

Setting Equity Goals

Science is a human endeavor that takes place within a historical, social, and political context, and as such can reflect the biases and power structures prevalent in society at any given time. Scientists have sometimes exploited or excluded marginalized groups in their pursuit of knowledge, and underrepresented scientists experience disproportionate challenges and barriers in their fields and have important perspectives to share.

To support more equitable participation and opportunity in science advocacy, create specific equity goals when developing your work plans. Your research or advocacy should be informed by and ideally conducted in partnership with communities that have a stake in the outcome, and you should tap into the skills, talents, and experiences of people of different races, ethnicities, sexual orientations, genders, and economic classes to help you develop just solutions. Use these questions and considerations to help you develop achievable, effective equity goals.

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SMARTIE Goals

Being a SMARTIE is a good starting point for crafting any goal. SMARTIE goals help you to achieve the maximum impact with the resources at hand.

- **Strategic.** Does the goal reflect an important dimension of what you seek to accomplish?
- **Measurable.** How will you know when you've accomplished the goal? This doesn't need to be a bunch of numbers, but should be a standard by which reasonable people can agree on whether the goal has been met.
- **Ambitious.** Is the goal challenging enough that achieving it would mean significant progress?
- **Realistic.** Is this something you really can do? Do you have a plan to achieve it and know what it will take in terms of resources and time?
- **Time-Bound.** Is there a clear deadline?
- **Inclusive.** It brings traditionally marginalized people—particularly those most impacted—into processes, activities, and decision/policymaking in a way that shares power.

- **Equitable.** It includes an element of fairness or justice that seeks to address systemic injustice, inequity, or oppression.

Creating Collaborative Equity Goals

None of us work in a vacuum. In addition to creating goals that are SMARTIE, they should also be designed to foster collaboration. Remember to:

- Be flexible and accommodating to your team's various skills and needs.
- Create a shared vision. Working together to develop a shared vision will unify your team, ensure that everyone understands the goals, and help team members to communicate them to others.
- Return to your group's overall purpose as you shape your equity goals to ensure that you're still working toward fulfilling that purpose.
- Acknowledge how everyone is showing up to this work. Clearly delegate work to specific team members and celebrate achievements.

Benchmarks to Help You Frame Equity Goals

Equity should be a consideration in all aspects of your advocacy work. Refer to the questions below as a guide to help you in developing equity goals.

MANAGING AND ORGANIZING YOUR TIME

- When creating a monthly or weekly plan, what percentage of your time is dedicated to clearly defined equity work?
- Are you realistically accounting for how much time it takes to build relationships?
- Are you able to work on your other priorities and still make dedicated time toward your equity goals?

RELATIONSHIP BUILDING AND BUILDING YOUR NETWORK

- How much of your time are you dedicating to building relationships with underrepresented voices and communities?
- Are the relationships you're building with underrepresented voices getting translated into your work?
- What are you doing to create a relationship and not a transaction?

LADDER OF ENGAGEMENT

The ladder of engagement is a structure you set up in order to deepen a supporter's actions, moving them from observing to taking increasingly involved and important actions.

- Are you setting goals on building leadership skills and the ladder of engagement among underrepresented voices?
- Are the paths to leadership for underrepresented voices transparent and available?
- Are you dedicating any webinars or trainings to underrepresented audiences, to build their skills and increase their influence in their communities?

Your research or advocacy should be informed by communities that have a stake in the outcome.

REPRESENTATION AT EVENTS/FORUMS/PANELS/ LEGISLATIVE MEETINGS

- Is recruitment geared to increase turnout of underrepresented voices?
- What is the racial and socio-economic makeup of the panel of speakers you're organizing?
- Are underrepresented participants getting the opportunity to weigh in on content or policy asks for the meeting?
- How are you measuring inclusion during the event? Through surveys? A trend of increased attendance by underrepresented voices at events over time?

SIGN-ON LETTERS/PETITIONS

- How many signers will come from underrepresented communities?
- Who is drafting and influencing the content of the letter?
- Who is delivering the letter and/or pitching the letter to the media?

SOCIAL MEDIA

- How often are you retweeting posts by underrepresented voices?

- Who are you following and what are the messages that you are consuming?
- Who are you asking to do Twitter "takeovers" or participate in Twitter chats?
- What do your lists/Hootsuite tabs/etc. look like? How are you being intentional about consistently prioritizing marginalized voices?

Accountability for Goals

Accountability should be a major part of both developing goals and assessing your progress and success. Ask yourself the following questions to ensure that you are prioritizing accountability from the outset:

- Who are you doing this for, or putting at the center of your work?
- How are you checking in with your team?
- How are you checking in with stakeholders?

Evaluating Your Goals

As you develop your goals, it's important to periodically step back and assess them to make sure that you're on the right track. Use the following questions as a guide:

- Are your equity goals ambitious enough? Do they represent significant progress toward equitable processes and outcomes?
- How realistic are these equity goals? Do you have real plans and time allocated to achieve them? Will the tactics listed be sufficient to drive the progress you want to make in this space?
- Do these equity goals capture what it'll really take to make progress?

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Equity Goals Worksheet

Equity Goals for This Project/Action	Measurable Result	Key Tactics	Support/ Resources/ Connections We Have	Additional Support/ Resources/ Connections We Need	Time Necessary	Accountability Mechanisms
In 6 months, lift up and reinforce in media the message of local groups disproportionately impacted by hazardous air pollutants	<ul style="list-style-type: none"> publish 2 print media pieces that include references to work done by communities and/or direct quotes from community members 	<ul style="list-style-type: none"> LTE/Op-Eds in local media social media sharing/threads 	<ul style="list-style-type: none"> academic community connections to local community groups social media account(s) LTE & Op-Ed fact sheets 	<ul style="list-style-type: none"> examples of work done information on how to submit LTE/Op-eds to local papers 	<ul style="list-style-type: none"> researching groups, individuals = 2 hrs outreach via email, social media messenger = 3 hrs writing LTEs/Op-eds and social media posts = 3 hrs 	<ul style="list-style-type: none"> will check in with partner to keep each other motivated and on track will set deadlines & put reminders in calendar for next steps

Use this worksheet to help organize and capture your thoughts as you create your equity goals. The first row is filled in as an example. You may wish to create your own version in order to add other considerations important to your team and your work.

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