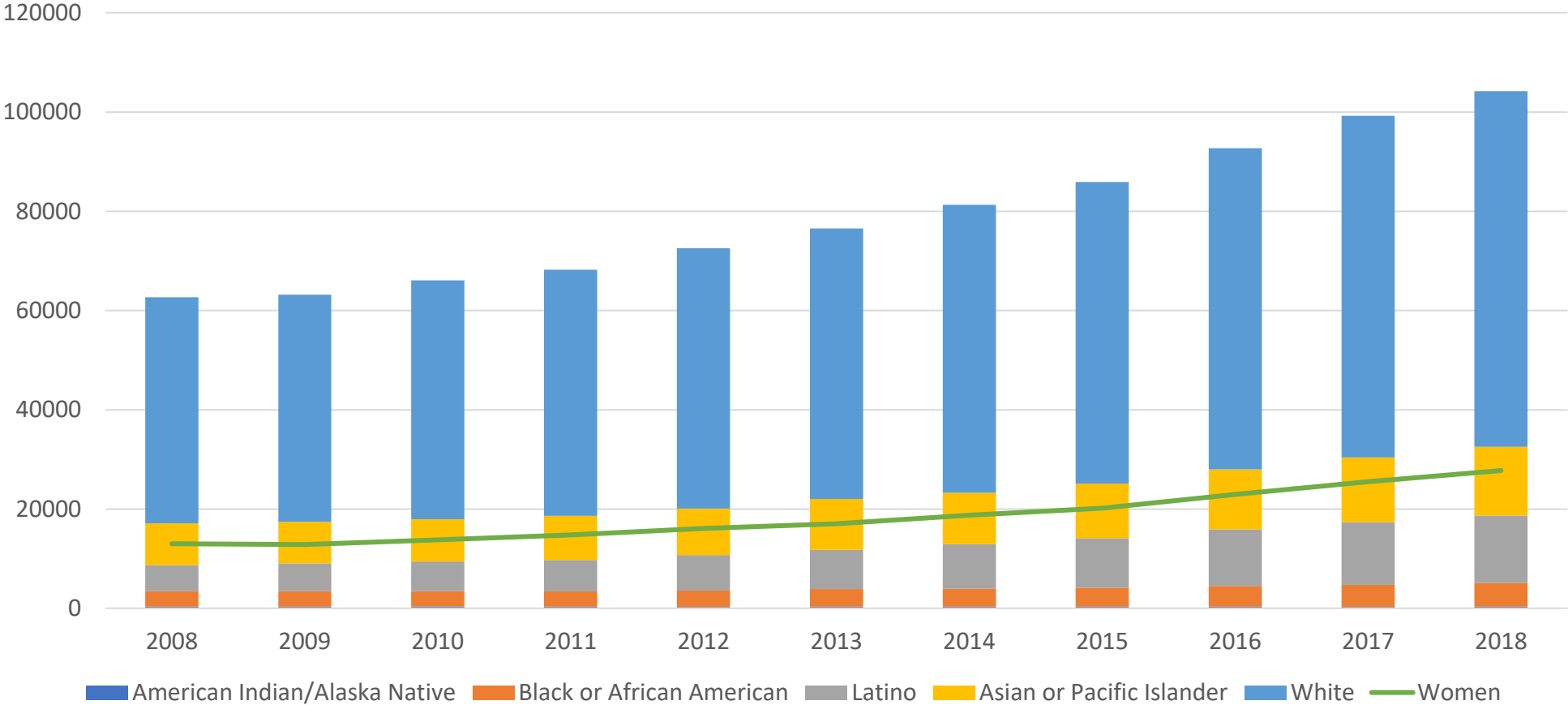


BACHELOR'S DEGREES BY ETHNICITY, 2017



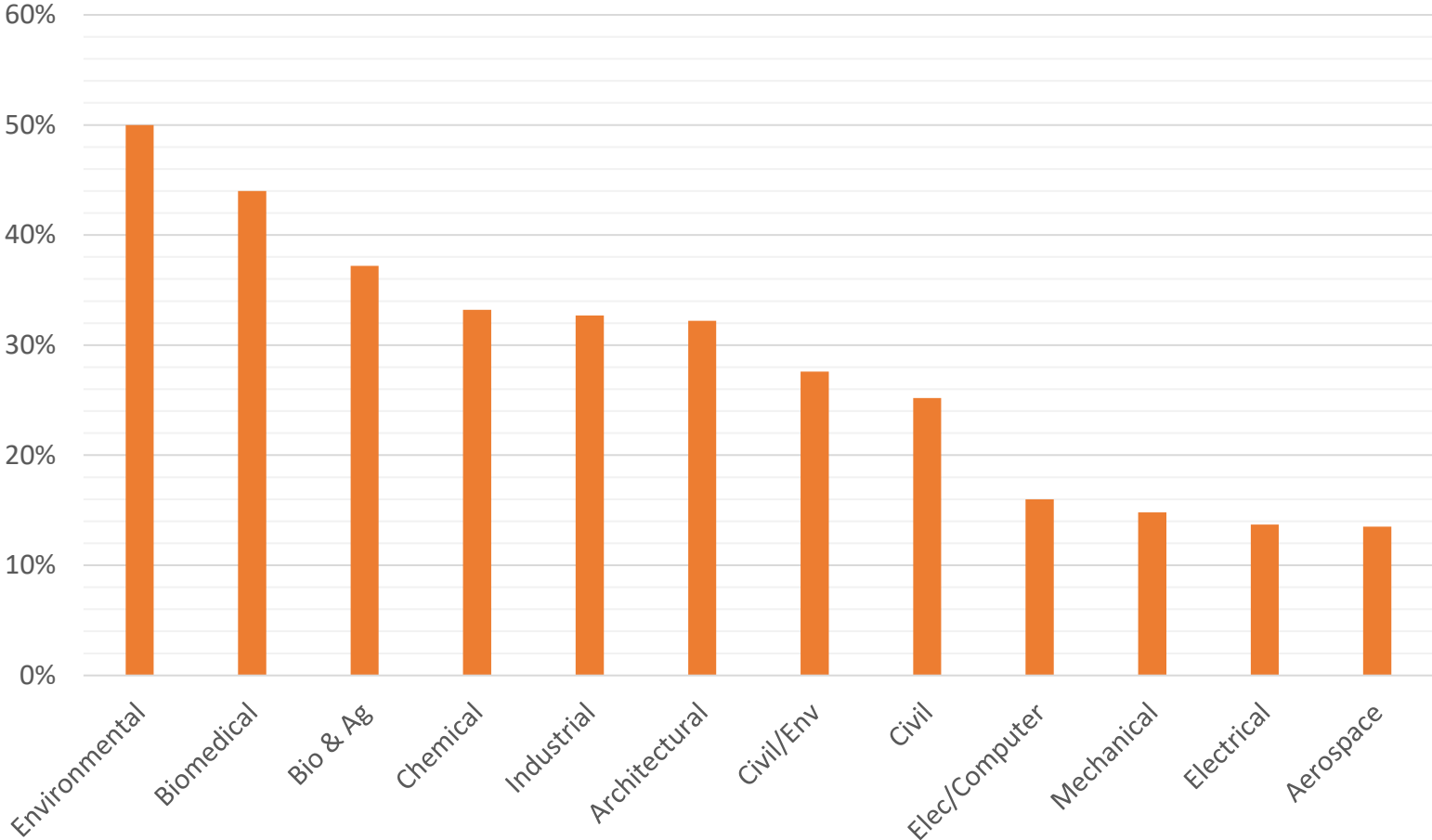
Data from ASEE report by Yoder, [Engineering by the Numbers](#)

The Changing Face of Engineering Graduates



Bachelor's Degrees Awarded to Women by Discipline

21.3% of total



Is Diversity good for my organization?

- If everyone on my team looks like me and thinks like me, what value do they bring that I don't?
- If we have an inclusive culture and my team members feel they belong, won't they be more productive and more innovative?... More loyal?

Why is Diversity important to NSPE?

But why is NSPE talking about this?

I've never seen any indication that we push people out or discriminate?

