

A NEW DETROIT CONFERENCE

# ***JUST LEAD***

ADVANCING RACIAL EQUITY

[www.justinstitute.newdetroit.org](http://www.justinstitute.newdetroit.org)





# New Detroit's Multicultural Leadership Series

This series develops cultural competency, an ability that helps us understand, communicate with, and effectively interact with people across cultures.

A program of the



Facilitator, Marshalle Favors  
Director of Community Engagement

## About New Detroit's Multicultural Leadership Series

Participants attend an orientation, five day-long sessions, and a recognition ceremony, over the course of 3 months. Each session offers an in-depth look at the history, culture, and socioeconomic issues of the following communities: African-American, Arab, Asian, Chaldean, Latino, Jewish and Native American.

It is an experience designed to build a strong and on-going leadership network among people from various racial and cultural communities the metropolitan Detroit. Sessions are held at different locations representative of the ethnic culture participants will learn about for that day.

### Leaders That Should Attend

DE&I Professionals | Board, Executive, and Senior Leadership in government, corporate, and nonprofit organizations | HR and Communications Leaders | Officers of Cultural Programming | Coaches and Trainers | Educators and Administrators | Learning Specialists and Counselors

### 2023 Schedule and Tuition

Tuition: \$2,000.00 for 6 sessions

Sessions are in-person and take place from 10:00am – 3:30pm

REGISTER TODAY AT

[www.newdetroit.org](http://www.newdetroit.org)

or contact us: [mfavors@newdetroit.org](mailto:mfavors@newdetroit.org)



SCAN ME

# WELCOME LETTER

**Thank you for attending New Detroit's second annual *Just Lead: Advancing Racial Equity* conference.**

Since we gathered last year, the challenges to Diversity Equity & Inclusion (DEI) and racial equity have increased. Will the Supreme Court ruling against affirmative action impact DEI policies and hiring practices beyond college admissions? The letter by the 13 Attorneys General to Fortune 100 CEOs and responding letter from 21 Attorneys General, including Michigan, characterize the debate. This year's conference will cover this and more.

Highlights of this year's conference include:

- An opening plenary featuring conversations among business leaders about their experiences with DEI and racial equity
- A lunchtime fireside chat between Pulitzer-prize winning journalists Rochelle Riley and Nikole Hannah-Jones
- A discussion of the history of racism and racial just movement to inform, inspire, and activate people for change
- A presentation of the 50-year anniversary of Hip Hop and its role in social justice movements
- A Hip Hop Reception with a Taste of Black Spirits
- Interactive workshops
- A walking tour of racially significant historic sites
- A closing plenary with a conversation amongst a cross-section of the region's
- Civic leaders about their racial equity work
- Great networking!

The conference also marks the formal launch of a revamped New Detroit Coalition. At New Detroit, we've restructured our governance to better embolden Coalition members as powerful change agents by delegating basic governance issues to a smaller fiduciary board and developing a Transformational Framework to inform and align Coalition member action plans.

Created in 1967, New Detroit's hallmark approach is to bring together diverse voices to seek collaborative solutions to dismantle racism. The Just Lead Conference is the region's only conference devoted solely to racial equity.

Please enjoy the conference. Thank you for supporting New Detroit and racial equity.



**Michael S. Rafferty**  
President & CEO



**Cheryl P. Johnson**  
Chair



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NEW  
DETROIT 

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A NEW DETROIT CONFERENCE

## ***JUST LEAD***

ADVANCING RACIAL EQUITY



New Detroit was formed in response to civil unrest in 1967 that uncovered a host of entrenched social and community ills. At the request of then Michigan Governor George Romney and Detroit Mayor Jerome Cavanagh, business executive Joseph L. Hudson, Jr. convened a unique coalition—the nation’s first—to identify what went wrong in July 1967, what needed to change, and how to make that change happen.

Since then, New Detroit, Inc. has been a unique and valuable arena where leaders of Detroit’s business, civic, grassroots, and religious communities have come together to plan cooperative strategies and to demonstrate their commitment to the city and its environs. On July 6, 2020, in response to the dual pandemic of COVID-19 and racial injustice (which had come to a head with the murder of George Floyd on May 25), standing alongside 30 of Detroit’s most prominent business, political and philanthropic leaders in front of the “United We Stand” sculpture at the Charles H. Wright Museum of African American History, New Detroit declared War on Racism.

Our renewed vision is to dismantle racism through systems change and by moving hearts and minds. We do this as an institutional thought leader, an advocate for policy change, and as a catalyst for collective action. Our work is organized around these three strategies, and includes training and consulting through our Just Institute; education, research, advocacy, and partnerships to fight racism at the personal, institutional, and systemic levels.

