Diversity, Equity, Inclusion & Belonging

City of Wauwatosa, Wisconsin

Diversity, equity, inclusion, and belonging: past initiatives

First municipality to take Metropolitan Milwaukee Association of Commerce pledge to increase Latino & Black employment by 15% & management employment by 25% by 2025.

Completed 4 years of employee training on Diversity, Equity, Inclusion, and Belonging topics.

Adopted a DEIB employee policy and anti-harassment policy.

Completed a recruitment rebranding to showcase the city as a diverse and inclusive employer of choice.

2

DEIB Assessment

- Cities & Villages Mutual Insurance Company (CVMIC) conducted a Diversity, Equity, Inclusion, & Belonging (DEIB) Assessment in 2023
  - Leadership team DEIB SWOT Analysis
  - Review of city's internal DEIB goals
  - Review of policies, procedures, employee & hiring data
  - Recommendations for next steps

Upcoming Initiatives

- Applications open for employee DEIB Council
- Employee culture survey
- Review of all job descriptions
- Employee led DEIB goals for 2024 +

Key Initiatives & Challenges

- Key Initiatives
    - Development of a DEIB Core Team
    - Diversity in Recruitment

- Challenges
    - Building a DEIB Core Team from Scratch
    - Recruitment through the Great Resignation

2023 | ANNUAL
ICMA | CONFERENCE
SEPTEMBER 30-OCTOBER 4 | AUSTIN / TRAVIS COUNTY, TEXAS

Reflection

- Executive Support

- Personal Growth

- Flipping the Script

Future Steps / Q&A

- Future Development of DEIB Core Team

- Addressing Turnover Concerns

- Questions?

2023 | ANNUAL
I©MA | CONFERENCE
SEPTEMBER 30-OCTOBER 4 | AUSTIN / TRAVIS COUNTY, TEXAS

Creating a Culture of Diversity, Equity, & Inclusion

Linda Graham Jones
Director of Diversity, Equity, and Inclusion
Town of Apex, NC

Demographic Information

Population	2010	2022	2027
Apex, NC	39,240	74,200	99,603
Wake County, NC	900,861	1,189,437	1,267,546
North Carolina	9,535,483	10,671,397	10,981,129

Source: ESRI

Population % Change 2010 - most current 2022

- Apex, NC: 89%
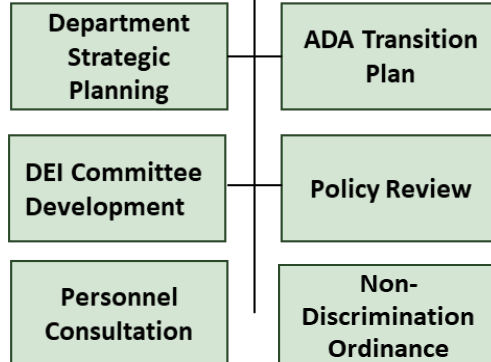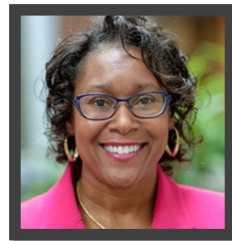- Wake County, NC: 32%
- North Carolina: 11%
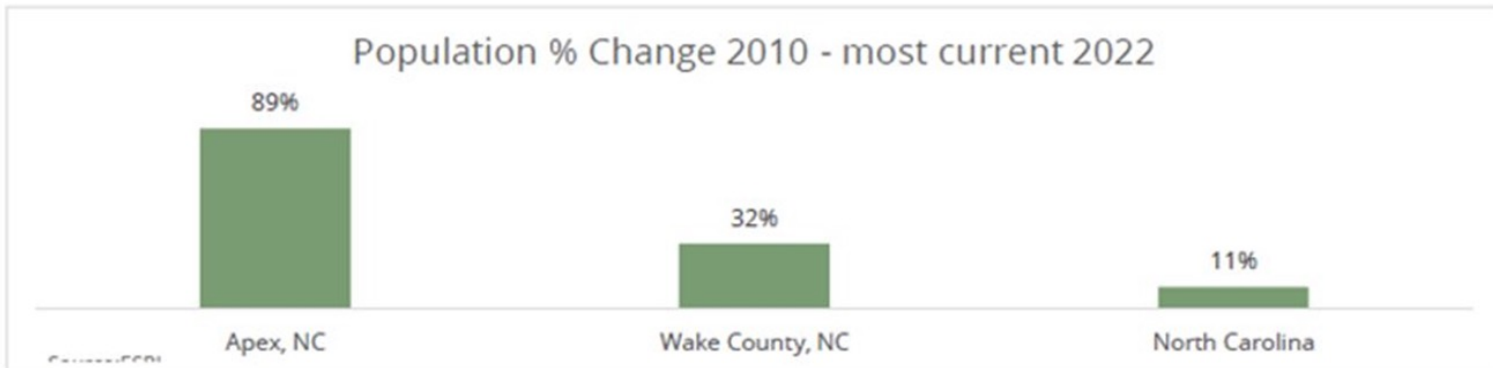
Town of Apex, NC Economic Development Strategic Plan

