Organizational Scan

The purpose of this Organizational Scan is to gather information about how you interface with staff, volunteers, vendors and the public through policies, outreach, communication, etc. We hope this scan will illuminate how these efforts support or contradict your vision of a more welcoming and inclusive farmers market.

Instructions:

> *Answer the following questions to the best of your ability. You may need to refer to your organization's employee handbook, employment application, vendor application, as well as your market and organization's website(s). Do your best to obtain specific information rather than guessing. Please email your completed scans to jaclyn.pace@usu.edu and/or upload to Canvas before Session 7 on Wednesday, November 3rd.*

Name of Organization	
Name of Market(s)	
Location(s) of Market(s)	
Date Range of Scan	
Name & Title of Person Completing Scan	

Mission, Vision, and Goals

What is your market's mission and/or vision statement? (*Note: this does not have to be a formal statement. If your market does not have a mission and/or vision statement, list the goals of your market*).

➢ Is this a formal mission/statement/goals statement?   y / n
➢ When were the mission/vision/goals last revised?

➢ Do your mission/vision/goals reflect your commitment to DEI? Explain.

Does your organization have a strategic plan?   y / n / I don't know

➢ If so, does it include DEI components? What are they?

Audience Communication

What mediums do you use for outreach? Circle all that apply.

Website   Email (includes MailChimp, Constant Contact, etc.)   Facebook

Instagram   Twitter   Radio Ads

Print (newspaper, magazine, posters, postcards)   Video Ads

End of Year Fundraising Appeals   Other:

In thinking about all of the outreach you or your organization performs, who are your intended audiences? Be specific about demographics.

Do visual mediums (online & print) include pictures of people at your market?   y / n
➢ If so, who is represented in the pictures?
                staff   vendors   customers

➢ Which demographics are represented? Which are not represented?

➢ What languages, besides English, are used in these mediums?

➢ Is your website designed for optimum readability and accessibility? (You can test for ADA compliance at https://wave.webaim.org)   y / n / I don't know

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If you use radio ads in your outreach plan:
➢ Who is reading the script for the ads?

                radio host   voice actor market manager

      ➢ What are their demographics?

➢ What stations are your ads run on?

      ➢ Who is the audience for those stations?

      ➢ What language(s) are the ads read in?

Considering all of the mediums you use, how often do you refer to your market/ organization's mission/vision/goals?

                never   once a month   quarterly   yearly   other

Vendor Recruitment, Onboarding, Polices & Procedures

How do you recruit vendors?
        ads   social media posts   word-of-mouth   email   other:

Do you have ways of incentivizing vendors to participate in your market?   y / n
➢ Which demographics are these incentives geared towards?

➢ Are these incentives successful?

What policies and procedures, if any, do you have to help orient and welcome new vendors?

➢ Do any of these explicitly include DEI principles? If so, please copy and paste or explain.   y / n / I don't know

➢ Are these policies/procedures documented?   y / n

Does your vendor application include your market/organization's mission/vision/goals? y / n

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Does your vendor handbook and/or guidelines reflect your commitment to DEI?

y / n / I don't know
  ➢ Explain:
  _____

What is the distance from the market that vendors have to be within to qualify to participate in your market?
  _____

What barriers do you think get in the way of participation in your market? (Some examples include, fee structure, distance and/or transportation, lack of ADA accessibility, etc.)

  _____

In what ways do you support vendors in being successful? Some examples are: providing technical assistance, assistance with the regulatory process, using technology at the market, or policies that specifically support vendors y / n
  ➢ Explain:
  _____

How do you encourage a sense of belonging among vendors at your market?

Staff/Volunteer Recruitment, Onboarding, Policies & Procedures

How do you recruit staff and volunteers?
  ads   social media posts   word-of-mouth   email   other:
  _____

Do you include your market's mission statement on hiring announcements?

  _____

Do you have a statement about non-discriminatory hiring policies in your hiring announcements?   y / n / I don't know
  ➢ If so, please copy and paste it here:
  _____

What policies and/or procedures, if any, do you have in place to help orient and welcome new staff and volunteers?

  ➢ Are these policies/procedures documented?   y / n
  _____

If you have staff/volunteer applications, do they include your market's and organization's mission, vision, and/or goals?   y / n / I don't know / N/A
  _____

Does your staff/volunteer handbook/guidelines explicitly include principles of DEI?

y / n / I don't know
➢ Please copy/paste or explain:

_____

What barriers do you think get in the way of potential staff/volunteers working at your market?

_____

Do you intentionally encourage a sense of belonging among staff/volunteers at your market?
y / n / I don't know
➢ Please explain:

_____

Do you have any policies/procedures in place to deal with issues of discrimination and/or conflict between staff, volunteers, visitors, and/ or vendors, etc? Explain.
y / n / I don't know

➢ Are these policies/procedures documented? y / n

Paid Staff Demographics

% (or number) Non-white _____ White _____

What % (or number) of the non-white staff are:

American Indian or Alaska Native _____ Asian _____

Black or African American _____ Hispanic or Latino _____

Native Hawaiian or Other Pacific Islander _____

Another race, please specify:

% (or number) whose first language is English _____ Spanish _____
Another language, specify:

% (or number) Male_____ Female_____ Nonbinary/Gender Fluid _____

% (or number) Christian _____ Jewish _____ Muslim _____

Other East Indian religion _____ Fundamental LDS _____ LDS _____

Another religion, please specify:

% or number LGBTQ _____ heterosexual _____

% or number visible disability _____ able bodied _____

% or number under 18 _____ 19-30_____ 30-50_____ 51-65_____ 65+_____

Additional comments:

Volunteer Demographics

% (or number) Non-white _____ White _____

    What % (or number) of the non-white staff are:

        American Indian or Alaska Native _____   Asian _____

        Black or African American _____   Hispanic or Latino _____

        Native Hawaiian or Other Pacific Islander _____

        Another race, please specify:

_____

% (or number) whose first language is English _____   Spanish _____
Another language, specify:

_____

% (or number) Male_____   Female_____   Nonbinary/Gender Fluid _____

% (or number) Christian _____   Jewish _____   Muslim _____

    Other East Indian religion _____   Fundamental LDS _____   LDS _____

    Another religion, please specify:

_____

% or number LGBTQ _____   heterosexual _____

_____

% or number visible disability _____   able bodied _____

_____

% or number under 18 _____   19-30_____   30-50_____   51-65_____   65+_____

Additional comments:

Leadership/Governing Board Demographics

Skip this section if you own your market

% (or number) Non-white _____ White _____

    What % (or number) of the non-white staff are:

        American Indian or Alaska Native _____   Asian _____

        Black or African American _____   Hispanic or Latino _____

        Native Hawaiian or Other Pacific Islander _____

        Another race, please specify:

_____

% (or number) whose first language is English _____   Spanish _____
    Another language, specify:

_____

% (or number) Male_____   Female_____   Nonbinary/Gender Fluid _____

% (or number) Christian _____   Jewish _____   Muslim _____

    Other East Indian religion _____   Fundamental LDS _____   LDS _____

    Another religion, please specify:

_____

% or number LGBTQ _____   heterosexual _____

_____

% or number visible disability _____   able bodied _____

_____

% or number under 18 _____   19-30_____   30-50_____   51-65_____   65+_____

Additional comments: