TPAC Diversity Fund Proposal and Comms Plan

May 2020

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## 

## Diversity Fund proposed update

This goals of this proposal are to:

* increase the diversity of attendees represented at TPAC
* increase the diversity of attendees who can make meaningful contributions to web standards, at TPAC and beyond
* ease the administrative burden and time pressure of administering the fund

This proposal builds on the previous work and use of the Diversity Fund in 2020.

### Increasing representation

To increase the representation at TPAC, W3C should use the diversity fund to run:

* Inclusion Fund: continue the use of the fund to help W3C members to attend, through assistance with technology needs or to reduce the barriers that would prevent them from attending and participating
* TPAC Fellow: a stipend aimed at those from under represented backgrounds who may not have ability to prioritise a meaningful contribution without financial support.

The Inclusion Fund would follow broadly the same structure as the 2020 Fund, with minor amends made to the administrative process, application form and comms.

The TPAC Fellow stipend would be $500, paid to the fellow to prepare and contribute to TPAC in a meaningful way. It is proposed that there be a maximum of 3-5 TPAC fellows.

### Streamlining the administration of the Diversity Fund

There is a significant time pressure to ask for contributions to the fund alongside the need to:

* run the application process for the fund
* assess the applications
* pay the funds in a reasonable time for TPAC

It is suggested, given the balance remaining in the Diversity Fund, that grants be made from existing funds, and requests for donation be made to support the succeeding year’s grants. So for example, the request for donations for this year would contribute to the 2022 fund, while 2021 grants would be supported by 2020 contributions.

This way, the process for applying and distributing the funds can be based on a known quantity of funds for any given year.

In addition, it is suggested that 3 nominated individuals from the Positive Working Group manage the short listing of candidates for both funds. Decisions on the funds will be made jointly by representatives from the W3C Management and the Positive Working Group (in order to keep the decision-making loop streamlined and prioritised).

## Inclusion Fund

This fund operates the same as the previous TPAC fund - helping those with particular barriers to attend TPAC. The details of the fund are in the application form introduction and eligibility section.

### Application form

**Introduction**

The W3C wants to be a model of supporting greater diversity in technology. Over 50% of the world is online and is growing every year. We want to reflect the diversity of the whole world as more and more people continue to access, use and create the web.

W3C has established a [TPAC](https://www.w3.org/2020/10/TPAC/) Diversity Fund, sponsored this year by [sponsors]. W3C uses this fund to help remove barriers for those who want to attend or contribute to TPAC in a meaningful way.

The Inclusion Fund can help pay for:

* technology to participate more effectively online
* help with paying internet costs
* a carer for children or a relative
* noise cancelling headphones if you need quiet to concentrate
* co-working space if you don’t have room at your office or home

If there are other types of help you think would apply to your situation, you can still apply and explain the reason in your application.

**Eligibility**

In order to apply for the TPAC Inclusion Fund, you should:

* be from a group that is under-represented in the web community
* unable to participate in TPAC without financial help

The definition of "under-represented" means different things to different people, and may be different depending on where you are. For example, it can include:

* people with disabilities or disabled people
* people of color or BAME people
* women
* LGBTQIA+ people
* people from outside of Europe and North America
* people from a lower socioeconomic background
* indigenous people
* refugees

These examples may be geographically or community-specific, so we encourage others who feel they meet the definition of underrepresented that is relevant to their geography or culture to apply for this fund.

You will need a W3C account to submit your application.

If you have questions about your eligibility, or have difficulty using this form, you can send your answers by email to [group-diversity@w3.org](mailto:group-diversity@w3.org).

**How applications are assessed**

The W3C reviewers will prioritise:

* new W3C participants and established participants who have not previously attended TPAC
* diversity among the applications, where that can be determined

Three people from the Positive Working Environment Community Group will short list candidates for both funds. Decisions on the funds will be made jointly by two representatives from the W3C Management and the three members of the Positive Working Environment Community Group.

Your applications won’t be judged on their written quality, in case it’s hard for you to complete, for example if English is your second language or you have a disability.

Information supplied in this form will be submitted to the diversity fund selection committee and stored on W3C's servers and is subject to W3C Privacy Policy.

**Timeline**

The important dates are:

* applications open on 15 June 2021
* applications close on 15 August 2021
* successful applicants notified by 15 September 2021

**Application**

**What communities do you participate in at the W3C?**

**What perspectives will you bring to TPAC and what areas would you like to contribute to?**

Please provide as much information as you’re comfortable sharing about the under-represented perspectives you would bring to TPAC.