Our nation was built and continues to be based on racism. To undo years of deeply embedded perceptions, beliefs, policies, and systems, it is critical that people understand the root causes and implications of racism and what actions are needed at all levels to undo racism and achieve racial equity. The question is how we act individually and collectively to effect that change. To transform our region, we must transform our institutions and public policy; to transform our institutions and public policy, we must first transform ourselves.

We believe that change begins locally, and as the country’s first racial justice coalition in one of the nation’s most segregated cities, New Detroit can lead the nation as a model for change.





# AGENDA (short)

## THURSDAY, OCTOBER 19, 2023

TIME	TITLE	ROOM
8:00 AM - 5:30 PM	Registration	Ambassador Foyer
8:00 AM - 9:30 AM	Breakfast	Ambassador Foyer
8:50 AM - 9:00 AM	Emcees: Kick off Day 1	Ambassador Ballroom
9:00 AM - 9:40 AM	Opening Plenary: Part I	Ambassador Ballroom
9:50 AM - 10:30 AM	Opening Plenary: Part II	Ambassador Ballroom
10:40 AM - 11:20 AM	Opening Plenary: Part III	Ambassador Ballroom
12:00 PM - 1:00 PM	Keynote Luncheon: An Interview with Nikole Hannah-Jones	Ambassador Ballroom
2:00 PM - 3:30 PM	Afternoon Plenary	Ambassador Ballroom
3:30 PM - 3:45 PM	New Detroit's Next Steps	Ambassador Ballroom
3:45 PM - 4:00 PM	Artist Performance	Ambassador Ballroom
4:00 PM - 4:15 PM	Hip Hop Grounding	Ambassador Ballroom
4:15 PM - 5:30 PM	Reception	Ambassador Ballroom/Foyer
5:30 PM - UNTIL	Dinner	Off-Site

## FRIDAY, OCTOBER 20, 2023

TIME	TITLE	ROOM
8:00 AM - 2:00 PM	Registration	Ambassador Foyer
8:00 AM - 9:00 AM	Breakfast	Ambassador Foyer
8:50 AM - 9:00 AM	Emcees: Kick off Day 2: Equity in Action	Ambassador Ballroom
9:00 AM - 10:30 AM	Workshop - Racial Healing	Brule
9:00 AM - 10:30 AM	Workshop - Advancing DEI: Best Practices	Richard
9:00 AM - 10:30 AM	Workshop - Storytelling to Advance Racial Justice	Duluth
9:00 AM - 12:00 PM	Workshop - How to Be a White Ally	Nicolet
10:45 AM - 12:15 PM	Workshop - Racial Healing	Brule
10:45 AM - 12:15 PM	Black Scroll Network History & Tours	Off-Site
12:30 PM - 2:00 PM	Closing Plenary Luncheon	Ambassador Ballroom



# AGENDA *(long)*

**THURSDAY, OCTOBER 19, 2023**

TIME	TITLE	ROOM
ALL DAY	Networking Room	Da Vinci
8:00 AM - 5:30 PM	Registration	Ambassador Foyer
8:00 AM - 9:30 AM	Breakfast	Ambassador Foyer
8:50 AM - 9:00 AM	Emcees: Kick Off Day 1	Ambassador Ballroom

## **Emcees: Kick Off Day 1**



Speaker  
**Marshallle Favors**



Speaker  
**Orlando Bailey**

9:00 AM - 9:40 AM      Opening Plenary: Part I      Ambassador Ballroom

## **Opening Plenary: Part I – The Business Case and Experience with DEI and Racial Equity**

Corporate and nonprofit leaders reflect on their experience with DEI and racial equity work. We will begin with a discussion about why it is important to undertake this work for a multitude of reasons that affect the bottom line. Market reach is expanded through access to a broader talent pool and the enhanced innovation creativity DEI facilitates. Employee productivity and retention are found to increase in companies that have strong commitments to DEI. Further, the proactive nature of DEI initiatives reduces legal and reputational risks. This will be followed by a conversation about specific experiences and lessons learned, and conclude with an intimate conversation between a corporate and nonprofit leader about the importance of cross-cultural relationships and personal transformation to advance racial equity.



Moderator  
**Cheryl Johnson**



Speaker  
**Carla Walker Miller**



Speaker  
**Bishop Edgar Vann**



# AGENDA *(long)*

**THURSDAY, OCTOBER 19, 2023**

TIME	TITLE	ROOM
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9:50 AM - 10:30 AM	Opening Plenary: Part II	Ambassador Ballroom
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## **Opening Plenary: Part II – The Business Case and Experience with DEI and Racial Equity**



**Moderator**  
**Darlene King**



**Speaker**  
**Bob Riney**



**Speaker**  
**Trevor Lauer**



**Speaker**  
**Bill Taubman**

10:40 AM - 11:20 AM	Opening Plenary: Part III	Ambassador Ballroom
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## **Opening Plenary: Part III – The Business Case and Experience with DEI and Racial Equity**



**Moderator**  
**Freda Sampson**



**Speaker**  
**Gordon Krater**



**Speaker**  
**Dwan Dandridge**



# AGENDA *(long)*

THURSDAY, OCTOBER 19, 2023

TIME	TITLE	ROOM
12:00 PM - 1:00 PM	Keynote Luncheon: An Interview with Nikole Hannah-Jones	Ambassador Ballroom

## Keynote Luncheon: An Interview with Nikole Hannah-Jones

Racial inequities persist in every public system across the country--health care, education, criminal justice, and more and are baked into the founding of virtually each of our institutions. Unless intentionally countered, these racial inequities will continue in policies and practices. How can understanding our history help us create a better future?



Interviewer  
**Rochelle Riley**



Speaker  
**Nikole Hannah Jones**

2:00 PM - 3:30 PM	Afternoon Plenary	Ambassador Ballroom
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## Afternoon Plenary - The Importance of Understanding our History to Design Our Future

A conversation on the history of racism and racial justice movements to inform, inspire, and activate people for change



Moderator  
**Rebecca Irby**



Speaker  
**Kevin Ryan**



Speaker  
**Jamon Jordan**



Speaker  
**Dr. Carl Taylor**

# AGENDA *(long)*

THURSDAY, OCTOBER 19, 2023

## TIME

## TITLE

## ROOM

3:30 PM - 3:45 PM

New Detroit's Next Steps

Ambassador Ballroom

### New Detroit Next Steps: Looking Forward

New Detroit Next Steps – New Detroit is the nation's first racial justice coalition that started in 1967 in direct response to the City of Detroit's civil unrest. Its role was to identify what went wrong, what needed to change and how to make that change happen. 56 years later, the organization is re-organizing and re-energizing its coalition to empower and align the 50 nonprofit, corporate and civic leaders as powerful change agents. Michael Rafferty, president of New Detroit will describe New Detroit's new vision to combat racial injustice and promote policies and practices to achieve racial equity.



Speaker  
**Michael Rafferty**

3:45 PM - 4:00 PM

Artist Performance

Ambassador Ballroom

### Call and Response: The Black Experience in America



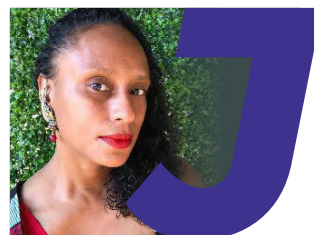
Performer  
**Xavier Jackson**

4:00 PM - 4:15 PM

Hip Hop Grounding

Ambassador Ballroom

### 50th Anniversary of Hip Hop: Hip Hop & Social Change



Speaker  
**Piper Carter**

4:15 PM - 5:30 PM

Reception

Ambassador Ballroom/Foyer

5:30 PM - UNTIL

Dinner

Off-Site



# AGENDA *(long)*

**FRIDAY, OCTOBER 20, 2023**

TIME	TITLE	ROOM
ALL DAY	Networking Room	Da Vinci
8:00 AM - 2:00 PM	Registration	Ambassador Foyer
8:00 AM - 9:00 AM	Breakfast	Ambassador Foyer
8:50 AM - 9:00 AM	Emcees: Kick off Day 2: Equity in Action	Ambassador Ballroom

## **Emcees: Kick Off Day 1**



Speaker  
**Marshallle Favors**



Speaker  
**Orlando Bailey**

9:00 AM - 10:30 AM      Workshop

### **Workshop – Racial Healing**

Sound Meditation with Bowls & Gong - this is set to be a powerful, healing and beautiful part of the weekend. Healing from the deep trauma we have experienced because of systemic racism is a process. Dr. Rose Moten, of BLOOM Transformation Center, will guide us in a process to transcend even life's most difficult challenges. This is a place of healing and personal empowerment. Sound Healing Therapy/Gong Meditation is a unique type of sound practice that involves using therapeutic singing bowls and gong instruments to bring about healing, relaxation, stress and tension relief. This practice is also sometimes referred to as a “sound bath” because participants are “bathed” in meditation sound waves, vibrations and healing frequencies.

Brule



Speaker  
**Dr. Rose Moten**

9:00 AM - 10:30 AM      Breakout

### **Breakout – Advancing DEI: Best Practices**

Changing internal organizational policies to advance Diversity, Equity and Inclusion (DEI) is a comprehensive process that involves thoughtful planning, engagement, and commitment from leadership and employees. From assessing current policies and practices and gaining leadership buy-in to regularly monitoring and evaluating progress, advancing DEI requires a long-term commitment and cultural shift within an organization. It's about creating an environment where everyone feels valued, respected and inspired to contribute their best.




Richard



Speaker  
**Dr. Chanel Hampton**

# AGENDA *(long)*

FRIDAY, OCTOBER 20, 2023

TIME	TITLE	ROOM
9:00 AM - 10:30 AM	Workshop	Duluth
<b>Workshop – Storytelling to Advance Racial Justice</b> Storytelling can be a powerful tool in addressing racial injustice by shedding light on historical inequalities and providing a voice for individuals to share their experiences. Narratives that highlight the efforts of individuals and communities working to address racial can inspire others to get involved and take action. Stories of resilience, resistance and positive change can motivate people to work towards a more just society.		 Speaker <b>Marshallle Favors</b>
9:00 AM - 12:00 PM	Workshop	Nicolet
<b>Workshop – How to Be a White Ally</b> Join Dr. David Campt, creator of the “White Ally Toolkit” in this discussion to help you become a stronger ally. Don’t let fear of making a mistake prevent you from being a white ally. What is it? What can you to take action? The first steps include being open to listening, being aware of implicit biases, and being aware that you unknowingly participate in oppressive systems. This isn’t a blame game on you, it’s a welcome to join. Recognizing that white privilege can be applied to support and advocate! Join David Campt - THE DIALOGUE GUY -as seen on The Daily Show and heard on NPR, Campt is a nationally renown expert in intergroup dialogue and civic engagement. You will leave feeling more confident, and braver to advocate!		 Speaker <b>David Campt</b>
10:45 AM - 12:15 PM	Workshop	Brule
<b>Workshop – Racial Healing</b> Sound Meditation with Bowls & Gong - this is set to be a powerful, healing and beautiful part of the weekend. Healing from the deep trauma we have experienced because of systemic racism is a process. Dr. Rose Moten, of BLOOM Transformation Center, will guide us in a process to transcend even life’s most difficult challenges. This is a place of healing and personal empowerment. Sound Healing Therapy/Gong Meditation is a unique type of sound practice that involves using therapeutic singing bowls and gong instruments to bring about healing, relaxation, stress and tension relief. This practice is also sometimes referred to as a “sound bath” because participants are “bathed” in meditation sound waves, vibrations and healing frequencies.		 Speaker <b>Dr. Rose Moten</b>



# AGENDA *(long)*

THURSDAY, OCTOBER 19, 2023

TIME	TITLE	ROOM
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10:45 AM - 12:15 PM

Black Scroll Network History & Tours

Off-Site

## A Walking Tour: Detroit Black History

Off-site Black history tours with City of Detroit historian, Jamon Jordon, will be available through his company, Black Scroll Network History & Tours.



Speaker  
**Jamon Jordon**

12:30 PM - 2:00 PM

Closing Plenary Luncheon

Ambassador Ballroom

## Equity in Action: Advancing Racial Equity

We will never achieve racial equity unless we each take action. Learn what leaders in the corporate, nonprofit, and philanthropic communities are doing. We need you to help bend the arc of the moral universe towards justice. Be inspired by these leaders and learn how to align all our work towards racial equity



