

OREGON WINE



PORTLAND

SYMPOSIUM

WVWA Diversity, Belonging, Equity & Inclusion Survey

Scott Shull, WVWA Board Director &
Founder / Winegrower – Raptor Ridge Winery

PROGRAM
PRODUCER



TRADE SHOW
PRODUCER



WILLAMETTE
VALLEY WINE

WVWA DEBI Council -

Diversity, Equity, Belonging & Inclusion

DEBI PURPOSE

Inspire WVWA members to create cultures of diversity, equity, belonging, and inclusion for employees, customers, suppliers and partners by providing tools and improving access to WVWA programs for consumer and trade audiences.

**Retained Diamond Strategies Dr. Matthew Whittaker
for Survey & Interviews To Better Shape Strategy**

About the Survey*

The Survey consisted of 88 total questions

Designed to be completed in 15 minutes or less.

Average completion time was 11 minutes and .03 seconds

Majority of questions explored employee **feelings, thoughts, knowledge, attitudes, & experiences** related to DEBI **within their place of work** – or – utilizing WVWA membership services. *(sliding scale from Strongly Disagree to Strongly Agree)*

Last few multiple-choice questions explored the **demographics** of WVWA's membership. The items sought information related to **job category, supervisory status, tenure** with the organization, **military status** (past or present), **age, race**, etc.

Respondents could opt not to answer any or all the demographic questions and results were anonymous.

**Analysis courtesy Diamond Strategies / Matthew C.*

About the Respondents[¶]

1. *201 respondents to the survey representing all employee job categories:*

- a. Board member (02%)
- b. Owner, CEO, COO, CFO (C-Suite) (21%)
- c. Winemaker (12%)
- d. Sales and Operation (52%)
- e. Administrative Support (12%)

Conducted August 2022
Willamette Valley Only
WVWA Org Members Only

2. *Passed viability threshold of 16%, providing good representation of WVWA membership beliefs*

3. *Survey analysis & comments are inputs to development of Strategic Plan... and perhaps catalysts for YOUR organization*

[¶]

Anonymous response. No identity or IP information collected or recorded

Membership / Respondent Mix...

Demographic Data – 2022	Total	Oregon	U.S.
Women	83%	50%	51%
Age (30—39)	30%	14%	43%
Faith (Christianity)	25%	67%	70%
Sexual Orientation (LGBTQIA+)	20%	6%	13%
Neurologically Diverse	11%	36%	35% - 40%
BIPOC	9%	25%	41%
Disability: (Hearing (3.4%), Visually (3%), Mobility (.5))%	7%	4%, 3%, and .5%	6%, 5%, and 14%
Veterans	3%	11%	7%

COMPAIRED TO OREGON'S POPULATION, RESPONDENTS ...

included few if any vineyard stewards, were more female, younger, LGBTQIA+, and less Christian, less neurologically diverse, less BIPOC, and less Veteran

Synopsis

Question	Description	Agree
3	Diversity, equity, and inclusion (DEBI) are important at WVWA	90%
6	I would participate in voluntary DEBI training.	79%
7	I would volunteer on a committee to improve WVWA DEBI	64%
15	I can voice a contrary opinion negative consequence.	56%
21	Supervisors solicit diverse perspectives	56%
23	Leadership shows DEBI is important through their actions.	73%
25	I feel like I belong at WVWA	73%
32	Know where to report unfair treatment	86%
36	Leaders will act appropriately in response to discrimination	56%
37	WVWA works to build diverse teams	38%
38	All have equitable opportunity to succeed at WVWA	44%
39	Career development paths exist for all at WVWA	32%
40	There is open/honest communication at WVWA	43%
41	All voices are equally heard and valued at WVWA	42%
45	WVWA meets the needs of those with disabilities.	41%

Take Aways...

Area of Concern

- *Half feel they can voice a contrary opinion, or that supervisors solicit diverse perspectives*
- *Half feel supervisors will act appropriately in response to discrimination*

Improvement Required

- *Less than half feel there are equitable opportunities to succeed, or there is open & honest communication, or that all voices are equally heard.*
- *Less than half feel the needs of those with disabilities are met.*
- *Only ~third perceive their employer works to build diverse teams, or has career development paths for all*

Good Foundation

- *There is Membership Buy-In that DEBI is important to WVWA*
- *Folks are willing to participate in voluntary training or work on a committee*
- *Leadership shows DEBI is important through their actions*

THANK YOU

DIVERSITY INITIATIVE

<https://www.willamettewines.com/diversity-equity-belonging-inclusion/>

<https://www.willamettewines.com/about-the-valley/diversity-statement/>

BUSINESS DIVERSITY PLEDGE

<https://www.willamettewines.com/business-diversity-pledge/>

