

## MINUTES

### WORKFORCE DIVERSITY AND INCLUSION COMMITTEE

**JANUARY 24, 2007 3:30 P.M. BEVERLY LIVESAY CONFERENCE ROOM**

Present: L. McBean-Clairborne, Chair; C. DeMarco; B. Doling; L. Roberts; L. Holmes; C. Griep; H. Stewart; C. Thompson; S. Martel Moore; B. DeLuca; K. Belanger; D. Richardson; A. Fitzpatrick; M. Lynch; K. Luz Herrera

Staff: C. Covert

#### **Call to Order**

The meeting opened at 3:35 p.m.

#### **Announcements**

The following announcements were made by Committee members:

- Community Roundtable is May 31 at the Clarion Hotel from 8:30 a.m. to 5:00 p.m. The focus is on inclusionary workplaces and communities.
- Cornell will be having its first Career Fair the first week of August.
- The Diversity Consortium in the upcoming month will be hosting the owner of Diversity Inc. magazine to come talk about the potential Tompkins County rate for Diversity Inc. magazine.
- April 18 a media roundtable session will be held sponsored by the Diversity Consortium and partnering with the Community Foundation. The focus will be on best practices and inclusion. Media representatives will be attending and discussing their best practices.
- In the recruitment area, Cornell has started Recruiter Hiring Manager consultation days. Once a month the hiring managers and recruiters come in and are consulted with on best practices and recruitment.
- A standardized recruitment matrix around diversity and inclusion was submitted to the Department's Vice President. Report outs will follow and the report will be shared.
- World of Skills community based job fair will be April 19 from 9-12 at the Holiday Inn.
- February 16 is GIAC's Annual Black History Month community talent showcase at 6 p.m.
- January 25<sup>th</sup> a Pastor from New Orleans will be at GIAC at 5:30 p.m. to discuss what the 7<sup>th</sup> Ward looks like after Katrina and requesting support for that area as it looks like the Hurricane hit yesterday.
- The Human Rights Commission is working with LACS students along with law enforcement that is directed toward youth and dealing with locker searches, backpack searches, etc. The program is "Know your Rights" program when engaging law enforcement. The students are serving as youth Human Rights Commissioners for the year.
- Over 60 students participated in Fusion Day on January 22. This is a multicultural event held annually at LACS. The students will also be giving the same presentations at Ithaca High School, Dewitt Middle School and Boynton Middle School. The presentation at Boynton will held February 15.
- The Breathe (Build Respect, Equality, and Activism Through Hip Hop Expression) Program will be having workshops at Southside every Wednesday between February 7 and April 18. This is a youth program and was funded by CAP (Community Arts Partnership).
- Also on February 15<sup>th</sup> there will be workshops around black issues, history, etc. at Boynton Middle School.
- Sister Friends is being held March 15<sup>th</sup>. The County will have a display at the event.

At this time a video "Peacock in the Line of Penguins" was shown. Thoughts and comments from Committee members followed. Ms. Thompson suggested the video would be appropriate to show to Department Heads at the time of Mrs. McBean-Clairborne's department visits. Ms. Griep also suggested the video could be used during the kick-off events.

### **Chair's Report**

Mrs. McBean-Clairborne reported on the following actions taken by the County Legislature in December:

- Adopted the Bylaws
- Approved the Logo
- Appointments of members to the Committee

She thanked Ms. Kephart for the presentation she made at the Legislature meeting concerning the logo. Appreciation was also expressed to the Marketing Team and especially Anne (Ms. Kephart's partner) for all the time and work in creating the logo.

Mrs. McBean-Clairborne explained that some appointments made to the Committee were one-year, two-year, and three-year to avoid all appointments expiring at the same time. The one-year and two-year appointments will not impact the two-year limit for serving on the Committee.

She spoke about the opportunity she had to speak at the Skilled Trades Diversity Consortium 7<sup>th</sup> Annual meeting. She shared the County's Diversity Recruitment Resource Guide and was pleased to see it was already included in the workshop manual.

### **Report from the Marketing Subcommittee**

Mr. Roberts distributed a draft strategy plan for the Committee to review and comment on. The Marketing Subcommittee (Larry Roberts, Betsy Doling, Constance Thompson, and Kit Kephart) met on Monday, January 22, and developed the proposed strategy plan.

The Subcommittee is proposing to attach the kick-off unveiling of the logo to the Diversity Consortium roundtable. They hope to have a workshop about the diversity initiatives in the County and an event unveiling the Diversity Statement and logo in a public manner. Prior to that happening, the Subcommittee is asking the WDIC members meet with Department Heads to begin talking about the Statement and logo and strategies for helping the Statement and County's commitment to permeate the organization. A budget will be presented in February for items such as framed logos and Statements, banner, placards, and other visual aids.