Shouldn't we be focused on the protection of the public and the PE license?

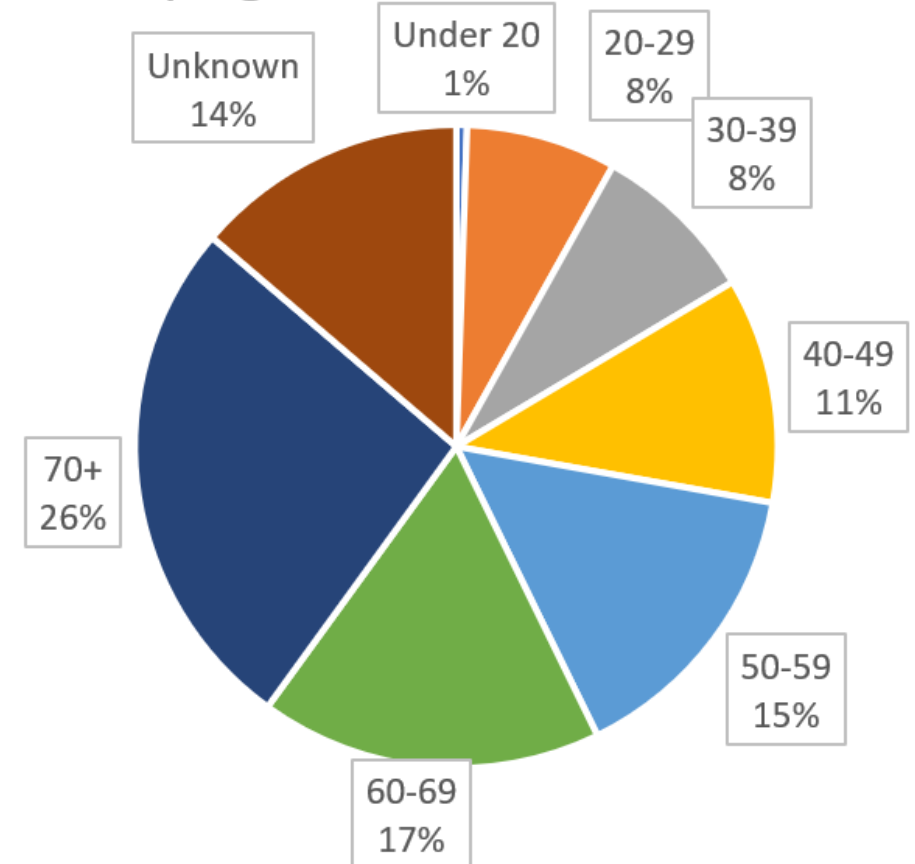
NSPE 2022

Demographic Statistical Results

2022 NSPE Members By Age Statistics

- 43% of NSPE Member are over the age of 60.
- Only 19% of NSPE members are between the age of 30 to 49.

