



MASSACHUSETTS
SENIOR CARE
ASSOCIATION

Advancing Diversity, Equity, and Inclusion: Two Part Webinar Series

PLEASE NOTE THE BELOW DATE CHANGE

Thursday, October 12th, 10:00-11:00 am

Thursday October 19th, 10:00-11:00 am

Via Zoom

Please note: Attendance is required at both sessions

Program Description

DEI is more than a buzzword. It's a vital component of workforce development strategy that fuels staff satisfaction and retention. Join Mass Senior Care's Workforce Innovations Collaborative as we host DEI expert Leili McKinley, Founder at [The Identity Group](#), to gain valuable insights and tools for creating a more inclusive, thriving workplace culture.

Objectives: Part 1- Defining DEI and Why it Matters

1. Understand definitions and key concepts related to DEI
2. Explain the business case for DEI
3. Recognize the impact of DEI on staff satisfaction and engagement

Objectives: Part 2- Developing a DEI Strategy

1. Identify steps you can take to conduct an internal DEI audit
2. Set realistic and measurable goals for diversity and inclusion
3. Identify steps to establishing a DEI committee

Program Presenter

Leili McKinley, [The Identity Group](#), a consulting group based in Needham, MA. In her role, Leili serves as a subject matter expert in DEI and Inclusive Leadership and has facilitated training nationally to help clients develop DEI strategies and implementation plans.

Name Title Email Address (required)

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***Registration Fee must be paid prior to attending.**

CEUs – 2.0

2.0 CEUs will be awarded for nurses and nursing home administrators. The Massachusetts Senior Care Association has qualified for “deemed status #NH-09015-007” from the Board of Registration of Nursing Home Administrators. This program also meets continuing education requirements for Nurses in Massachusetts. All paid registrants will receive a certificate of attendance.

Fees: (Must be paid in full prior to attending seminar)

Mass Senior Care Member: \$100.00

Non-Members: \$200.00

Cancellation Policy:

Mass Senior Care must be notified in writing no later than 48 hours prior to the start of the seminar for a credit of equal amount to be issued to your Mass Senior Care account. No refunds will be given. “No Show” attendees will be billed at the full registration fee. Cancellations should be emailed to info@maseniorcare.org.