Moderator  
**Orlando Bailey**



Speaker  
**Gary Torgow**



Speaker  
**Anika Goss**

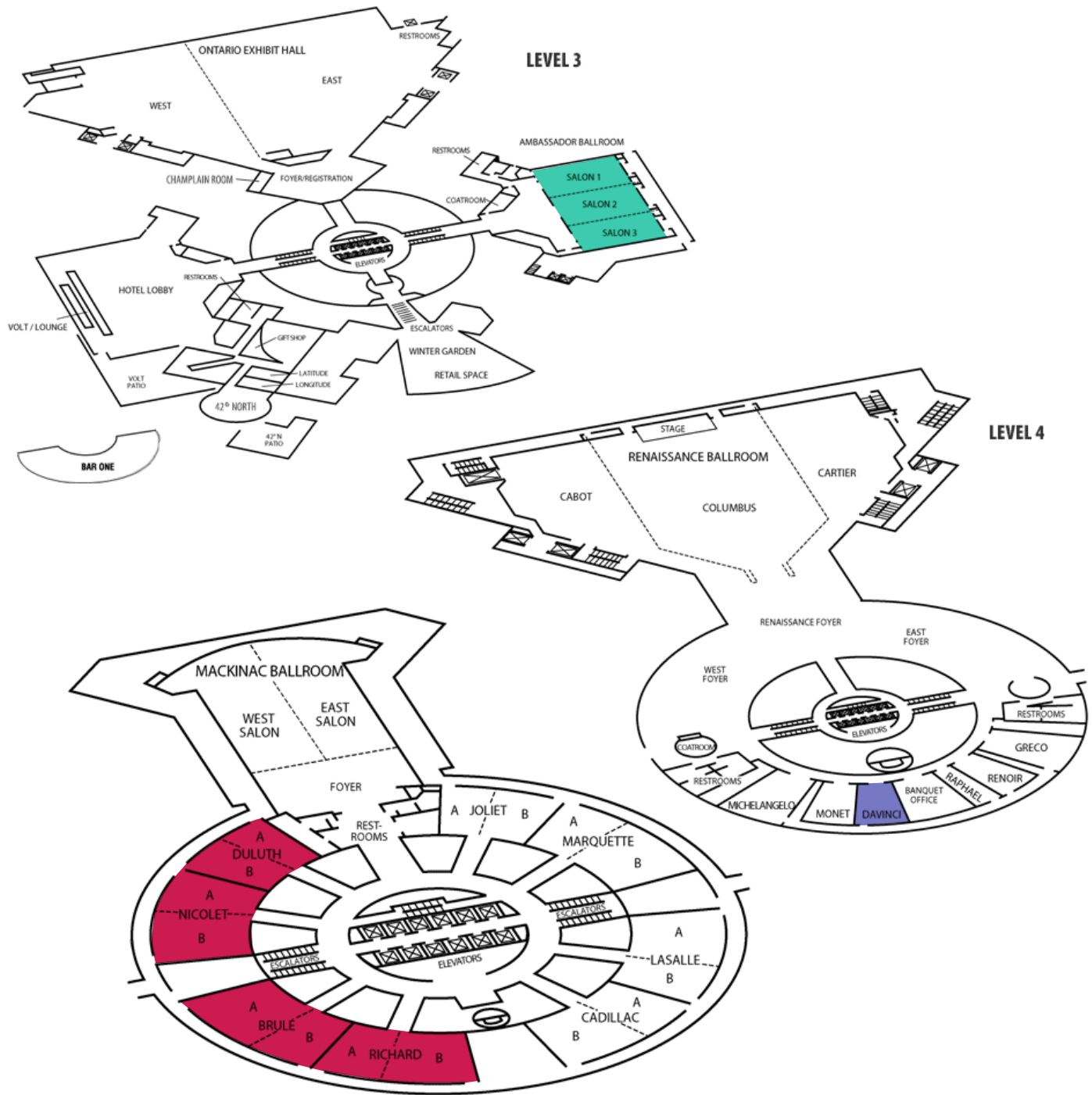


Speaker  
**Allandra Bulger**



Speaker  
**Abdul El-Sayed**

## All Floors - Detroit Marriott at the Renaissance Center



### NEW DETROIT RACIAL EQUITY SUMMIT

- **AMBASSADOR BALLROOM**
- **WORKSHOPS:** Richard, Brule, Nicolet and Duluth
- **NETWORKING SPACE:** Davinci





# Raising the bar and expectations

At Comerica Bank, we proudly salute New Detroit and the *Just Lead - Advancing Racial Equity Conference* for your commitment to racial justice and equality.

Thank you for raising expectations and being a force for good in our community and beyond.



MEMBER FDIC. EQUAL OPPORTUNITY LENDER.  
CB-652171-05-02-01 01/23



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## NEW DETROIT

JUST LEAD: ADVANCING RACIAL EQUITY

WE CONTINUE OUR PLEDGE TO MAINTAIN  
A DIVERSE WORKFORCE; TO ENSURE  
INCLUSION IS CORE FOR OUR CUSTOMERS  
AND PARTNERS; AND TO PROMOTE EQUITY.

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American's Most Productive Properties  
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**To bring meaningful transformation to a community you need to be *part* of the community.**

Know the people. Understand their needs. Create a shared vision. And deliver capital, development capacity and trusted partnerships. In the past 30 years, we've supported more than \$10.1 billion in community revitalization. And our commitment to transforming people and places has never wavered.

Transforming Communities. Transforming Lives.



