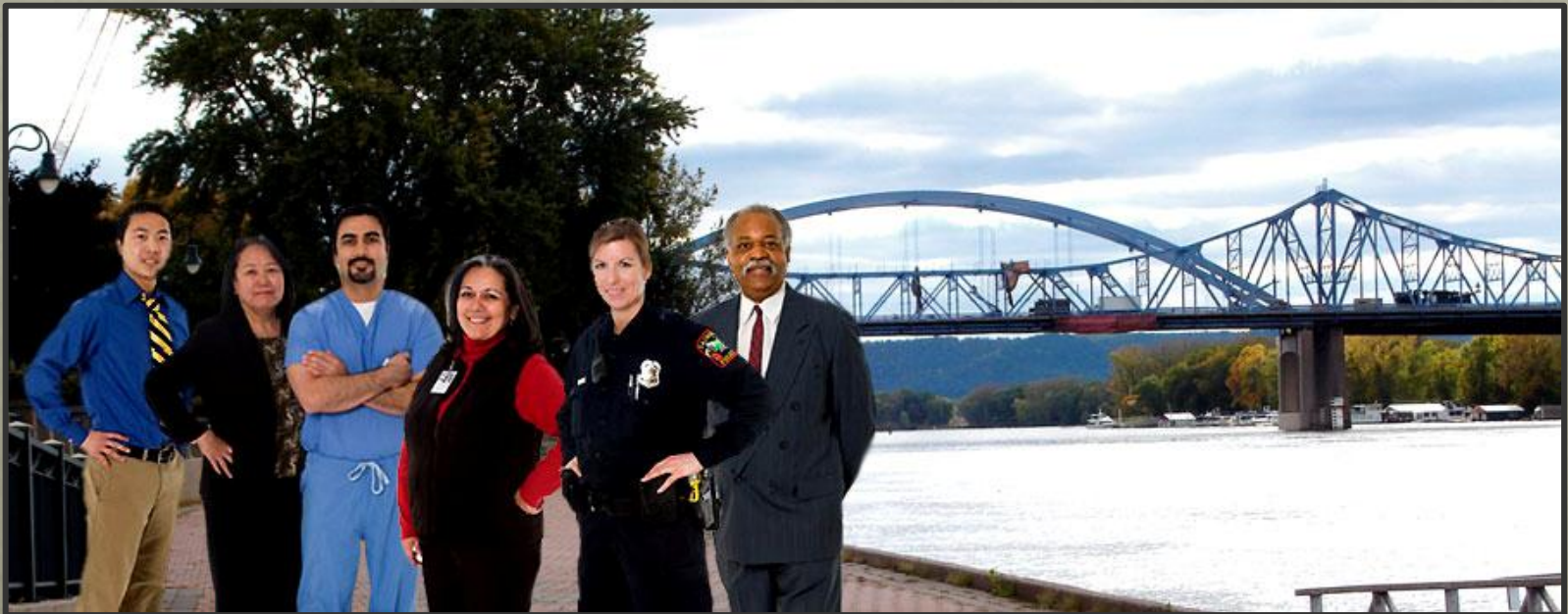


# THE GREATER LA CROSSE AREA DIVERSITY COUNCIL



# GREATER LA CROSSE AREA DIVERSITY COUNCIL

Who We Are:

a community organization with a mission

*To strengthen the workplaces and communities of the Greater La Crosse Area by promoting and cultivating diversity, access, inclusion and equity through collaborative projects and programs.*

# OUR VISION

*The Greater La Crosse Area is an inclusive and welcoming place to live, work, access opportunities, contribute and belong.*

*Our workplaces and communities affirm the inherent possibilities of people of all races, ethnicities, nationalities, religions, abilities, cultures, gender identities, sexual orientations, ages, economic and military statuses.*

# PARTNERING WITH EMPLOYERS

We work in partnership with area employers who want to build on the strengths of our diverse population:

