

City of High Point

*Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260*



Meeting Agenda

Monday, April 19, 2021

4:00 PM

3rd Floor Council Chambers

Manager's Briefing

Jay W. Wagner, Mayor

Britt W. Moore (At Large), Mayor Pro Tem

Tyrone Johnson (At Large), Cyril Jefferson (Ward 1), Christopher Williams (Ward 2),

Monica L. Peters (Ward 3), S. Wesley Hudson (Ward 4), Victor Jones (Ward 5), and

Michael Holmes (Ward 6)

As part of the City of High Point's on-going COVID-19 mitigation efforts, in-person attendance will not be allowed at this meeting. Instead, the meeting will be live-streamed and the public can listen to the meeting as it is being live-streamed by clicking on the following link www.HighPointNC.gov/VirtualPublicMeeting.

CALL TO ORDER

PRESENTATION OF ITEMS

[2021-155](#)

Presentation-Diversity Equity & Inclusion (DEI) Program

Staff will discuss the Diversity Equity & Inclusion Program.

Attachments: [DEI Launch Presentation](#)

[2021-156](#)

Discussion-Marketing & Branding Task Force Initiative-City's Level of Commitment

Staff will provide information for discussion on the city's level of commitment regarding the Marketing & Branding Task Force Initiative.

ADJOURNMENT



Diversity Equity and Inclusion

Program Launch

Program Framework

- ▶ Defining and Communicating Our Organizational Commitment
- ▶ Assessment and Data Collection
- ▶ Internal Network
- ▶ Training and Implementation

Defining DEI

“Diversity is being invited to the party. Inclusion is being asked to dance” - Vernā Myers

Diversity: the presence of differences that may include race, gender, religion, sexual orientation, ethnicity, nationality, disability, socioeconomic status, religion, or political perspective

Equity: promoting impartiality within procedures, processes, and distribution of resources

Inclusion: an outcome to ensure diverse groups feel and are welcomed. The degree to which individuals can participate fully in the decision-making processes and development opportunities within the organization or group



Our Shared Commitment

One High Point

Leveraging the unique qualities and varied experiences of our workforce and community to promote inclusive growth and actualize impactful change.

Thoughts From the Field

“ I think that I have been seeing much more consistency of understanding of language...We’re nowhere near universal understanding in our community or even in our organization. But I think there’s a clear answer of, again, what do we mean when we talk about this?”

*ICMA – Governing for Equity
December 2020*

Organizational Assessment

A broad and detailed examination of workforce-related data will be a critical component of the launch of the DEI program. To adequately assess the organization, as it relates industry standards and DEI-related metrics, there will need to be collection and analysis of specific employee demographic and personnel data. Information best captured through tools such as interviews and surveys will be crucial as well.

Best Practices

- We are in ongoing discussions with agency/municipal partners regarding their DEI program development and identifying best practices.
 - **City of Winston-Salem and City of Greensboro**
 - **High Point University**
 - **Third-party Consultants**
 - **ICMA and GARE. Government Alliance on Race and Equity (GARE)** is national network of regional and local governments working to achieve racial equity and advance opportunities for all persons. GARE can assist municipalities with varies types of engagement.

Internal Partnerships

➤ Data Access & Human Resources

- Many of the functions and strategic goals of the DEI program rely on broad and intentional interdepartmental collaboration. Many aspects of the planning and development for the DEI program, involve information-sharing with Human Resources and technical support from IT Services. For the program to have efficient access to employee data, there will be coordination with these departments to gain access to existing systems and/or develop new systems to support DEI requirements.

MWBE Support

We suggest the DEI program provide logistical support in areas of MWBE education, compliance, and community engagement. The DEI program, in conjunction with the community engagement functions within the Human Relations Division, can play a pivotal role in promoting the City MWBE utilization through additional outreach, workshops, marketing initiatives, professional development, and overall capacity.

- City of Raleigh Office of Equity and Inclusion encompasses Human Relations and MWBE functions.

Internal Network

➤ Employee Resource Groups

- To support the DEI program and staff, we will establish and manage a network of DEI Department Coordinators that will be comprised of employee representatives from each City department. Each department should have a minimum of one representative within the network. In addition to attending a regularly scheduled DEI network meeting, the DEI Department Coordinators will be expected to advise the DEI Officer on department-specific needs and serve as a liaison for their department regarding training requests, vacancy updates, recruitment support, etc.

Timeframe & Process

- 3 to 6 months (October 2021)
 - Preparation
 - Research and Information Gathering
- 6 to 12 months (April 2022)
 - Research Findings
 - Plan Development
- 12 to 18 months (October 2022)
 - Implementation, Reporting and Evaluation

Department Approach

Phase 1

Department
Assessment &
Engagement

Phase 2

Data &
Information
Evaluation

Phase 3

Recommendations
for Implementation

Phase 1

Department Assessment & Engagement

Phase 1: Department Assessment & Engagement

This phase includes introductory meetings, interviews and fact-finding measures to ascertain the department's structure, functions, and general goals. Moreover, this will be the first step in critical engagement of leadership that will be necessary to carry out this undertaking.

Phase 1: Department Assessment & Engagement

- ▶ Develop a detailed organizational chart for the department and its respective divisions
- ▶ Obtain information pertaining to internal department rules and policies
- ▶ Monitor department progress, establish accountability measures and provide assistance in troubleshooting any identified issues.
- ▶ Conduct interviews with the department leaders to include, Human Resources, directors, hiring manager(s), and/or other identified employees

Phase 2

Data & information Evaluation

Phase 2: Data & Information Evaluation

Once the appropriate information and data have been identified and obtained during the department assessment (Phase 1), the DEI Officer will submit an initial assessment report to the Managing Director. This report will identify barriers as well as potential for growth in the areas of diversity, equity, and inclusion. The Director will have the opportunity to give feedback, guidance, and instruction. The report can be presented to senior management and City Council as deemed appropriate.

Phase 3

Implementation & Collaboration

Phase 3: Recommendations for Implementation

➤ Education & Training

- Based on the information in the department assessment, the training will be tailored to the specific issues identified.
- Utilize DEI Department Coordinators to assist in planning and executing periodic recruitment events
- Leverage ongoing Human Resource recruitment efforts to target underrepresented and diverse applicant pools
 - Target educational institutions such as UNCG, Bennett College, A&T University, Winston-Salem State University, GTCC, Forsyth Tech, and other regional institutions. Also, work with the career placement and alumni support staff at each institution to access diverse student and alumni bodies. Ensure City vacancies, including internship opportunities, are posted on the digital Handshake platform at each participating institution. The Handshake platform will allow each DEI Department Coordinator to post vacancies/internships themselves. The DEI Officer will be the owner of the master account within Handshake to monitor and ensure participation.

Other Considerations

- Staff and Resources
- Internal Partnership
 - MWBE Support
 - Human Relations
 - Human Resources

Resources

- Addition of a full-time DEI Specialist
 - City of Winston-Salem's DEI program includes a director and three additional full-time employees
 - City of Greensboro's DEI program includes director and one additional full-time employee
 - Estimated Salary \$45-50k
- Training - \$4,000
 - Train-the-trainer modules offered by organizations such as ICMA, GARE, UNC School of Government, etc.
- Memberships - \$7,000
 - Includes annual membership fees and additional DEI-specific training for program staff.

Resources cont.

- Other Programming Resources – \$10,000
 - Includes annual programming created and supported by the DEI program.
 - supporting community engagement events such as recruitment fairs, youth engagement events, festivals, and regional partnership/peer convenings.
 - Internal events for staff including lunch-and-learn events, hosting guest speakers/subject-matter experts, and training sessions.