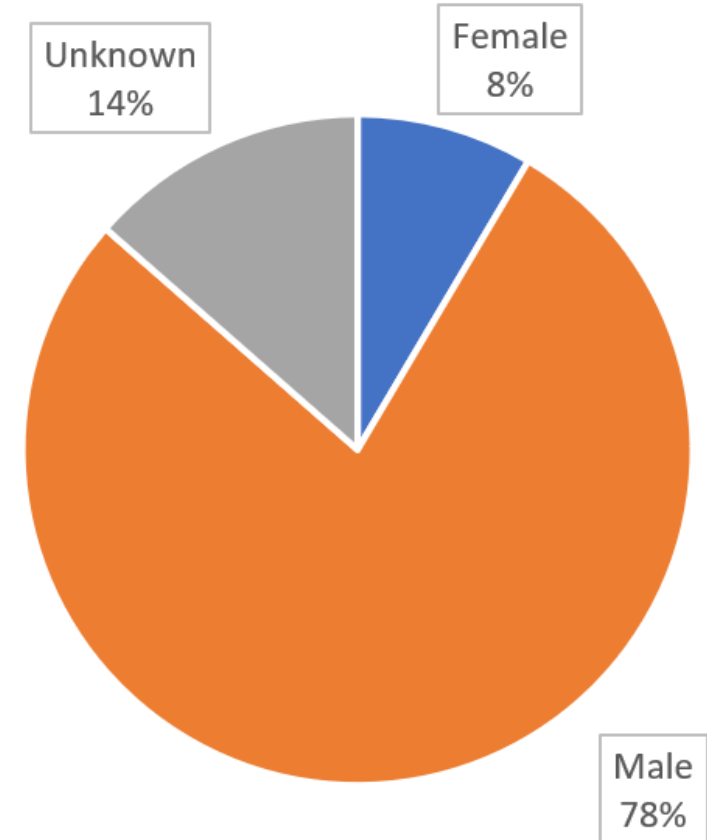
NSPE Members By Age June 2022



2022 NSPE Members By Gender Statistics

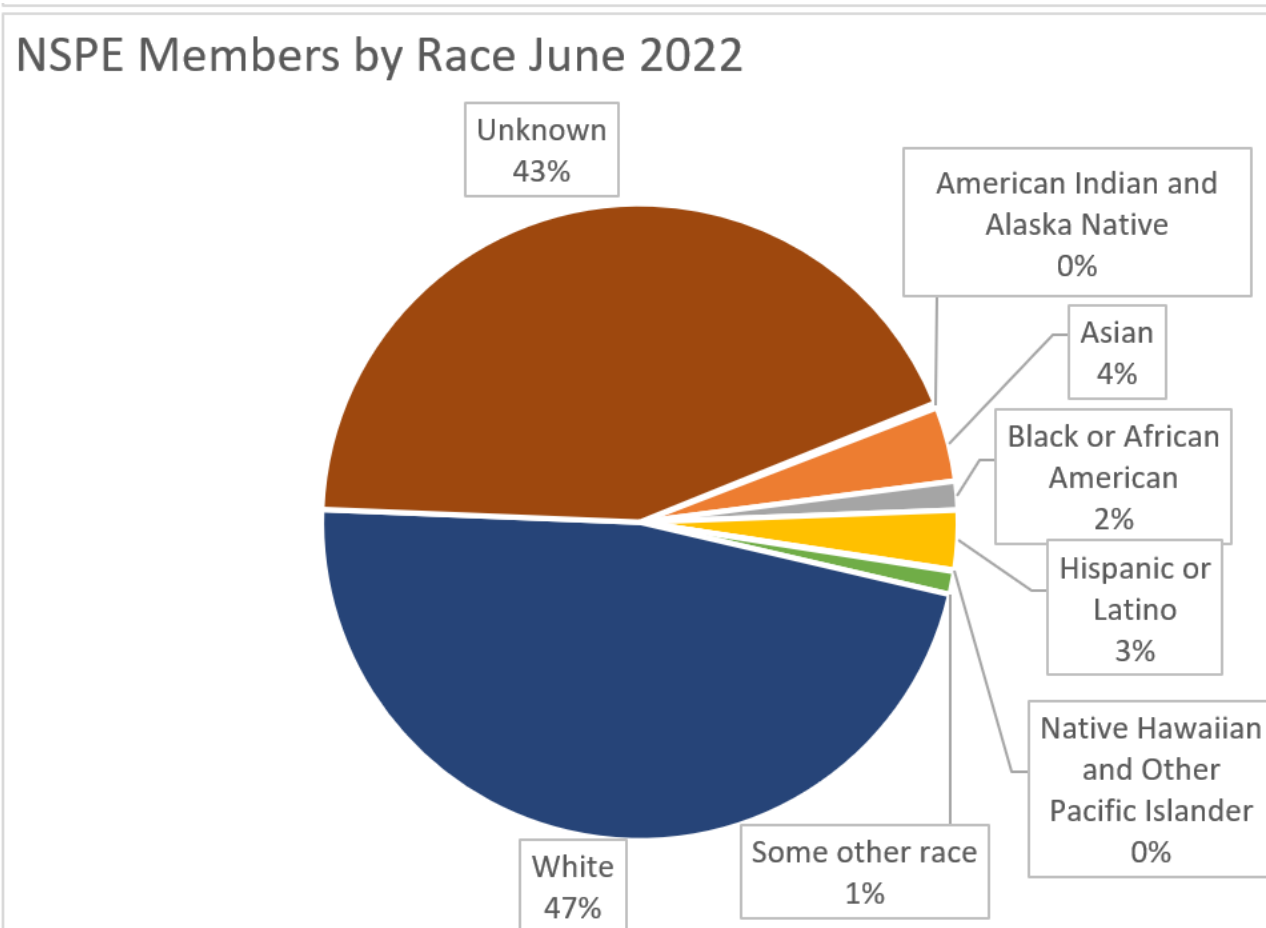
- At least 78% of our member are male.

