DIVERSITY & DATA

NEW MEXICO MAINSTREET

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WHY IS VALUING THE CULTURE, HISTORY, & PEOPLES OF OUR DIVERSE NEW MEXICO MAINSTREET COMMUNITIES IMPORTANT?

When all voices are included, valued, and invited to have a seat at the table, we create opportunities for:

- Building relationships
- Developing strong leaders
- Increasing local property ownership
- Increasing community pride
- Increasing homegrown local entrepreneurs
- Increasing awareness of different perspectives
Making the Case for Diversity within Your Non-Profit Organization

**Decision-Making & Responsiveness**
- More understanding, experience, and perspective upon which to draw, leads to better decision making, able to identify the full range of opportunities and risks.
- Greater understanding of the community’s needs and ability to deliver better services.
- Ability to respond to external influences that are changing the environment for those served and in which the organization is working.

**Resource Development**
- Connections with more/different potential donors, volunteers, and partners.
- Wider array of experiences to connect with donors and volunteers.
- Funders may ask your organization to demonstrate that your board make-up reflects local demographics (GAMSA).
- People feel more welcome volunteering for organizations with at least a few others who share their culture, language and experiences.

**Strengthen Relationships & Networks**
- Build social capital/cohesion among diverse populations
- Attract greater numbers of those who can utilize organization’s services (businesses, community)

- Add a broader perspective to all engagement strategies (community, businesses, volunteers, donors)
- If all the board members travel in the same social circle, identifying and cultivating new board members will be a constant challenge.
Understanding your community’s demographics:

• Have more inclusive outreach
• Create a baseline for your efforts
• Create more welcoming MainStreets
We Believe that

Main Streets Are for Everyone

At the core of our approach to revitalization is a commitment to creating places of shared prosperity, equal access to opportunity, and inclusive engagement...
STEP 1: Identify your census tract(s)
STEP 2: Go to census.gov & click on “Advanced Search”

Explore Census Data
The Census Bureau is the leading source of quality data about the nation’s people and economy.

Find Tables, Maps, and more ...

Tables
Check out our new table display which allows you to dynamically add geographies, topics, or any applicable filters. You can reorder, pin, and hide columns all with simple drag and drop functionality. Tab through different tables to make sure you found the right one, customize it, and then download multiple vintages of it quickly. If you don’t see a functionality you need, find a bug, or have a comment, drop us a line at cedsci.feedback@census.gov.
STEP 3: Browse by “Geography”
STEP 4: Select “Tract” then “New Mexico” then your county and census tract(s)
STEP 5

What is ACS?
American Community Survey Data

The American Community Survey (ACS) releases new data every year through a variety of data products that you can access with different data tools. Learn more about these tools, as well as the different types of tables and profiles powered by ACS data. We also have information about other special datasets, such as the ACS Summary File and Public Use Microdata Sample (PUMS) files.

Ready to start? Check out data.census.gov, the Census Bureau’s main data dissemination tool. Here, you can access tables and maps with ACS data. You can also view data.census.gov Resources if you need additional information.

Here are links to a few popular tables:

- Selected Social Characteristics in the United States
- Selected Economic Characteristics
- Selected Housing Characteristics
- Demographic and Housing Estimates
Hierarchy of Census Geography
From Nation to Block

- Nation
- State 040
- County 050
- Tract 140
- Block Group 150
- Block 750
As you review your community’s data, consider the following:

• Does your Main Street program’s **board and staff** reflect the demographics of your community?

• Do the **people** who attend your Main Street **events** represent the full demographic diversity of your community?

• Do your Main Street **businesses** serve the folks who live in the **community and the region**?

• How does your **community compare** to the demographics of **New Mexico**?

SHARE YOUR OBSERVATIONS WITH EACH OTHER.
Now take some extra time to review and discuss this final question:

What are some **strategies** you can undertake to create **more diversity** in your **Main Street** and in your **organization**?
RESOURCES

Main Street America:
Demographic, Data, & Diversity: Understanding your Community
https://youtu.be/vUsKcUdzowI

U.S. Census:
Data Gems: How Do I Access Data for My Neighborhood from the 2020 Census Redistricting Files, & Diversity
https://youtu.be/ILZPYS0cR68

Policy Map:
Data Indicators with Mapping Platform
https://www.policymap.com/

Census Reporter:
Free Open-Source Project to make U.S. Census Data Easier to Use
https://censusreporter.org/

Census QuickFacts
Provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.
U.S. Census Bureau QuickFacts: United States

U.S. Census "Advanced Search"
Where to start your Census browsing
https://data.census.gov/cedsci/advanced
RESOURCES TO LEARN MORE ABOUT DIVERSITY & NONPROFITS

• Why Diversity and Inclusion Are Critical to Fundraising Success | Association of Fundraising Professionals (afpglobal.org)
• Nonprofits & Diversity: Why a Lack of Diversity Can Have a Negative Impact - BoardEffect
• Diversity on Nonprofit Boards | National Council of Nonprofits
• Diversity in Nonprofit Board Governance (tfec.org)
• Why Diversity, Equity, and Inclusion Matter for Nonprofits | National Council of Nonprofits
• Diversity, Equity, and Inclusion Assessment - Event Summary | Online Registration by Cvent
THANK YOU!

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