

**MINUTES**  
**WORKFORCE DIVERSITY AND INCLUSION COMMITTEE**  
**MAY 28, 2008 3:30 P.M.**  
**BEVERLY LIVESAY CONFERENCE ROOM**

Approved 6/25/08

Present: Shawn Martel Moore, Acting Chair; Dave Richardson; Lisa Holmes; Carol Griep; Chantalise DeMarco; Constance Thompson; Betsy Doling; Marcia Lynch; Larry Roberts; Kathy Luz Herrera  
Excused: Leslyn McBean-Clairborne, Chair; Kristina Belanger; Kit Kephart, R. DeLuca  
Guests: Karen Fuller

**Call to Order**

The meeting was called to order at 3:40 p.m. by Ms. Martel Moore.

**Announcements**

Mr. Richardson announced the Cornell University Diversity Initiative has held its first training of outside contractors, providing education on responsibilities and liabilities associated with their employees. He reported standard training videos are depicted in office or factory settings. With assistance from the Cornell Interactive Theater a training video was produced depicting industrial sites, with three scenarios (age, race, sex). It is hoped that the film could possibly be marketed as a training tool, which would provide additional funding for the Skilled Trade Diversity Council to become sustainable. He believed it would be possible to do so provided the Federal Mediator Conciliatory Service name appears on the video. Ms. Martel-Moore asked whether a similar tool would be used for CDL training.

Ms. Martel-Moore was informed that Ms. Thompson's Foundation Building Training would take place in July. It was noted later in the meeting that the Department Heads were not informed due to budget information being the primary topic at the Department Head meeting. The July meeting will have a one-hour presentation, with invitations being made to all County department heads and Legislators.

Ms. Griep reported the dates were confirmed for the 13 Indigenous Grandmothers. The schedule will include a Grand Gathering on October 5<sup>th</sup>, Children's Day on October 6<sup>th</sup>, Women's Day/Healing Day on October 7<sup>th</sup>, Men's Day/Healing Day on October 8<sup>th</sup>, Education Day on October 9<sup>th</sup>, Screening Day of a Documentary Film on October 10<sup>th</sup>, with a private Council day being held on October 11<sup>th</sup>. Ms. Griep again provided a brief history of the Women's Sharing Group in Groton creation.

Mr. Roberts announced the Finger Lakes Independence Center would be sponsoring a six-week writing course on the topic of Support between June 19 and July 24, 2008. He asked members to suggest anyone that may be interested in attendance.

Ms. DeMarco spoke of her recent training regarding the case management coalition training that included organizational racism and issues and shared a flyer on the Jewish Board of Family and Children's Services Anti-Racism and Multicultural Consultation and Training Service. She said they provide services that assist with identifying solutions and outcomes

sought by groups. She suggested it could be worthwhile to contact the organization to see if they could offer recommendations to the County to assist in our diversity and inclusion endeavors.

Ms. Martel-Moore spoke of her attendance May 14 and 15 at the International Human Rights Board Civil Rights Conference as the Atlantic Regional Representative. She spoke of awards presented to Soledad O'Brien, John Connors and Patricia Rause. She spoke of Mr. Connors being the first African-American to Chair the Judiciary Committee. Ms. Rause and her husband operate Enterprise Low-Income funding, providing grants to individuals for housing. Ms. Martel-Moore offered to share books she received, *Letters to the President*, a compilation of letters regarding civil rights, and *Segregation*. She spoke of the work of Enterprise and the donations made by this family. She will provide updates on the annual conference in Detroit, noting they are looking for trainers for the event, which will focus on diversity, recruitment, employment, Affirmative Action, etc. She noted the annual conference cost is \$350 for the entire conference.

### **Approval of Minutes of April 23, 2008**

The minutes of April 23, 2008, were approved as amended by consensus.

### **Approval of Appointment(s)**

By consensus of the members present, the following appointments to the Workforce Diversity and Inclusion Committee were approved:

Larry Roberts – term to expire December 31, 2010

Patricia Carey – term to expire December 31, 2010

### **Membership Drive**

The Committee discussed various aspects of a membership drive including:

- Youth Membership
- Op Ed Pieces
- Participation at the Ithaca Festival
- How many members, what reason for new members
- Communication of what WDIC is
- Requesting a list of membership
- Is there a need for a nominating Committee?
- How would new members better the organization
- It is important to know what the object of new members is; what will they bring to the Committee
- Having the Communication Plan be part of the idea of membership drive
- It is necessary to define the responsibilities and objectives of the Communication Plan, Marketing Plan, and seeking of membership.
- Have an understanding of why people do not desiring to continue participation within the Committee.

