



**FOR IMMEDIATE RELEASE**

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**MEDIA CONTACT:**

Atokatha Ashmond Brew  
abrew@nonprofithr.com

**Washington, D.C. Social Impact Leaders Invited to Provide Insights in Midst of City's Reopening Effort**

**Nonprofit HR Helps Connect Leaders Regarding Workforce Reentry Talent Management Considerations**

WASHINGTON, D.C., June 10, 2020 – Nonprofit HR recently shared social-sector-specific talent management insights with subcommittee members of [Mayor Muriel Bowser's ReOpen DC initiative](#). The Mayor's ReOpen DC Advisory Group, comprised of a Steering Committee and 11 industry- and population-oriented committees, expressed a deep commitment to a community-driven and community-centric approach and sought insights on social sector workforce reentry needs. Given the sector's presence and impact in the region, Nonprofit HR was tapped to share information on the implications and solutions the workplace reentry of DC nonprofit talent.

“Approximately 25% of the City's workforce stems from the social sector,” said Lisa Brown Alexander, CEO for Nonprofit HR. “But beyond being a significant employer, nonprofits coordinate with all types of businesses and the City to provide much-needed services. Nonprofits are builders, restorers and sometimes necessary disruptors. While nonprofits share common needs with for-profit businesses, they also have talent management needs that are unique to their operations and resources. It was my hope to best communicate those needs or facilitate the connections that would allow the Advisory Group to get that information directly.”

Advisory Subcommittee members later extended an invitation to nonprofit leaders within Nonprofit HR's DC network. Nonprofit HR quickly mobilized and submitted a list, highlighting local leaders that were thought to add value, lend relevant expertise, and advocate for the sector by providing insights. The list included leadership from nonprofits aligned with the group's Committees such as public health, childhood education and human services. Leaders were asked to attend and share their organization's experience due to the pandemic, impacts on their talent and business operations, and nuances unique to the sector that should be considered.

Since then, the Advisory Group launched [its recommendations](#) for reopening based on input from wide-spread community engagement. The recommendations include four core components that are aligned with DC's core values of “HOPE”— Health, Opportunity, Prosperity, and Equity. The group hopes that this alignment, heavily shaped by community

insights, informs how to “reduce risks for residents as DC moves towards a “new normal.”” Organizations may view the full report [here](#).

Sector leaders and influencers Nonprofit HR invited to the discussions:

1. ASAE, Center for Association Leadership – Susan Robertson, CAE, Interim President & CEO
2. Independent Sector - Dan Cardinali, President and CEO
3. American Society of Hematology – Martha Liggett, Esq, Executive Director
4. The John F. Kennedy Center for Performing Arts – Barbara Polk, Chief Human Resources Officer
5. Martha’s Table – Kim R. Ford, President & CEO
6. Carlos Rosario International Public Charter School - Allison R. Kokkoros, CEO
7. National Quality Forum – Shantanu Agrawal, MD, President & CEO
8. DC Primary Care Association (DCPCA) – Tamara A. Smith, President & CEO
9. East River Family Strengthening Collaborative – Mae H. Best, LICSW, Executive Director
10. American Society of Interior Designers – Randy W. Fiser, CEO
11. National Association for the Education of Young Children – Rhian Evans Allvin, CEO
12. Suited for Change – Liz Reinert
13. Faith in Action – Rev. Alvin Herring, Executive Director

The calls were led by Advisory Subcommittee members, Katy Kale, President & COO, Elevate, and Antwayne Ford, President & CEO, Enlightened, Inc. “The Advisory Group’s commitment to engaging the community shows how much the City values thought partnering at the most critical levels. Nonprofits play a vital role in the recovery process for the City, not only as an employer but also as a service provider. [Their services](#) touch on every level of our communities. We are honored to be invited to help support the Mayor’s initiative in this critical endeavor.” said Lisa Brown Alexander.

Press seeking interviews with Nonprofit HR may email Atokatha Ashmond Brew at [abrew@nonprofithr.com](mailto:abrew@nonprofithr.com).

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