Ms. Thompson provided an overview of the strategy plan and said Phase I is complete. Phase II and Phase III are the next steps beginning with working with systems and processes, followed with leadership and employees and then the marketing and integration.

Below is the draft Strategy Plan as outlined by the Marketing Committee:

#### **Phase I**

##### **March 2006-December 2006**

- Logo Creation and Adoption
- Marketing Strategy Development

##### **March 2006-January 2007**

- WDIC Logo Approval
- Amendments to logo made (3x)
- Legislature Personnel Committee Approval
- Legislature Approval
- Legislative Budget Allocation

**Phase II**

**January 2007-March 2007**

- Systemic and Process Integration
- Employee and Leadership Inclusion

**January 2007**

- Implementation Strategy Completed
- WDIC Update and Next Steps

**February 2007**

- Budget Request (Marketing)
- Personnel System Integration Partnership
- Diversity Consortium Partnership Exploration
- Location and launch details secured
- Translation of statement completed

**March 2007**

- Press Release Launch
- County and Community Leadership Invitations

**Phase III**

**April 2007-June 2007**

- Community Event
- Statement Integration

**April 2007**

- Personnel Process and Systems Integration completed
- Framed copies in major county offices given to Department Heads
- Employee Giveaway Distribution

**May 2007**

- Position descriptions, Website, Chamber, Recruitment Resource Guide  
Additional location integration
- Hand-off to County for sustainability

Discussion followed on the draft plan and Mrs. McBean-Clairborne clarified that the translation of the Statement means different languages. Ms. Thompson concurred and said that it will also be available in Braille. A suggestion was also made to have a sign language interpreter available at the event.

Mrs. McBean-Clairborne asked Ms. Fitzpatrick for assistance with trying to set up a time at the March Department Head meeting to begin the introduction of this.

Mrs. McBean-Clairborne also commented that in response to questions raised about Copyright and ownership, the County Attorney stated the County following adoption now owns the Diversity Logo. A brief discussion followed on how and where the logo could be used including the County's website, Diversity Recruitment Resource Guide, etc.

**2007 Goals**

Minutes  
Workforce Diversity and Inclusion Committee  
January 24, 2007

Mrs. McBean-Clairborne asked Committee members to consider establishing two or three goals to accomplish this year. Below is a list of ideas she presented:

- Marketing Strategy
- Complete development of Comprehensive Diversity Plan for Tompkins County
  - Objectives:
    - Revisit and approve management committee action plan
    - Educate departments about diversity efforts
    - Develop an information evaluation procedure for department heads around cultural competencies relating to the diversity effort (support mechanism to help people move this process forward)

Ms. Moore said she would like to pick up off the interim plan that was done with management in developing the Comprehensive Plan and produce a product in a certain period of time.

Mrs. McBean-Clairborne spoke about the City's efforts when they pulled together their workforce diversity advisory group. Lynette Chappell-Williams sent out attributes to each department and each department head had to choose one of the diversity attributes to work on throughout the year as well as a set of communication goals towards achieving to help with moving this effort forward. Mrs. McBean-Clairborne said she supports the idea of having one area to focus on. Ms. Moore noted that this could be tied with the objective listed above concerning cultural competencies.

Ms. Griep asked that community integration (outside the City) be addressed. Mrs. McBean-Clairborne felt the Tompkins County Council of Governments might be a good place to begin.

Ms. DeMarco spoke about previous discussions concerning the County's job descriptions and expanding the recruitment potential by looking at the experience and/or education and asked if this Committee or a subgroup could look at this. Committee members felt having a subgroup was a good idea.

Mrs. McBean-Clairborne spoke about the goal to complete the Comprehensive Diversity Plan and stated that funding requests will need to be identified for training, education, roll out, marketing, evaluation, etc. needs.

Ms. Thompson suggested the committee should focus on three areas such as:

- Systems and processes
- Culture (have focus groups and discussions and partner with two or three groups in the community who are doing some of this work to further the County's efforts)
- Communication

She believes members of this Committee should be accountable with partnering with people like the Personnel Commissioner and making that commitment.

Mrs. McBean-Clairborne apologized to the Committee and said that Legislators Joseph, Robertson, and Herrera for not attending this meeting as they are at a training.

Mrs. McBean-Clairborne offered to develop a list of goals and objectives to send out to Committee members for feedback and thoughts and requested members to submit any other suggestions as well.

Minutes  
Workforce Diversity and Inclusion Committee  
January 24, 2007

Mrs. McBean-Clairborne commented that she would be interested in bringing someone in to talk to the Committee about their experiences (work related or personal) and asked members to provide her with names of people who might be willing to come.

**Adjournment**

The meeting adjourned at 4:52 p.m.