**CINNAIRE IS A PROUD SPONSOR OF THE  
2023 JUST LEAD: ADVANCING RACIAL EQUITY CONFERENCE**

**DTE**  
Foundation

**STRONGER  
TOGETHER**

Diverse voices count in our communities. That's why the DTE Foundation is proud to support organizations like New Detroit and the Just Lead conference in the mission to advance racial equity and justice, which will impact future generations for years to come.



# BETTER TOGETHER

At Fifth Third, we believe inclusion fuels innovation and growth. **It's at the heart of who we are and what we do.** Together, we're driving business results and building stronger communities.



FIFTH THIRD BANK

Fifth Third Bank is proud to support New Detroit

Learn more at [53.com/diversity](https://53.com/diversity)



## People are at the heart of what we do.

Every day, while we're bustling about our lives, it can be easy to get so focused that we forget to stop and appreciate this place: our community. At Huntington, we see it as our responsibility to not just appreciate the neighborhoods we serve, but to always be looking for ways to make it better. That's why we're making a number of investments right here. Check them out at [huntington.com/Community](https://huntington.com/Community). Because when our communities thrive, we all live better.

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**Maria Mainville**  
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Fifth Third Bank

**Pat McCann**  
Comerica

**Rodney Cole**  
DTE Energy

## BOARD OFFICERS



**CHAIR**  
**Cheryl P. Johnson**  
Chief Executive Officer  
Coalition on Temporary Shelter

### VICE CHAIRS

**Reginald Dozier**  
President & CEO, Lewis & Munday, PC

**Kevin Prokop**  
Managing Partner, Rockbridge Growth Equity

### SECRETARY

**Peter Kellett**  
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### PRESIDENT & CEO

**Michael Rafferty**

**NEW  
DETROIT**

## NEW DETROIT: THE COALITION (BOARD MEMBERS noted with an \*)

### Reginald Dozier, Chair, New Detroit: The Coalition

President & CEO, Lewis & Munday PC

### N. Charles Anderson

President & CEO, Urban League of Detroit & Southeastern Michigan

### Rev. Dr. Wendell Anthony \*

President, Detroit Branch NAACP

### Nabih H. Ayad

Founder, Arab American Civil Rights League

### Angela Wang Beasinger

President, WeAct, Inc.

### Charles M. Beckham

Retired - City of Detroit

### Adam Blanck

Chief of Staff, Wallside Windows

### Denise Brooks-Williams

Executive VP & CEO Care Delivery System Operations - Henry Ford Health System

### Marvis Cofield

Chief Executive Officer, Alkebu-Lan Village

### Dwan Dandridge

CEO, Black Leaders Detroit

### Eva Garza Dewaelsche

President & CEO, SER Metro-Detroit

### Marla Drutz

Retired  
WDIV-TV Local 4

### Latrina Edwards \*

VP, General Counsel, Corporate Secretary & Chief Compliance Officer, AAA Life

### Maja Freij

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### Dierk L. Hall

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### Shonda Issac

Area General Manager,  
Detroit Marriott at the Renaissance Center

### Laura Reyes Kopack

President, LA SED

### Gordon Krater \*

Partner, Plante Moran

### Anand Kumar

Founder & President,  
Miindia Foundation & miindia.com

### Chris Lambert

CEO, Life Remodeled

### Rabbi Asher Z. Lopatin

Executive Director, Jewish Community Relations Council/AJC-Detroit

### Kirk Mayes \*

Founder, Chief Venture Officer,  
KBM Ventures LLC

### Patricia A. McCann \*

VP Social Impact Practices, Comerica Bank

### Faye Nemer

Interim Executive Director,  
American Arab Chamber of Commerce

### Sandra Pierce

Sr. Executive VP,  
Private Client Group & Regional Banking  
Director and Chair of Michigan

### Daniel L. Quisenberry

President, MAPSA - Michigan Association of Public School Academies

### Todd Sachse

CEO, Sachse Construction Company

### Freda G. Samson \*

CEO & Lead DEI Consultant,  
Freda G. Sampson LLC

### Rev. Larry L. Simmons, Sr. \*

Executive Director, Brightmoor Alliance

### Michael Sosin

Attorney at Law

### Thomas F. Stallworth

President, Stallworth Consulting Group, LLC

### Monique Stanton

President & CEO,  
Michigan League for Public Policy

### William S. Taubman \*

Chief Operating Officer, Taubman

### Maureen D. Taylor \*

State Chair, Michigan Welfare Rights

### Eric Thomas

Brand Strategist & Senior Partner,  
SAGA Marketing

### Alice G. Thompson

CEO, Black Family Development Educational Services, Inc.

### Carla Walker-Miller

Founder & CEO, Walker-Miller Energy Services

### Ronald T. Wong

Chairman, Lakefront Capital, LLC

### Adam F. Zemke

Managing Partner  
1837 Partners

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### Penny Bailer

Walter E. Douglas Roderick Gillum

### Paul L. Hubbard

### John D. Lewis

### Bernard Parker

The Rev. V. Lonnie Peek, Jr. John Rakolta, Jr.

### Shirley R. Stancato

### S. Martin Taylor

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### Michael S. Rafferty

President & CEO

### Jodee Fishman Raines

COO

### Marshall Favors

Director of Community Engagement

### Rebecca Irby

Director of Programs & Services

### Vanessa Johnson

Executive Assistant & Office Manager





Certificated  
Trainings &  
Consulting  
Services



# New Detroit + Just Institute

**New Detroit** is a diverse coalition of 50 nonprofit, corporate, and civic leaders working to achieve racial understanding and racial equity in Metropolitan Detroit. We were formed in response to civil unrest in 1967 to identify what went wrong, what needed to change, and how to make that change happen.

The country's first racial justice coalition, New Detroit works to dismantle racism by moving hearts and minds and changing policies and systems. Our work includes education, trainings, services, research, and programs to fight racism at the personal, institutional, and systemic levels. Our award-winning team has trained more than 20,000 people over its 55-year history.

**New Detroit's Just Institute** provides a comprehensive suite of industry specific certificated trainings and customized consulting. Trainings provide interactive pedagogical learning and personalized action plans to provide participants tools and strategies to create racially equitable policies and practices grounded in deep understanding of racialized systems. Consulting services may be offered in conjunction with training or as a standalone service.



## Just Lead™

For emerging, mid-career, and seasoned leaders across industries and sectors. We offer standardized or customized trainings sessions, as well as our signature six-session Leadership Series on R.A.C.E. and a new version of the six-session Multicultural Leadership Series.



## Our Theory of Change

Our nation was built and continues to be based on racism.

To undo years of deeply embedded perceptions, beliefs, policies, and systems, it is critical that people understand the root causes and implications of racism and what actions are needed at all levels to undo it and achieve racial equity.

The question is how we act individually and collectively to effect that change. To transform our region, we must transform our institutions and public policy; to transform our institutions and public policy, we must first transform ourselves.

## Just Care™

For the healthcare industry. Our training meets the state requirement for Implicit Bias (Rule 338.7004) for those licensed under the Michigan Public Health Code.



## Just Place™

For the hospitality industry, including restaurants, retail, and public spaces.





# The Just Institute's Education + Consulting Services

**Training:** Typically offered in 3-hour modules, topics include anti-bias, microaggressions, DEIJ, and more. Participants can opt for anywhere from one to twelve sessions/per year. The sessions are interactive and offered virtually or in person. Each training is conducted by industry professionals and includes a mix of lectures, discussions, customized materials, and interactive exercises. Participants will also receive a copy of the presentation and additional resources.

**Certification:** Just Institute curriculum is designed by industry experts and trainings are led by certified industry leaders. Participants in Just Institute trainings receive a certificate of completion and electronic badge based on level of knowledge achieved. Our Just Care(TM) training meets the state licensing requirements under the Michigan Public Health Code. Our training has been positively evaluated by Johns Hopkins.



**Consulting:** We offer a range of consulting services, including assistance creating a DEIB (Diversity, Equity, Inclusion and Belonging) Policy, Equity in Action Planning, Equity Assessment & Evaluation.

**Racial Equity Assessment Tool:** Designed for the Just Institute by TPMA based on validated instruments and indexes, this tool assesses employee and leadership comfort and awareness with issues of race in the organization. We also conduct an audit of organizational policies and practices. The results are reviewed with the client and used to select the issues to be addressed and desired outcomes of the training and consulting.

**Pricing:** Pricing varies depending on the size of the group and amount of customization required. To assure that the program is interactive and not just lecture style, we hire one additional facilitator for each group of 30. For in person sessions, we can provide room, technology, and meals for an extra charge if not provided by client.

# Just Lead™ and Just Place™

Just Lead™ is a core program of the Just Institute to develop leadership across industries. Just Lead™ transforms thinking and moves participants from concept to action by addressing racism as a root cause of inequity and racial biases. Just Place™ addresses unique issues faced by those working with the public and designing or operating public spaces.

We believe the journey to racial equity is a lifelong process. Both programs offer continued courses, consultation, and training to build upon initial sessions.

