

Introducing the EVAA Tool!

# Equity Value Action Analysis (EVAA)

The St. Paul Area Chamber Board's Equity Committee, in conjunction with our Equity Continuum program, has developed the EVAA (Equity Value Action Analysis) tool to assist you in making equity a top priority in all your endeavors. In 2020, the St. Paul Area Chamber adopted an Equity Statement to promote a more equitable community for businesses and area residents. By doing so, the Chamber is committed to equity and inclusion to cultivate and promote "Just growth. Just opportunity. Just outcomes." EVAA is a tool to help us view and assess actions and initiatives with concrete steps that promote equity.

**Success in using this tool is dependent on the totality of efforts an organization employs to promote diversity, equity, inclusion, and belonging.**

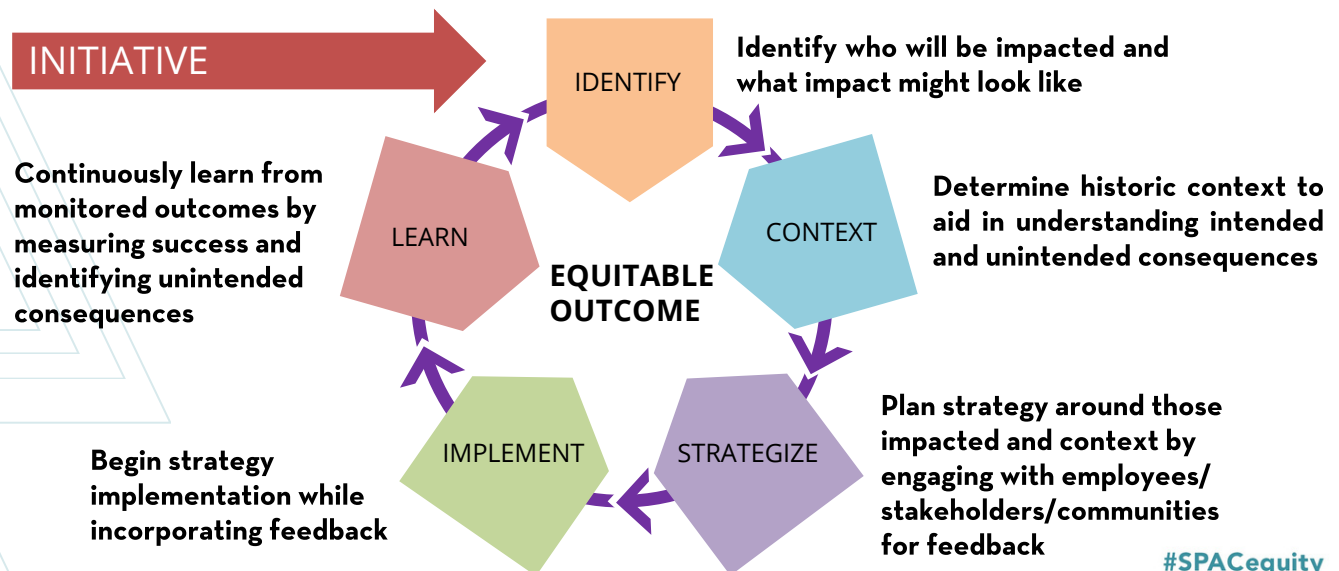
For employees to apply this tool organically, there needs to be ongoing professional development that addresses mindsets and understanding of the organization's commitment to equity in its values and language. You might also designate certain employees to champion the use of the tool in their respective departments until it becomes integrated into everyday operations.

The illustration below demonstrates the EVAA process and implementation. You will also find links below to:

[Detailed Step Descriptions](#)

[Worksheet](#)

[Use Examples](#)



Pairing the use of this tool along with other equity and inclusion learning and development is crucial to its success

Questions? Please contact Kristie Lazenberry at [Kristie@stpaulchamber.com](mailto:Kristie@stpaulchamber.com)

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