**Are you in any W3C working, interest, or community groups?**

**What organisation are you from or participating on behalf of?**

**What will you use the fund for?**

You should also consider any funding from your company or organisation to attend this event. Please include a breakdown of costs.

**Links (Linked In/website)**

**Any other information to support your application**

## TPAC Fellows Stipend

The goal of the TPAC Fellows Stipend is to support those members of TPAC who may not have the wider support from their organisation to dedicate to W3C goals.

As W3C wants to increase diversity, it can show that it values diversity and the contribution to W3C to offer a stipend, to pay for the work that members will have to do outside of their work to contribute in a meaningful way.

Meaningful could mean:

* pitching and running a particular session
* preparing documents such as explainers or drafts for discussion
* reviewing a group’s work and preparing comments for discussion

Contributions can be on any topic that is appropriate for TPAC, and don’t specifically have to focus on diversity. The goal of the stipend is to increase representation by those from underrepresented groups in all aspects of the W3C.

### Application form

**Introduction**

The W3C wants to be a model of supporting greater diversity in technology. Over 50% of the world is online and is growing every year. We want to reflect the diversity of the whole world as more and more people continue to access, use and create the web.

W3C has established a [TPAC](https://www.w3.org/2020/10/TPAC/) Diversity Fund, sponsored this year by [sponsors]. W3C is this fund to help remove barriers for those who want to attend or contribute to TPAC in a meaningful way.

A TPAC Fellow will be given $500 to prepare to participate in TPAC in a meaningful way. This means:

* pitching and running a particular session
* preparing documents such as explainers or drafts for discussion
* reviewing a group’s work and preparing comments for discussion

Contributions can be on any topic that is appropriate for TPAC, and don’t specifically have to focus on diversity.

There are [number] of TPAC Fellow stipends available this year.

**Eligibility**

In order to apply for the TPAC Diversity Fund, you should:

* be from a group that is under-represented in the web community
* may not be given the time or support to contribute to W3C in a meaningful way through your workplace’s W3C membership

The definition of "under-represented" means different things to different people, and the may be different depending on where you are. For example, it can include:

* people with disabilities or disabled people
* people of color or BAME people
* women
* LGBTQIA+ people
* people from outside of Europe and North America
* people from a lower socioeconomic background
* indigenous people
* refugees

These examples may be geographically or community-specific, so we encourage others who feel they meet the definition of underrepresented that is relevant to their geography or culture to apply for this fund.

You will need a W3C account to submit your application.

If you have questions about your eligibility, or have difficulty using this form, you can send your answers by email to group-diversity@w3.org.

**How applications are assessed**

The W3C members will prioritise:

* new W3C participants and established participants who have not previously attended TPAC
* diversity among the applications, where that can be determined

Three people from the Positive Working Environment Community Group will short list candidates for both funds. Decisions on the funds will be made jointly by two representatives from the W3C Management and the three members of the Positive Working Environment Community Group.

Your applications won’t be judged on their written quality, in case it’s hard for you to complete, for example if English is your second language or you have a disability.

Information supplied in this form will be submitted to the diversity fund selection committee and stored on W3C's servers and is subject to W3C Privacy Policy.

**Timeline**

The important dates are:

* applications open on 15 June 2021
* applications close on 15 August 2021
* successful applicants notified by 15 September 2021

**Application**

**What communities do you participate in at the W3C?**

**What perspectives will you bring to TPAC and what areas would you meaningfully contribute to?**

You don’t have to self-identify as belonging to any particular group, but If you are comfortable sharing that information it will help us ensure the fund is balanced across different under-represented groups.

**How will being a TPAC fellow enable you to contribute to TPAC in a more meaningful way?**

You should also consider any funding from your company or organisation to attend this event.

**Links (Linked In/website)**

**Any other information to support your application**

## Comms plan

The plan is to use:

* existing W3C channels to promote applications to the fund
* use working group and personal networks to promote the fund
* use an update on diversity to promote the fund (if W3C plans on doing this)

Potential social media lines:

