



THE  
CHAMPION  
of TREES

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# DIVERSITY AND INCLUSION

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2017 ANNUAL REPORT





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# A MESSAGE FROM THE PRESIDENT

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Just as The Morton Arboretum emphasizes tree diversity in its collections, planting for a healthy and sustainable urban forest, and conservation efforts, we are also committed to a culture of diversity among the people of the Arboretum—those who work, volunteer, and visit here.

This report shares some of the efforts and progress made since we embarked on diversity and inclusion initiatives, which included forming a Diversity and Inclusion Council in 2016. With a diverse culture, the Arboretum will attract and retain the best talent, obtain new insights, enhance collaboration, strengthen leadership, and ensure relevance to a broad and diverse public as we work to save and plant trees for a greener, healthier, and more beautiful world.

This report will give you a look at accomplishments from 2017 as the Arboretum continues the commitment to diversity and inclusion in 2018 and beyond.

Gerard T. Donnelly, PhD  
President and CEO



The background of the entire page is a close-up photograph of pink cherry blossoms. The flowers are in various stages of bloom, with some showing five distinct petals and others as buds. The color is a soft, muted pink. The lighting is soft, creating a gentle glow. The focus is sharp on the flowers in the foreground, while the background is slightly blurred.

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# DIVERSITY AND INCLUSION

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*As defined by The Morton Arboretum*

**DIVERSITY:** The broad mix of people with different abilities, skills, experiences, and cultural backgrounds.

**INCLUSION:** Encouraging, embracing, and valuing diversity to carry out our mission.

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## VISION OF SUCCESS

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The Morton Arboretum is a champion of diversity, supporting a culture of inclusion that attracts, inspires, and engages people to achieve success.





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## THREE FOCUS AREAS

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**WORKPLACE:** Creating a work environment where all employees know they are valued and engaged.

**WORKFORCE:** Seeking to attract and retain the best talent that reflects diversity throughout the organization.

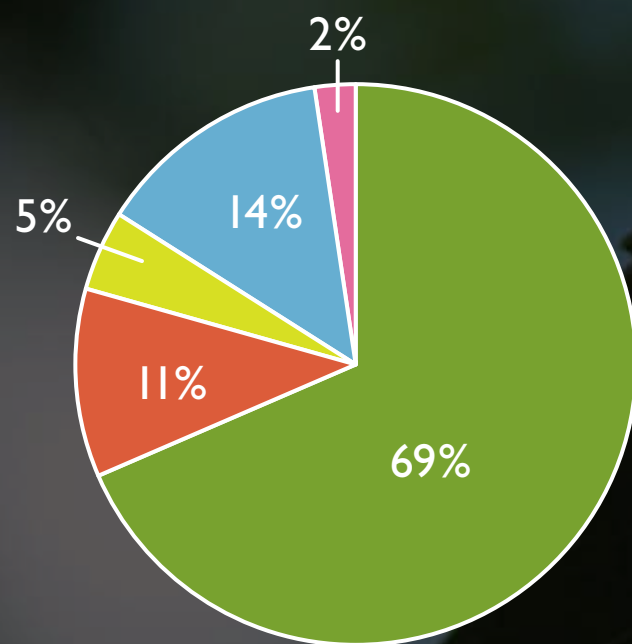
**COMMUNITY:** Seeking to understand, attract, and serve diverse populations, connecting them to The Morton Arboretum and its mission.



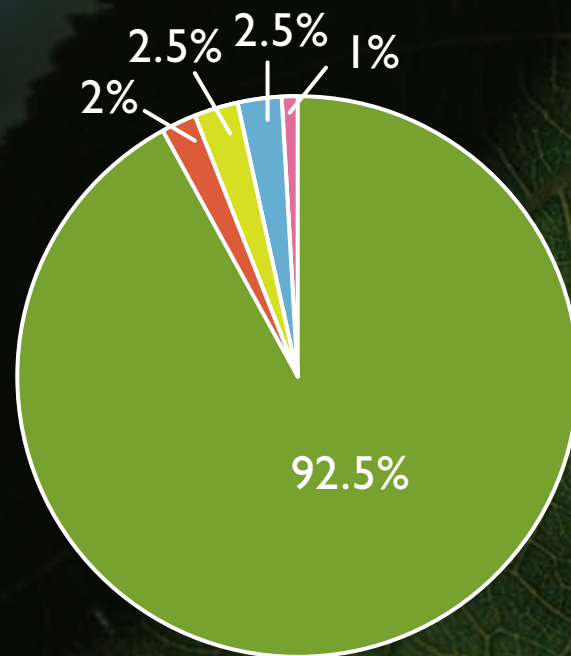
# STAFF AND COMMUNITY DEMOGRAPHICS

The charts below provide snapshots of our local community, employees, and a sampling of visitors. The change in employee data from 2016 to 2017 marks some progress toward increasing the Arboretum's Hispanic or Latino population, as well as the population of those responding as Other (American Indian/Alaskan Native, Native Hawaiian/Pacific Islander, or Two or More Races), but clearly there are opportunities to better reflect, represent, and engage the communities we serve.