Diversity, Equity, & Inclusion
Purpose Statement: The Diversity, Equity, & Inclusion Department provides consultation and education to ensure a community of belonging, diverse representation among employees, and that residents have equitable access to services.

Linda Graham Jones

Diversity, Equity, & Inclusion Director

- Department Strategic Planning
- ADA Transition Plan
- DEI Committee Development
- Policy Review
- Personnel Consultation
- Non-Discrimination Ordinance

Celeste Sherer

Diversity, Equity, & Inclusion Coordinator

- Language Access Plan
- Special Events
- DEI Training & Development
- Proclamation Creation
- Departmental Consultation
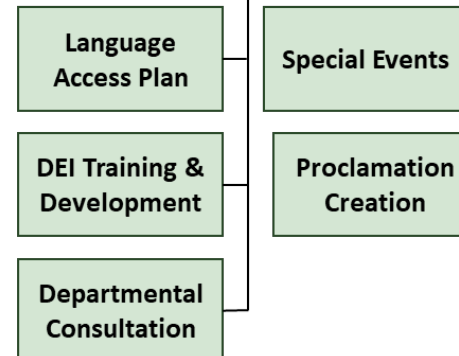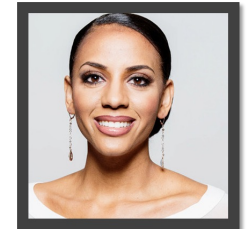
Diversity, Equity, & Inclusion Concepts
Reference: ICMA Glossary of Terms

DI·VER·SI·TY
All the ways in which people differ.

EQ·UI·TY
Fair treatment, access, opportunity, and advancement for all people. One's identity cannot predict the outcome.

IN·CLU·SION
A variety of people have power, a voice, and decision-making authority.

2023 | ANNUAL
ICMA | CONFERENCE
SEPTEMBER 30–OCTOBER 4 | AUSTIN / TRAVIS COUNTY, TEXAS

Standards

WELCOMING AMERICA

BUILDING A NATION OF NEIGHBORS

- Government Leadership
- Equitable Access
- Civic Engagement
- Connected Communities
- Economic Development
- Safe Communities

Primary Focus Areas

Workforce

Procurement

Culture

Education & Awareness

Focus Area 1 - Workforce

Build and support a more diverse, inclusive, and equitable workforce in which employees reflect diversity at all position levels.

- Obtain and analyze Town's workforce demographic profile to identify opportunities to increase workforce diversity

- Identify and implement equitable practices in talent acquisition processes

- Create connection and sense of belonging for all employees

  - *Example: All Departments contributed to providing HR with recruitment websites)*

Focus Area 2 - Procurement

Ensure policies reflect the Town's value to create an equitable entrepreneurial ecosystem with purposeful inclusion of suppliers/vendors that represent the diversity of our community and region in bid opportunities and procurement contracts.

- Increase opportunities for diverse vendor participation in town procurement through targeted networking and marking programs – **FY26**

- Engage with M/WBE's to identify needed support services to increase the capacity of Minority & Women-Owned Business Enterprise (MWBE) - **FY24**

  - *Example: Worked with Economic Development webpage to promote resources and benefits*

Focus Area 3 - Culture

Build the foundation needed to create and sustain a diverse, equitable, and inclusive community.