* Remember that you can apply for the TPAC Inclusion Fund if you’re from an underrepresented group and need some support to attend TPAC: {link}
* Remember that you can apply for the TPAC Fellows Stipend if you’re from an underrepresented group and you want to contribute to TPAC in a more meaningful way: {link}
* TPAC registrations are open! You can also apply to the Inclusion Fund to attend if you need some support to attend: {link}
* Do you know someone that might benefit from the TPAC Inclusion Fund? {link}
* Do you know someone that make a great TPAC fellow? {link}
* Our {group} wants to support diversity at the W3C, do you know anyone who could benefit from the W3C Inclusion Fund? {link}

|  |  |  |
| --- | --- | --- |
| **Activity** | **Date** | **Who** |
| Email groups about diversity fund | June 5 | W3C Comm team |
| Email to sponsors about changes to the fund and to solicitor donations | June 5 |  |
| Publish TPAC page with info | June 15 | Comm |
| Publish new application pages | June 15 | Comm |
| Publish comms | June 15 | Comm |
| Main W3C (and other relevant accounts): Tweet | Every week from June 15 | Comm |
| W3C: LinkedIn | June 15, August 5 | Comm |
| Reminder email to groups | August 5 | Comm |
| Applications close | August 15 |  |
| PWE shortlisting | August 29 | PWE |
| W3C decision | September 5 | PWE / W3M |
| Notification of successful applications with payment instructions | September 15 |  |
| Blog post of result of the fund and sponsors for next year | November 15 | PWE / Comm |

## Generic comms/TPAC page

W3C believe that more diversity means better representation, which leads to better and more inclusive design. We believe that more background, more use cases, more edge cases, lead to a better Web. More diversity also brings higher quality results.

The W3C TPAC Inclusion Fund and the new TPAC Fellows Stipend is now open for applications and we encourage you to apply if you feel you are from an underrepresented group and wouldn’t be able to attend or meaningfully contribute to TPAC without financial support.

If there are other types of help you think would be appropriate in your case, you can still apply and explain the reason in your application.

The TPAC Diversity Fund is sponsored by [sponsors]. If your organisation would like to become a sponsor, contact

Read more about diversity at the W3C with the [2020 update on Diversity and Inclusion](https://www.w3.org/blog/2020/06/diversity-and-inclusion-at-w3c-2020-update-future-of-the-w3c-diversity-fund/).

## Email to groups

### Initial email

Hello,

As you know TPAC is taking place on [date]

We want to get as many people to TPAC as we can, which is why we’re hoping you could communicate the Inclusion Fund and the TPAC Fellows Stipend to your group.

We’d really appreciate if you could mention the available funds at your next meeting and encourage anyone who has questions to get in touch with the Positive Working Environment group [email].

Also, please tweet or share this information with anyone you know who might benefit from the fund.

Thanks!

[name]

### Follow up email

Dear all,

This is a just a reminder that there’s still time to apply to the Inclusion Fund and the TPAC Fellows Stipend for TPAC 2021.

We’d really appreciate it if you could share the links with your teams, your friends that are concerned with TPAC participation, on your social networks, enterprise networks, at virtual meet-ups, etc. Also consider encouraging someone directly if you think W3C could benefit from their attendance at TPAC.

Here are the resources we have available if you want to draw from them,

or boost them:

News entry: [link]

The application form itself which contains all the necessary information: [link]

W3C Tweet: [link]

Cheers

[name

## Email to sponsors

Dear Advisory Committee representative, Chairs,

We’d like to draw your attention to the 2021 update of Diversity and Inclusion at W3C and communication on the future of a TPAC Diversity Fund, via a CEO post published on the W3C Blog: [link]

We’re continuing to support the Diversity Fund for 2021, with some changes to ensure that:

* applications have enough time to apply and receive fund in time for TPAC
* ease the administrative burden and time pressure for managing the fund

We still have [amount] let in the Diversity Fund and so suggest that we run fund retrospectively, for example your sponsorships this year will affect next year’s fund. This will allow us to have a larger time to have applications submitted, scrutinise, decide and pay the successful applications.

[Details of what the Fund did last year]

This year, for the W3C has decided for 2020 to contribute [amount].

Sponsors in the past have typically given $1,500 (or equivalent in local currency) and we hope they will continue to do so.

As this year’s TPAC will continue to be virtual, we’re continuing the efforts to ensure that people can attend, for example through assistive technology or caring support. We’re happy to hear ideas on what the fund should support.

We’re also trialling a TPAC Fellow Stipend of $500 to encourage members from underrespresntives groups to contribute in a more meaningful way, such as:

* pitching and running a particular session
* preparing documents such as explainers or drafts for discussion
* reviewing a group’s work and preparing comments for discussion

Contributions can be on any topic that is appropriate for TPAC, and don’t specifically have to focus on diversity. This fund recognises that participating in these events can be time consuming and people from unrepresented backgrounds face struggles within their workplaces and life that may mean they can’t prioritise attendance or a meaningful contribution without financial support.

You can find more details on the application process and eligibility here: [link]

We request that sponsorship commitments be made by 15 August 2021 if possible, so we can announce sponsors for next year at TPAC.

Kind regards

[name]