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Diversity, Equity, & Inclusion



What's the Big Deal?



Diversity, Equity, & Inclusion

First Attempt - May 25, 2020 (After the Murder of George Floyd)



In July of 2020 the City of Myrtle Beach used listening sessions to gain input from employees with four goals in mind.

- (1) Get a better understanding of where the gaps in diversity, equity, and inclusion exist within the organization.
- (2) Bridge the gap in relationships and establish mutual respect and trust.
- (3) Discover actionable steps that the City could take.
- (4) Establish a working plan to advance the City towards an environment with strong diversity, equity, and inclusion.

Key Issues Emerged



- Committee Members were put in an unfair position due to lack of training.
- Committee Members had other fulltime job functions that they were responsible for.
- The work can be mentally draining dealing with challenges and having tough conversation across the organization.
- The listening sessions focused more on race, but **DEI is so much more.** (LGBTQ+, Gender, Age, Veteran Status, Disability, etc.)

*Appointed City Manager in January of 2021 and wanted to step back, restart the process, and do it right.

DEI –The Importance from a Business Standpoint



Research across the spectrum is consistent in saying that "companies that are more diverse are more likely to outperform their less diverse peers."

A recent Harvard Business School survey found:

Companies with more diversity on their teams made between 18 and 69 percent more in terms of net income and operating revenue.

Businesses with a more gender-diverse boards saw a 42% higher return in sales, 66% greater return on invested capital, and a 53% higher return on equity.

From a hiring perspective, diversity is key in retaining talent.

DEI – Why It's Important for Cities



Communities that embrace DEI are going to outperform those that don't.

Here's Why:

1. Represent the population we serve = diversification throughout the organization.
2. Improved culture → Happier employees → more productive employees.
3. Financial success → Economic Development, growth in the tax base, growth in population.
4. Millennials – In three years will represent 75% of the workforce, on average change jobs every two years, prioritize inclusion in their job search, and demand that organizations value and be intentional about diversity and inclusion.

3 Things to Consider



Take this DEI journey **SERIOUSLY** because the future of your organization depends on it. It will entail professional development, different recruiting efforts, improved training, and building relationships.

Have **REASONABLE** expectations, realizing that this is a marathon and not a sprint. Focus on low hanging fruit and easy wins. (June/teenth as a City Holiday, DEI as a part of employee orientation, translate your website in different languages)

Make the **RIGHT** hire. The DEI Official **MUST** report **DIRECTLY** to the Chief Executive of the organization. **Communicate, Communicate, Communicate**, and remember the 40-year workforce span.

At The End Of The Day

It takes money, talent, and **COMMITMENT** to implement a successful program.
BUT IT IS WORTH IT!

Making all employees feel included, respected and valued is a great way to build a culture that cares and is involved.

When people feel appreciated and included, they are more creative, innovative, and successful.



Text - 22333
Message - kelvinwaites141



What one word describes what got you in trouble as a child?

Start the presentation to see live content. For screen share software, share the entire screen. Get help at polllev.com/app

What do you fear most?

- The Unknown
- Being Wrong
- Being Different

Start the presentation to see live content. For screen share software, share the entire screen. Get help at polllev.com/app

You are going to Mars! What one food item do you take with you?

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In one word, how does it make you feel when you talk about diversity, equity, and inclusion?

Start the presentation to see live content. For screen share software, share the entire screen. Get help at polllev.com/app

In one word, what do you hope to gain from this presentation today?

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OPEN MIND



TRANSPARENT

TAKE YOUR MASK OFF



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George Floyd's Murder was the turning point for the City of Myrtle Beach.

Workforce

Community



PART TIME

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What Is Diversity?

Having variety and understanding that every individual is unique.

The inclusion of different types of people in a group, organization, or community.

Having or being composed of different elements.

A mixed workforce that provides a wide range of abilities, experiences, knowledge, and strengths.



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What is Equity?

Fairness or justice in the way people are treated. Justice according to natural law or rights; Freedom from bias or favoritism. Making sure that all employees and citizens have what they need to succeed.



EQUALITY



EQUITY

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What is Inclusion?



The act of including, or the state of being included. **OR** The act or practice of including and accommodating people who have historically been excluded (because of their race, age, gender, sexuality, disability, or ability)

People don't feel included when they are invited to the party; they feel included when they are allowed to dance.



Inclusion



What's The Big Deal?



DEI provides an opportunity for every employee to be successful, and it shows your stakeholders that you are making an effort to be a reflection of the community that you serve.

Diversity challenges the "because we've always done it this way" mindset.

LET'S KEEP IT REAL! DEI allows your organizations to connect and communicate more effectively with your diverse workforce, and the communities that you serve.

DEI will force your organization to consider different thought processes and perspectives as it relates to race, age, gender, religion, cultural background, and sexual orientation.



* We joined the Government Alliance on Race and Equity (GARE).



1. Set a baseline to find out where we are by conducting an in-house assessment. (Internal or External Assessment)
2. Identifying areas of concern, opportunities/and challenges.
3. Define the metrics that you will use to measure your progress.
4. Creating actionable steps towards making sure that our organization is as Diverse, Equitable, and Inclusive as possible.
5. Review what we have done, tweak the program, and continue to make improvements.



Implement GARE's Racial Equity Tool



1. **Proposal:** What is the policy, program, practice or budget decision under consideration? What are the desired results and outcomes?
 2. **Data:** What's the data? What does the data tell us?
 3. **Community engagement:** How have communities been engaged? Are there opportunities to expand engagement?
 4. **Analysis and strategies:** Who will benefit from or be burdened by your proposal? What are your strategies for advancing racial equity or mitigating unintended consequences?
 5. **Implementation:** What is your plan for implementation?
 6. **Accountability and communication:** How will you ensure accountability, communicate, and evaluate results?
- * Implementing this tool will benefit our organization, the community, and our visitors for years to come, as it will assist us in weaving diversity, equity, and inclusion into our DNA. It will also allow us to work closely with our women & minority businesses to ensure that we have a fair and equitable procurement process.



It All Sounds Good but.....



Seek grant funding from local foundations. In many cases, they have grant funding dedicated to "improving the lives of individuals and families within a certain region." DEI Initiatives can fit this criteria if the grant is submitted properly.

Organizations like G.A.R.E. provides annual grant opportunities for its members for community building and building partnerships as it relates to DEI efforts.

Have your Human Resource teams thoroughly explore your Employee Assistance Programs (EAP). You will be surprised of the tools that you have at your fingertips.

Speak with your governing body about the importance of DEI initiatives and how an organization can almost not afford to start this journey.

Social Justice & Society Grants – <https://fundsnetsservices.com/social-justice-society-grants>

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DEI Is not a



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Questions?



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