- Ensure a welcoming <u>organizational</u> culture (inclusion/internal)

  - DEI Advisory Committee
  - Policy Review
  - Assist Departments with setting measurable goals

- Foster a welcoming <u>community</u> culture (sense of belonging/external)

  - Cultural Celebrations and Special Events
  - Certified Welcoming Designation

Focus Area 4 – Education and Awareness

Provide consultation on how to engage diverse communities and populations and outreach, education, and engagement on Town's services, programs, procedures, and policies where applicable

- Provide consultation to departments in developing a strategy to increase the diversity of residents participating in town activities and processes
  - Language Access Plan
  - Department Consultation/Document Review (Example: Police, Fire, PRCR, Transportation)

Next Steps: IMPLEMENTATION

- **Cultural Celebrations & Special Events**
- **Language Access Plan**
- **DEI Advisory Committee**
- **DEI Training & Development**
- **ADA Transition Plan**
- Policy Review
- Certified Welcoming Certification
- MWBE Engagement *(Prepare for Disparity Study)*

2023 ICMA | ANNUAL CONFERENCE
SEPTEMBER 30–OCTOBER 4 | AUSTIN / TRAVIS COUNTY, TEXAS

Journey Reflections

- Regardless of who owns the execution and strategies, visible and deliberate engagement is necessary. *Without senior management as the champion, DEI is often considered a "secondary nice to have" rather than a priority of the organization.*

- Commit time and resources to an organizational assessment and be intentional in implementing the recommendations.

- Incorporate DEI into the organization's mission/vision statement and strategic plan.

- Create a space for employees of all levels to share thoughts and perspectives on varies DEI topics in addition to under-represented groups to talk with senior leaders about their work experiences.

- Offer DEI training to staff and leadership. Start with on-boarding orientation.

- Consider using the welcoming standards as a potential framework to develop your DEI strategy.

2023 ICMA | ANNUAL CONFERENCE
SEPTEMBER 30–OCTOBER 4 | AUSTIN / TRAVIS COUNTY, TEXAS

"Not everything that is faced can be changed; but nothing can be changed until it is faced," - James Baldwin

2023 ICMA ANNUAL CONFERENCE | SEPTEMBER 30–OCTOBER 4 AUSTIN / TRAVIS COUNTY, TEXAS

Statesboro Village Builders

Dr. Candice Pippin Bodkin

Georgia Southern University

cbodkin@georgiasouthern.edu

Statesboro Village Builders

- Began as a initiative of the City of Statesboro Youth Commission and Mayor Jonathan McCollar

- Grassroots development from the community in response to youth violence and gang activity

- Taking comprehensive approach to ensure support for kids and families

    - Community resource days

    - Youth mentorship program

    - Early childhood literacy

    - Youth led civic engagement

One Boro Commission

- Anti-Discrimination Ordinance

- Longest Table

- Returning Citizens

- Workforce Development

- Healthy Boro

Memorial Marker

- Visited the Equal Justice Initiative Legacy Museum and National Monument for Peace and Justice in Montgomery, AL

- Met with staff from the Community Remembrance Project to discuss placing a marker outside of City Hall in remembrance of lynching victims in Bulloch County

2023 ICMA | ANNUAL CONFERENCE | SEPTEMBER 30–OCTOBER 4 AUSTIN / TRAVIS COUNTY, TEXAS

Local Government Equity Clinic

Molly Harlow

University of Virginia

mjh3a@virginia.edu

Capstone Project

- Expand successful Virginia local government equity clinic to nationwide participants

- Provide additional workshop opportunities

- Establish the Institute of Government as a leader in equity and inclusion training and resources for local governments

Events During the Capstone Year

- Positive Impacts

  - Completed second cohort of the local government equity clinic for Virginia
    - Dozens of localities in Virginia advanced equity work in their organizations and communities
  - Provided onsite and in-person equity training for large Virginia County
  - Continued partnership the UVA School of Data Science

- Upcoming Opportunities

  - Coursera workshop
  - Webinar series for additional equity related topics in local government
  - And more!

2023 ICMA | ANNUAL CONFERENCE
SEPTEMBER 30–OCTOBER 4 | AUSTIN / TRAVIS COUNTY, TEXAS

Lessons Learned

- Some localities in Virginia do not have dedicated equity staff and many local government professionals want to operationalize equity in their organizations and communities

- Raising awareness of disparity and inequitable policies and practices can lead to change

- Understanding what data to collect and how to use that data remains a barrier to equity in local government

- Critical thinking skills, change management strategies, and communication strategies are integral to equity work

- Equity work is like the flywheel (Jim Collins)

- Equity and inclusion are part of every local government professional's job