NSPE Members by Gender June 2022



2022 NSPE Members By Race Statistics

- 47% are White
- 43% have not identified a race



Value Proposition Research

- Encompassing NSPE members & non-members
- “Exceptional” retention rate amongst our members
- Not as strong responses from 3 groups: women, young members & under-represented communities
- They believe NSPE needs to apply more effort towards DEI improvements

Reference: June 30, 2022 House of Delegates Meeting

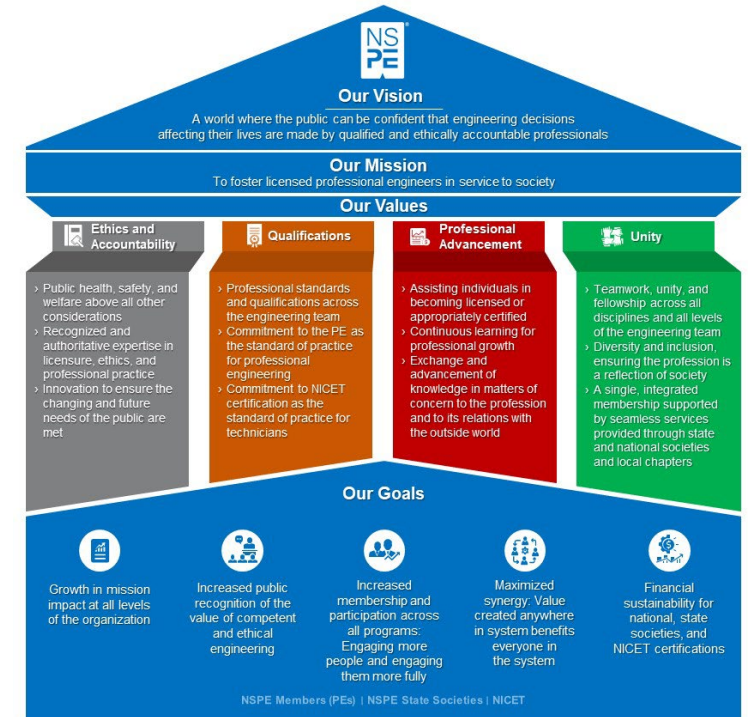
The Ethical Why – NSPE Code of Ethics

- “**Engineers**, in fulfillment of their professional duties, **shall conduct themselves honorably, responsibly, ethically, and lawfully** so as to enhance the honor, reputation, and usefulness of the profession.”
- “Accordingly, the **services** provided by engineers **require honesty, impartiality, fairness, and equity**, and must be dedicated to the protection of the public health, safety and welfare.
- “**Engineers shall treat all persons with dignity, respect, fairness, and without discrimination.**”

NSPE Why - NSPE Strategic Plan

DEI is one of the **Strategic Plan** **Guiding Principles** of NSPE

Promoting Diversity and Tomorrow's Engineer



NSPE Why - NSPE Strategic Plan



- › Teamwork, unity, and fellowship across all disciplines and all levels of the engineering team
- › Diversity and inclusion, ensuring the profession is a reflection of society
- › A single, integrated membership supported by seamless services provided through state and national societies and local chapters

- It is the policy of NSPE to **create a diverse and welcoming environment for everyone interested in the licensed practice of engineering**. NSPE recognizes the benefits of a diverse population of licensed engineers in shaping the future of engineering. **Diverse backgrounds foster unique contributions and capabilities and create an inclusive community ultimately leading to a more creative, effective and technically respected community**. NSPE proactively encourages diversity in all areas of the engineering profession and within the organization. NSPE's business entities and volunteer groups are **committed to developing business practices and position statements in support of this policy**.