## Consulting Services

*Our consulting services typically begin with an organizational assessment to understand the organization's assets and needs. Services include:*

- Equity Assessment & Evaluation
- DEI Policy Creation
- Equity in Action Planning
- Creation of equity rubrics and guiding question
- Ongoing support for existing DEI strategies
- Industry specific opportunities & challenges related to DEIJ

## Customized Training

*Our customized training is typically offered in 3-hour modules. Topics include:*

- History of Race
- Institutional & Interpersonal Racism
- Microaggressions
- Intersectionality
- Power, Privilege, and Oppression
- Implicit-Bias
- Cultural Competency
- Additional topics based on customer interest.



## Just Lead Group Classes Offered Annually

Now more than ever leaders recognize they need to be change agents around diversity, equity, inclusion, and justice. New Detroit offers two six-session professional development classes:

**Leadership Series on R.A.C.E.** (virtual): Taught by national experts, topics include Racial understanding, Anti-racism, Cultural competency, Equity in practice.

**Multicultural Leadership** (In-person): Taught by community leaders on site in their community center, each session offers an in-depth look at the history, culture, and socioeconomic issues of the following communities: African American, Arab, Asian, Chaldean, Latino, Jewish, and Native American.

\$2,000 per person. Group discounts available.



# Just Care™

Just Care™ is a core program of the Just Institute. The Just Care training curriculum is based on best practices and has been professionally evaluated. The curriculum frames implicit bias in the context of structural racism and focuses on critical self and organizational reflection and facilitated dialogue as a methodology for advancing change.

## Core Curriculum

The curriculum moves participants through a transformative process, by taking a deep dive into the history of racial disparities in healthcare, exploring a current analysis of those disparities, and ultimately, facilitating critical self-reflection through interactive activities that draw from lived, personal and professional experience. The program consists of didactic presentations, storytelling from individuals who have experienced bias in health care first-hand, and robust facilitated dialogue; critical reflection is bolstered by integrating case studies, and real-life scenarios.

Offered in two formats:

- three-hour virtual, on-demand training to meet state of Michigan training requirement for licensed health care professionals.
- a total of six hours, in-person or virtual, over two three-hour sessions or three two-hour sessions.

## Customized Training

Our core curriculum is customizable to meet clients' specific needs, including subject-matter, course length, format, and timing.

For example, we have designed a two-year, twelve-session training program for residents; a three-hour program for emergency room professionals serving patients of color with opioid use disorders; and more. We work with medical specialists to design and deliver curriculum to address any medical specialty.

According to the American Medical Association, "Systemic racism in medicine is the most serious barrier to the advancement of health equity and appropriate medical care." Research shows the existence of unconscious bias and its effect on patient care. While physicians want to provide the highest quality care for each of their patients, with packed schedules and fast-moving days they may be unconsciously influenced in how they interact with patients and deliver their care. At a minimum, Just Care helps providers identify those biases and develop strategies and habits to overcome them. At its fullest, it provides a new paradigm, completely transforming hearts, minds, behavior and patient outcomes.

***New Detroit's Just Care training meets the state of Michigan requirement for training on implicit bias under the MI Public Health Code Rule 338.7004.***

We believe the journey to racial equity is a lifelong process. Just Care™ offers continued courses, consultation, and training to build upon initial sessions.

# Just Institute Team



**Rebecca Irby**

## **Rebecca Irby, Director of Transformational Change, New Detroit**

Rebecca joined New Detroit December 1, 2021, after spending the last 16 years in the education sector. Rebecca helps develop heart-centered leaders who are empathetic, mindful, and courageous. At New Detroit, she is developing programs and curriculum, through New Detroit's Just Institute and beyond that uses a multi-pronged approach to address the three levels of transformational systems change (policy/practice | resources/power dynamics | mental models), helping groups transform themselves, their relationships, and policies to move their businesses/institutions towards becoming a thriving anti-racist, multicultural organization. Rebecca was part of the team winning the 2017 Nobel Peace and holds Consulting Status at the United Nations. She has spoken at and worked with prominent institutions such as Harvard Law School, the Yale Policy Conference, NJ Department of Education, Rutgers University, the National Liberty Museum and The PyeongChang Global Peace Forum, to name a few.

## **Marshalle Favors, Director of Community Engagement, New Detroit**

Marshalle promotes positive race relations by developing and maintaining relationships that convene the Arab, Chaldean, African American, Hispanic, Asian, and Native American communities throughout southeast Michigan. As lead facilitator for New Detroit's Leadership Series on R.A.C.E., Marshalle conducts regional forums with representatives from a cross section of businesses, civic groups, educational institutions, health services and community-based organizations. She is committed to cultivating cross-cultural collaboration between diverse communities by developing collective strategies and solutions that affect social equity.



**Marshalle Favors**

Visit Us  
**THANK  
YOU**

## **Rebecca Irby**



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