



Climate Study Executive Summary

In the fall of 2022, ICFLA engaged CW Impact Strategies as part of the strategies set forth in our [DEI plan](#) to understand the strengths and gaps in the current member experience, identify opportunities to ensure that policies, practices and norms are reflective of its equity values, and establish meaningful goals and action steps to more inclusively serve members. The discovery process included conducting two focus groups comprising a diverse group of members and administering a survey to the full membership. A total of 396 surveys were sent out to members and 88 members responded with a response rate of 22%. The two focus groups consisted of 11 members.

Because race has a significant impact on outcomes and lived experience in the U.S., we asked them to center their analysis in race. Given the small number of respondents who identified as people of color, they were not able to disaggregate the data beyond two racial categories which include white and BIPOC (Black, Indigenous, and other People of Color).

Findings

Organizational Strengths

ICFLA offers a welcoming environment that provides supportive networking opportunities. ICFLA is a well-regarded affiliate, which new coaches are encouraged to join by various coaching schools.

Demographics and Coaching Practice

The average member profile is a white, middle-aged woman with a master's degree holding a PCC credential and is based in California. ICFLA members tend to have a long tenure as coaches, and most are charging a premium in their practice.

There is an opportunity to diversify membership to more intentionally include non-white, male, younger members, and newer coaches.

- The majority of respondents identify as white (77%), middle aged (92% are 45+ years old), female (75%), with advanced degrees (72.9% have earned a master's degree or PhD), and few intersecting marginalized identities.
 - 11.9% identify as LGBTQIA+, 30-40% first generation; 44% are first gen college students, 88% do not have a disability that impacts daily life
- 63.7% of members have been coaching for 6+years.

ICFLA Experience

There is a strong sense of community among many ICFLA members, and many cite networking opportunities as a primary reason to participate.

More than half of members agree that ICFLA offerings are beneficial, welcoming, and reflective of diversity, equity, and inclusion values. While DEI values are perceived to be reflected, there is a desire for increased diversity in ICFLA's members and speakers, as well as a more equitable approach to choosing the timing, format and location of events.

More than half of members view the ICFLA experience favorably while noting room for improvement.

- 57% of members agree or strongly agree that “the speakers and programming content ICFLA offers reflect values of diversity, equity and inclusion” and “regardless of any identity or demographic factor, all members of ICFLA are included, represented and heard.” Responses are similar across racial identities.
- 65% of members agree or strongly agree that “The professional development, resources and tools I am able to access through ICFLA are valuable to my coaching practice.” (Agree/Strongly Agree) and 61% feel that “ICFLA events and programming are meeting my needs as a coach.”

Networking is a key reason members participate in ICFLA, and Special Interest Groups are an important pillar of support.

Most members feel welcomed and included when participating with ICFLA.

While there is a perceived increase in diversity among ICFLA members as well as speakers/panels, there is a desire for more diversity across identities (age, race, experience, gender).

In-person and synchronous engagement is challenging for the members living outside of LA and in different time zones

- 36.4% of members live outside of CA and an additional 20.5% live outside of LA.

Diversity, Equity, and Inclusion in Coaching

ICFLA's membership contains a broad range of orientations toward DEI and levels of comfort and expertise navigating issues of race, identity and privilege within coaching. The majority of members seem to be in the earlier stages of understanding and applying DEI principles to coaching, suggesting that DEI-related learning experiences would be beneficial to many members.

There are varying degrees of comfort with attending to issues of race, identity, and privilege in coaching. Members range from deep commitment or willingness to learn, to indifference or slight resistance, all the way to deep animosity for diversity, equity, and inclusion initiatives. BIPOC colleagues are more confident in addressing issues of race, identity and privilege in coaching.

Many members express a universal/common humanity perspective in relation to their coaching that does not reflect a deep awareness and understanding of the impact of marginalized identities on lived experience.

In the qualitative data, white members more often eluded or resisted directly addressing race, while BIPOC members were more likely to address race directly and specifically.

Members that see DEI as a priority expressed a desire for membership, programming and organizational policies & structures to more intentionally reflect DEI values.

Key Takeaways and Recommendations

- Supporting our current membership to deepen our understanding and awareness of issues related to race, privilege, and identity while increasing membership diversity through intentional outreach strategies will support a more vibrant and inclusive chapter.
- Begin tracking demographics of our members to inform targeted outreach strategies.
- Increasing the diversity of our membership and offering training that attend to early-stage racial identity development and awareness would benefit all members.
- There's an opportunity to build on a welcoming and supportive environment by expanding DEI focused outreach, content, and opportunities to network across intersectional identity lines.
- Leverage the openness and willingness of many of our (white) members to increase awareness about race, privilege, and identity to add value to our offerings and build deeper trust and community among BIPOC members.
- Given that more than ⅓ of our members live outside of CA, it will be important to diversify the locations of your physical meetings and consider time zones when planning virtual meetings.