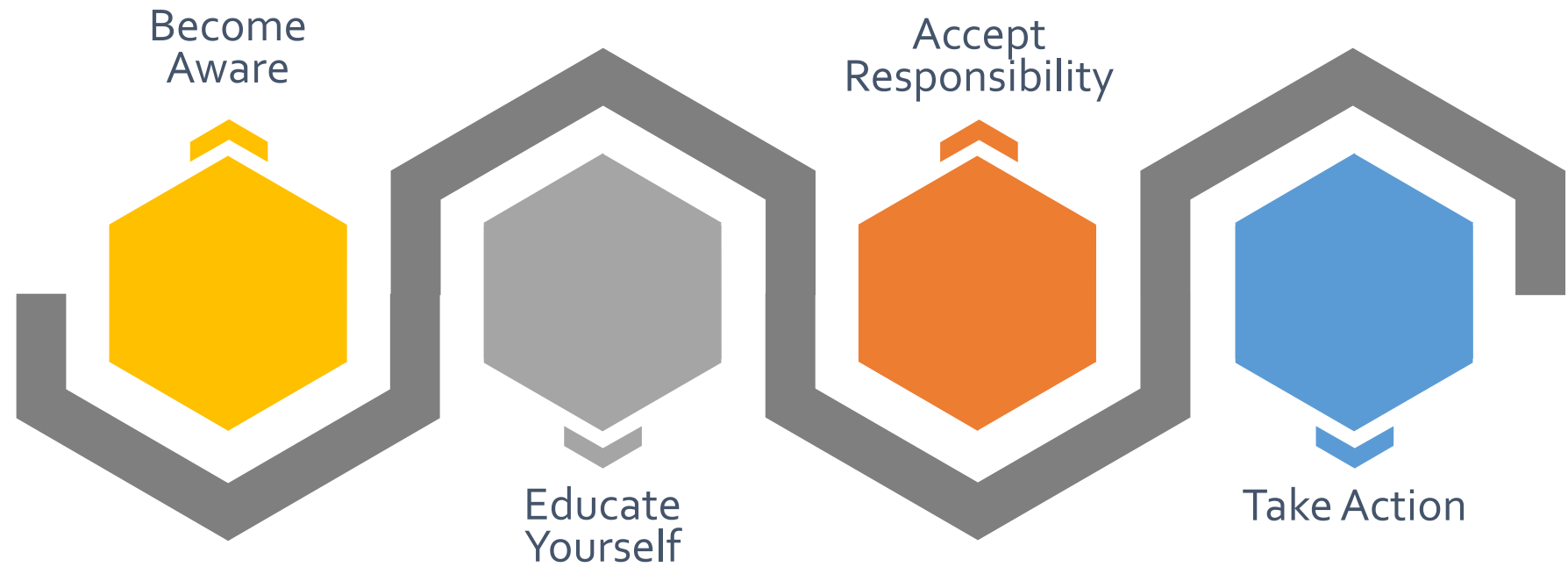
If you are **not intentionally trying to include someone**
you may be **unintentionally excluding them.**



**WHERE
DO WE GO
FROM HERE?**

DEVELOPING EMPATHY

Foundational Step



Become Aware



WWW.NSPE.ORG



NATIONAL SOCIETY OF
PROFESSIONAL ENGINEERS

Educate Yourself

- Build up your circles
- Broaden your perspectives
- Seek to understand other points of view
- Challenge your own unconscious biases
- Build relationships with people who are different than you

“The more white, straight, middle-class, educated and Judeo-Christian you are, the harder it is for you to put yourself into someone else’s shoes because we are part of dominant culture.”

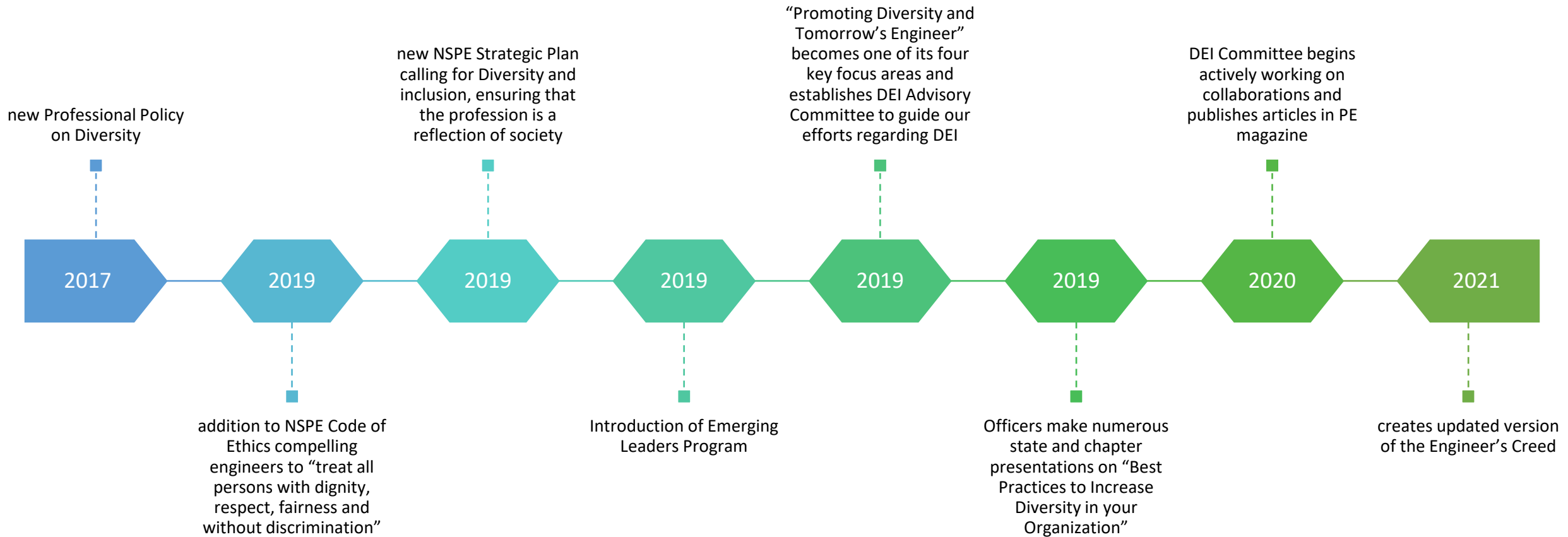
-Brene Brown

Accept Responsibility





**TAKE
ACTION**



None of us are as
GOOD as all of US!

Additional Resources

- NSPE Diversity Equity and Inclusion resource page- <https://www.nspe.org/resources/topics/diversity-equity-and-inclusion>
- Why Should I Care About Diversity in Engineering? <https://www.nspe.org/resources/pe-magazine/july-2020/why-should-i-care-about-diversity-engineering>
- Society of Women Engineers <https://swe.org/learning/diversity-in-engineering-matters/>
- Diversity Matters, McKinsey <https://www.mckinsey.com/business-functions/organization/our-insights/why-diversity-matters>
- How Diversity Makes Us Smarter, by Scientific American, October 2014 <https://www.scientificamerican.com/article/how-diversity-makes-us-smarter/>
- Implicit Association Test to show unconscious bias: <https://implicit.harvard.edu/implicit/takeatest.html>
- Karl Reid's PECON Presentation on Why Diversity Matters <https://www.youtube.com/watch?v=-yAsXLj7bGs>
- Data USA: Civil Engineers <https://datausa.io/profile/soc/civil-engineers#demographics>

Final Thoughts

“If you don’t like change, you’ll like irrelevance even less.”

Don Neal, CEO/Founder 360 Live media

“Wanting the right thing is not enough.”

Dr. James Pogue

Do the best you can until you know better. Then, when you know better, do better.”

Maya Angelou

Why Does Diversity Matter?

Contact Info:

Britt E. Smith, P.E., F.NSPE
President (2022 - 2023)

BrittESmithPE@gmail.com

573-291-8268