- Recruit talented employees from a wide range of backgrounds, and
- Develop and sustain an inclusive workplace that creates opportunities for everyone



# OUR PROGRAMS

- Lunch and Learn programs
  - March 2016: “Building a Culture of Empowerment and Achievement in the Workplace” (focus on workers with disabilities)
- Annual Conferences
- 2016 programs in planning stage
  - Religious Diversity in the Workplace
  - Immigrants and Immigration Issues in the Workplace
  - Multicultural Recruitment Fair
  - Networking event for workplace diversity, inclusivity and equity advocates
  - Annual conference highlighting community connections

# OUR PROGRAMS

## **Past programs include:**

- “Interviewing for Respectful and Inclusive Workplaces: How We Ask the Questions”
- “Understanding the Needs and Benefits of LGBT Inclusion in the Workplace”
- “Strategies for Recruitment and Retention of Minority Employees”
- “Journey Toward Cultural Competence”

# THINKING TOGETHER ABOUT DIVERSITY, INCLUSIVITY, AND EQUITY

- What are the demographics of your workplace?
- What do your opportunity ladder and leadership structure look like?
- If it's anything like the national average, historically under-represented groups, such as racial-ethnic minorities, women, and people with disabilities are under-represented in leadership roles.
- Talent may be overlooked in situations like this.

# WHY IT MATTERS

In addition to civic benefits of an engaged, diverse workforce, diversity improves organizational outcomes:

- The presence of women and minorities on boards of directors increases companies' bottom lines.
- A diverse team can better serve a broader range of customers, clients, patients, students.
- Effective diversity-inclusivity recruitment and retention strategies expand talent pool for your organization.
- They also reduce turnover.



# TALENT SEARCH

- What talent might you be missing?
  - From the area workforce
  - From those already working in your own organization
- What can you learn about best practices for recruiting, hiring, retaining and nurturing a high-performance, diverse workforce?

# HIRING

- Who are you hiring and how to do you find the people you're hiring?
- Best practices:
  - Recruit and persuade from a diverse pool
  - Consider advertising text statements on equity and diversity
  - Use measurable search criteria to minimize bias in evaluating applications

# TAKING STOCK OF YOUR ORGANIZATION

- Where are the weak points of recruiting, retaining, and supporting under-represented groups?
- What organizational strengths can you build upon?
- How do people in under-represented groups get the support they need to advance their careers and make their best contributions?

# SELF-AWARENESS ABOUT WORKPLACE CULTURE

- Does your organization work to understand how unconscious bias/stereotypes might marginalize some groups?
- Does your organization communicate the value of cultural diversity?
- Do people of all backgrounds feel personally supported and professionally connected?
- Do people in your organization feel that there are transparent procedures about how to advance in their careers?
- If you don't know, how can you find out?



# COMMUNICATING THE VALUE OF DIVERSITY

## Examples:

- Your mission statement, communication **and resource allocation** from top leadership
- Regular communication from HR
  - Ask us about workplace accommodations for people with disabilities
  - We are making progress with pay equity
  - We are proud of X division for its record of creating a diverse leadership team that gets results
- Affirmative Action/Diversity Plan and staffing to make it happen
- Investment in employees from diverse backgrounds (professional development, listening to concerns, offering stretch assignments)
- Involvement with and promotion of community work (Diversity Council, Hmoob Cultural and Community Agency, The Center: LBGTQ Connection)

# LEARN BY ASKING AND LISTENING

- We can't rely on people from well-represented groups to tell us about discrimination

Employee perspective:

- “I have to say that I have not seen any discrimination that happens but that's because it doesn't affect me personally. So one thing that I had noticed is when I'm inputting the patient, I have to click if they're male or female and I didn't realize that until last week when I went to a city-wide listening session about the LGBT community and they were saying things like that.”

# EXAMPLES

Meanings of diversity commitments, from the perspective of employees:

- “I would say that it would be valuing the voices of clients and the staff and I think that’s probably demonstrated through some of their commitment to things like having a former client or formerly homeless person on the board or having a young person on the board or making sure there are people of color on the board...those kinds of pieces.”
- “I think the biggest message that’s sent is the amount of resources that we’re dedicating to this. I’m not sure how many thousands of dollars bringing...training...It’s a lot of money but showing that we find this valuable...”

# EXAMPLES

Rewards of employer-supported community involvement:

- “When I attended the event and was asked to be part of the panel...I was just walking on air. I was so stoked that this was the future. Being able to dialogue. Being able to communicate and just to talk about problems and issues. It was so productive.”

*Above quotations are from “Revitalizing the Organizational Diversity Movement,” a research project by Morgan Kolinski, Diversity Council Intern.*



# IMPROVING WORKPLACE STRUCTURES

- Devoting resources to diversity and inclusivity efforts from senior administration
- Training all employees re: cultural humility/cultural competence
- Providing mentoring programs and sponsorship
- Ensuring access to resources, knowledge and support
- Benchmarking, data collection (advancement, pay, etc.) and talent assessment

# WORKPLACE STRUCTURES

- Instituting bias-free and transparent evaluation procedures, outcome-related
- Working toward salary and promotion equity
- Rewarding leaders for diversity and inclusivity improvements
- Creating opportunities for balance, flexibility, and long-term retention, including for those with caregiving and community obligations
  - Examples: options for part-time work; on-ramps and off-ramps
  - Continuing to advance and equitably pay those employees who require flexibility at various points in their careers.

# CREATING INCLUSIVE, EMPOWERING WORKPLACE CULTURES: EVERYBODY WINS

$$A + b + c = A$$

$$A + b + c = A + b + c$$

$$A + b + c = A + B + C$$

# JOIN OUR NETWORK

- Attend our Lunch and Learns and annual conference
- Sign up for e-mail alerts
- Like our Facebook page and visit our website
- Become a member! Help us grow our capacity to connect people who want to learn about and advocate for diversity and inclusivity
- Members receive discounts on all our educational programs, and contribute to our work and mission



# GET INVOLVED!

## ADDITIONAL COMMUNITY ADVOCATES

- Hmoob Cultural and Community Agency
- African American Mutual Assistance Network
- Ho Chunk Nation
- Centro Latino
- American Association of University Women (AAUW)
- La Crosse YWCA
- Big Brothers Big Sisters
- New Horizons
- Essential Health Clinic
- The Center: 7 Rivers LGBTQ Resource
- Independent Living Resources
- AMOS
- La Crosse Promise
- UW-La Crosse Multicultural organizations and Campus Climate

# GET INVOLVED!

## ON-GOING COMMUNITY PROJECTS

- Martin Luther King, Jr. Planning Committee
- Global Initiatives (coordinated by Gundersen Health)
- Juneteenth Planning Committee
- Women Moving Ahead
- Feminism on Tap
- Task Force to Eliminate Modern Slavery
- Immigration Task Force
- Health Science Consortium on Cultural Competency
- Human Rights Commission of the City of La Crosse

# DIVERSITY COUNCIL 2016 MEMBERS SO FAR...

- County of La Crosse
- City of La Crosse
- Gundersen Health System
- Western Technical College
- City of Onalaska
- Walmart Distribution Ctr.
- UW-La Crosse
- Workforce Connections
- Trane
- Mathy Construction
- La Crosse YWCA
- School District of La Crosse
- Independent Living Resources
- Workforce Connections

# TO LEARN MORE

Greater La Crosse Area Diversity Council:

- <http://www.glaxdiversitycouncil.com>
- Like us on Facebook
- E-mail Jodi Vandenberg-Daves for more information or to be added to our mailing list:
  - [Jodi@glaxdiversitycouncil.org](mailto:Jodi@glaxdiversitycouncil.org)