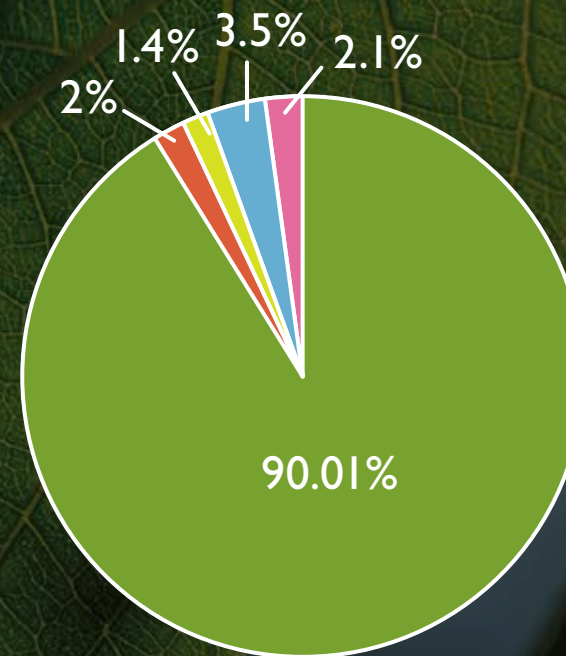
**White** | **Asian** | **Black/African American** | **Hispanic or Latino** | **Other**



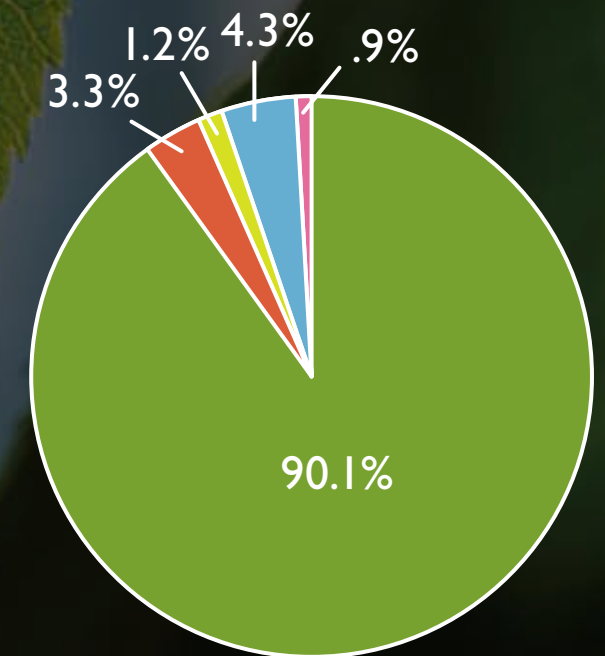
**DuPage County  
Population (2015)**



**Arboretum Employees  
(September 2016)**



**Arboretum Employees  
(September 2017)**



**Illumination Visitors  
(2017-2018)**



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# 2017 HIGHLIGHTS

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- The **Museums for All** program, an initiative of the Institute of Museum and Library Services, allows low-income families to visit participating museums for a reduced rate. Attendance by Museums for All visitors increased by 230% in the Arboretum's second year with the program: from 708 in 2016 to 2,336 in 2017.
- Improvements to the **Arboretum's website** increased access to information for online visitors. A new translation feature allows the reader to select among dozens of languages, increasing the international reach of content. Other improvements, such as alt-tags on images and a reduction in the number of PDFs, have made the website easier to use for visitors using assistive technology (like reading devices used by people with limited sight).
- **On-site accessibility** has been supported this year with increased resources on the webpage and additional information in the printed Map and Guide, such as descriptions of the inclines on paved paths. The Arboretum's mobile app includes a growing number of Spanish-language tours, covering topics from exhibitions to endangered trees. The Origami in the Garden exhibition was supported by a written-word tour in the app, an audio tour keyed to interpretive signs, and a transcription of the audio tour available online for visitors with limited hearing.



“ Yesterday I was out at Morton Arb to enjoy the weather and as I was walking I noticed people there with walkers, strollers, wheelchairs, and motorized wheelchairs and I thought it was so great that you have created a space for all kinds of people to get as near to creation as possible. I just wanted to send a note to you to say thank you for your valiant efforts to make nature approachable and discoverable to those using wheels. Pretty cool of you! I'm proud to have a membership with that kind of organization. ”

—Facebook message in response to a visit



“ We are overwhelmed with pride and joy that the Arboretum is supporting the LGBTQ community with a Family Pride Night! On behalf of the LGBTQ community, we say thanks a million! ”

—PFLAG DuPage County Chapter

“ It got me thinking about the meaning of diversity in ways I hadn't considered before. ”

—Staff comment following Diversity and Inclusion Training



## 2017 HIGHLIGHTS (continued)

- In an extension of programming, **Thursday Family Nights** included a Family Pride Night and a Bilingual Sing-Along, creating safe, welcoming opportunities for more types of families.
- For the first time, adults with autism had opportunities to participate in **volunteer work days** at the Arboretum. The work days were designed to teach and build upon skills to restore and care for natural areas.
- The Arboretum offered **focused training** for staff including intro to American Sign Language, disability awareness training, diversity and inclusion training for all staff and supervisors, and in-service training on supporting English language learners (ELL) for education program guides.
- **Domestic partners** are now covered in the Arboretum's health insurance options.



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## 2017 HIGHLIGHTS (continued)

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- The Diversity and Inclusion Council hosted a **Quarterly Coffee Meet-Up** to encourage conversation about this new initiative. One popular activity was a “brag wall” showing off progress the Arboretum has made.
- Marketing investments supported media targeted at **diverse audiences**, including ads in Special Parent magazine for families that include members with disabilities; dual-language ads in Hoy, a Spanish-English magazine; ads in LGBTQ magazines; promotions in Asian markets; and more.
- To better reflect our **diverse community**, we have increased the range of people featured in Arboretum photos and videos.



“ I'm thrilled that this [diversity and inclusion] is an active part of our strategy and that we are taking steps to move in this direction. ”

—Staff comment from Pulse Survey





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# FUTURE FOCUS

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To create opportunities for more employees to learn and participate, the 2018 budget allows part-time staff up to 10 paid hours to attend professional development opportunities. Employees will be able to improve their knowledge and skills, as well as create new connections, build better working relationships, and feel included.

We will be producing a Map and Guide in Spanish, the most popular language, after English, that is spoken by our visitors.

A video will be produced to highlight the Arboretum as a place that not only employs diverse staff, but also has a diverse range of positions available for all who have a desire to support and advance the Arboretum's mission to make the world greener, healthier, and more beautiful.

Our goal is to integrate Diversity and Inclusion into the Arboretum's culture and everything we do, whether that means creating and implementing new initiatives or embedding diversity and inclusion into existing practices. We look forward to another successful year ahead, and we thank all who are on this journey with us building a more inclusive environment for all—staff, volunteers, and visitors.





# DIVERSITY AND INCLUSION COUNCIL 2017

**Jeff Arena** (Council co-chair), *Head of Marketing*  
**Anna Cosner** (Council co-chair), *Director of Retail and Events*



**Dana Bacaling**, *Facility Rental Coordinator*  
**Marsha Beste**, *Floor Lead, The Arboretum Store*  
**Tricia Bethke**, *Community Trees Program Outreach Specialist*  
**Beth Botts**, *Senior Writer*  
**Christine Carrier**, *Center for Tree Science Research Assistant II*  
**Kathi D'Amico**, *Bookkeeper—Cash/Payroll*  
**Ashley Donisch**, *Graphic Designer*  
**Glynnis Hokenson\***, *Major Gifts Associate*  
**Marvin Lo**, *Research Assistant I*  
**LaShaun McPhearson\***, *Manager of Information Technology*  
**Lyn Myers**, *Education Program Lead*  
**Sue Paist**, *ArbNet Coordinator*  
**Phil Riske**, *Senior Horticulturist*  
**Daisy Rivera**, *Manager of Development Operations*  
**Amanda Romadka\***, *Visitor Services Assistant*  
**Monica Solomon**, *Director of Development Operations*  
**Gina Steele**, *Special Events Coordinator*  
**Nick Zubenko**, *Plant Production Supervisor*

*\* former employee*







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# ARBORETUM MISSION AND VISION

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The mission of The Morton Arboretum is to collect and study trees, shrubs, and other plants from around the world, to display them across naturally beautiful landscapes for people to study and enjoy, and to learn how to grow them in ways that enhance our environment. Our goal is to encourage the planting and conservation of trees and other plants for a greener, healthier, and more beautiful world.

Our vision is to be the leading center of tree expertise, inspiring the world to plant and protect trees.