MISSION STATEMENT

Together Outdoors nurtures an environment where all people have access to welcoming outdoor recreation experiences. We pursue this work through engagement, partnership, and education across all segments of the outdoor community.
OUR OBJECTIVES

- Ensure that all people have access to outdoor spaces where they are welcomed and respected. This includes groups traditionally marginalized and underrepresented because of their race, gender, disability, sexual orientation, or socio-economic status. As part of this effort, we will illuminate the history of demographic exclusion and how it still hinders underrepresented people seeking to enjoy outdoor recreation.

- Uplift the work of underrepresented people who have long carried the banner for outdoor inclusion and equality.

- Advance the participation of underrepresented groups in the leadership of outdoor businesses and organizations.

- Articulate and encourage best practices for fostering an equitable outdoor industry.
Coalition Membership

Action

- Set goals within your organization to invest in community partnerships and outreach programs, including Together Outdoors, that improve access to the outdoors.

- Include goals and benchmarks for organization-wide learning and advancement of diversity, equity and inclusion priorities in your strategic plan. As part of this commitment, engage senior leadership to champion these educational and programmatic initiatives.

- Self-report your organization’s inclusion efforts and strategies to share TO lessons on an annual basis. This report may be included in the company or group’s annual report. Organizations that issue Environmental, Social and Governance (ESG) reports may include this information in the “Social” section.
Coalition Membership Principles

Engagement

- Each organization should appoint a representative to actively participate in bimonthly coalition meetings and take what they learn back to the organization.

- All coalition members must have completed a signed engagement agreement form which signifies their commitment to advancing the mission, vision, and objectives of Together Outdoors.

- Consider using Together Outdoors staff and other coalition members as a resource to help build metrics for the organization’s specific DEI journey.
OUR VALUES

Openness
Vulnerability
Access
Diversity
Welcoming
Equity
Adventure
Stewardship
Respect
WHAT WE DO
Module 8: Measuring your progress beyond participation

2:30 PM – 4:00 PM
Google Calendar · ICS

Overview: Representation matters beyond marketing. It’s critical that our people – staff, colleagues and industry leaders – bring diverse backgrounds and experiences to the table, and, most of all, that they feel welcomed and included. NSAA and Working River Leadership Consulting developed the Ski Area Employee Engagement and Inclusion Survey to learn more about our people, and the degree to which they felt included and engaged. The panel will share results from the first two seasons of the survey, and discuss the roadblocks and breakthroughs they found during the process.

Facilitators: National Ski Areas Association + Working River Leadership Consulting

Register for this session
In partnership with Trust for Public Lands, we’re piloting the Together Outdoor Inclusive Spaces Program (ISP). This program will test and refine inclusive space design and programming strategies that increase a sense of belonging and welcome for current and potential open space users who have traditionally been excluded or marginalized.

For the pilot applicants are being sought from federal, state and private open space operators who believe their facilities — campgrounds, recreational areas, trail areas, et cetera — located within a 150 mile radius of the Chattanooga region.
HOW WE GET THERE