The discussion continued, during which it was noted the Marketing Plan was to determine ways to make sure people hear about the work of the Committee. Preliminary work

was the kickoff with the logo and all. One key concern of the Marketing team was the need to develop a way to permeate the workforce culture in Tompkins County government, at all levels. Although projects are being completed if the commitment of WDIC to follow-through it would not be successful. The Committee noted there is a need for clarity, define responsibility to determine who and how the initiatives will be followed through. It was suggested that perhaps assigning individuals to serve on the Committee would be effective. Ms. Thompson suggested that the Committee should be redefined, perhaps including a reduction of size and determining what would best assist the organization. Ms. Herrera said there is a need to determine direction and plan, and suggested a retreat to work through the concern. Ms. Herrera spoke of having support through the Legislature office, however thinks there is a need to review membership.

### **Special Presentation**

Ms. Thompson noted if she is unable to make the special presentation Mr. Estes could do this.

### **Additional Announcement**

Ms. Herrera spoke of the Women and Men of Color Roundtables recently held at Cornell University, noting it was a worthwhile event. She also spoke of the successful fourth Careers and Construction Day having taken place at The Rink, with 660 youth participating. Mr. Richardson said tracking of participants takes place.

Ms. Griep was excused at this time.

### **Special Presentation – Continued**

Ms. Thompson said the presentation would be entitled as Overview of Creating an Inclusive Organization. It would be a 45 minutes to one hour, taking place at 4:00 p.m. on June 25<sup>th</sup>. An invitation would be extended to Department Heads and appropriate staff; Ms. Lynch was unable to bring up the topic due to budget discussions at the Department Head meeting.

### **Resource Book Update**

It was noted the special team has not yet met. Mr. Roberts felt it would require more than a one-hour meeting to review the material. It is anticipated the group will meet in late June. In the interim, Ms. Carey has undertaken an informal survey to determine usage and recommendations from departments and individuals that presently have utilized the Resource Book. Ms. Martel-Moore said she believed a two-hour session, she noted it may be difficult to have multiple meetings due to workload.

### **Update on *Strength in Diversity* Award**

It was noted that at this time the special team has not yet met. Ms. Herrera said an e-mail brainstorming to develop the criteria could occur. The Committee briefly discussed the topic and noted the need to determine what the goal(s) of the award would be. In addition, it was discussed one award period per year, although two awards could be made. Ms. Herrera shared information regarding the Cornell University Bridge Award, noting when it was only presented to managers it did not have the same impact as it does since it developed to alternate between

managers and employees. She said it is a good internal marketing device and could perhaps have awards attached to it. Ms. Thompson spoke of possible sponsorship to provide awards. Ms. Fuller recommended speaking to the County Attorney to determine if it is allowable to provide awards with gifts attached. Ms. Martel-Moore spoke of diversity awards being presented to both internal and external candidates with monetary/gift awards. Ms. Thompson spoke of outside sponsors who are very diversity based focus assisting in making awards a success. It was suggested Mrs. McBean-Clairborne provide several sentences to clarify the purpose of the award. It was noted a broad definition of who could receive the award would be more beneficial than specifically defining the recipient.

### **Marketing Team**

The team has not met.

### **Communication Team**

Ms. Lynch reported the team met on May 21<sup>st</sup> and are moving forward well on making the diversity video. Different concepts were brainstormed to develop a manner to make the diversity statement come alive. It was decided that a sixty-second piece at the beginning reading portions of the statement by various individuals would be effective, much like the Universal Declaration of Rights. The video would then follow with five to six minutes answering questions on portion of the statement. It was stressed that it is important to provide a real picture of individual opinions and statements to provide a true picture, and in the process to provide assurance to staff their participation would not in any way jeopardize their positions. Ms. Lynch spoke of taping additional content that could be used at a future date for other purposes. It was noted it is important to have people see and believe what is being said, and ask Department Head and senior staff what might be included as well as define diversity and inclusion. Ms. Lynch said the video would have an overall upbeat sense. Ms. Thompson shared previous experiences of projects such as this. Ms. Herrera said perhaps Mr. Richardson could be used as a resource due to his recent experience.

Mr. Roberts spoke of the need to clearly define zero-tolerance. Ms. Herrera spoke of how it is important to show respect for others when intolerance is expressed in any manner a person is perceived. She sees it as applying group peer pressure by interrupting the process.

It was strongly expressed by the Committee that County policies undergoing revision relating to topics such as discrimination and such be reviewed by the group.

### **Adjournment**

The meeting adjourned at 5:03 p.m.