

Diversity and Equity Initiatives in Employment

City of College Park, MD

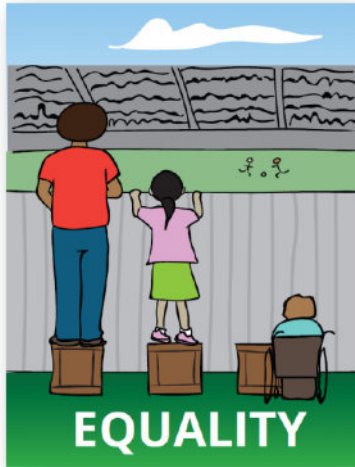
Jill Clements and Robert Marsili



DIVERSITY Areas of Focus

- Race
- National Origin
- Gender
- LGBTQ
- Religion





EQUALITY

Equality = Sameness

Equality provides the same thing for everyone. This only works when people start from the same place, history and set of circumstances.



EQUITY

Equity = Justice

Equity is about fairness, and providing people with the resources and opportunities they need, given their history and set of circumstances.

What is Bias?

NLC NATIONAL LEAGUE OF CITIES

- The evaluation and association of one **group** and its members relative to another.
- **Inescapable** reality of humanity
- We do have a choice over how much we let bias influence our **actions**.
- Acting on bias can be discriminatory and create negative **outcomes** for particular groups

Explicit

Expressed directly

Aware of bias / operates consciously

Example:

Sign in the window of an apartment building noting

"Mexicans need not apply"

Implicit

Expressed indirectly

Unaware of bias / operates sub-consciously

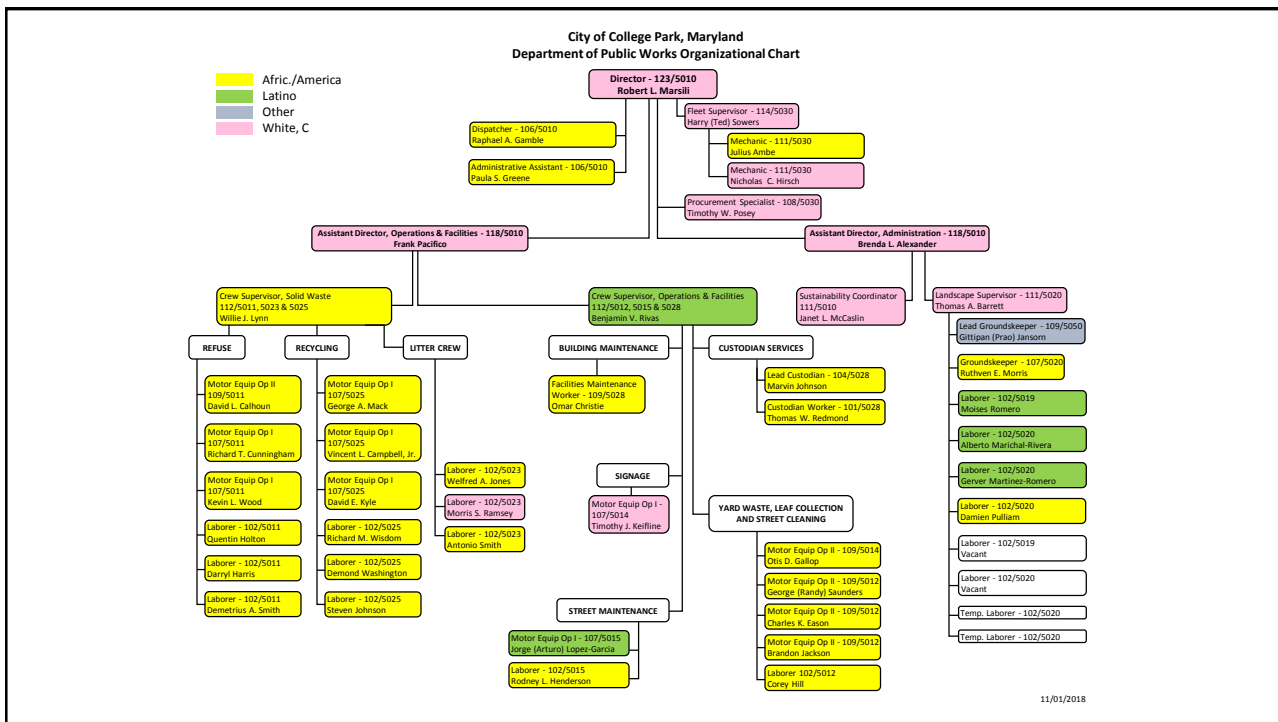
Example:

A property manager doing criminal background checks on black applicants and not white applicants.



CITY OF COLLEGE PARK

- Incorporated in 1945
- Population ~ 32,000
- Home of University of Maryland
- 112 employees (no public safety positions)
- Fill 6-16 positions a year
- DPW has 45 employees



Goals of our project

- Raise awareness of implicit bias in any hiring process
- Take specific actions to reduce effects of implicit bias and increase diversity throughout all levels of the workforce
- Measure effectiveness using baseline and future workforce data (EEO-4)

"It's easier to de-bias organizations' practices and procedures than to de-bias mindsets"

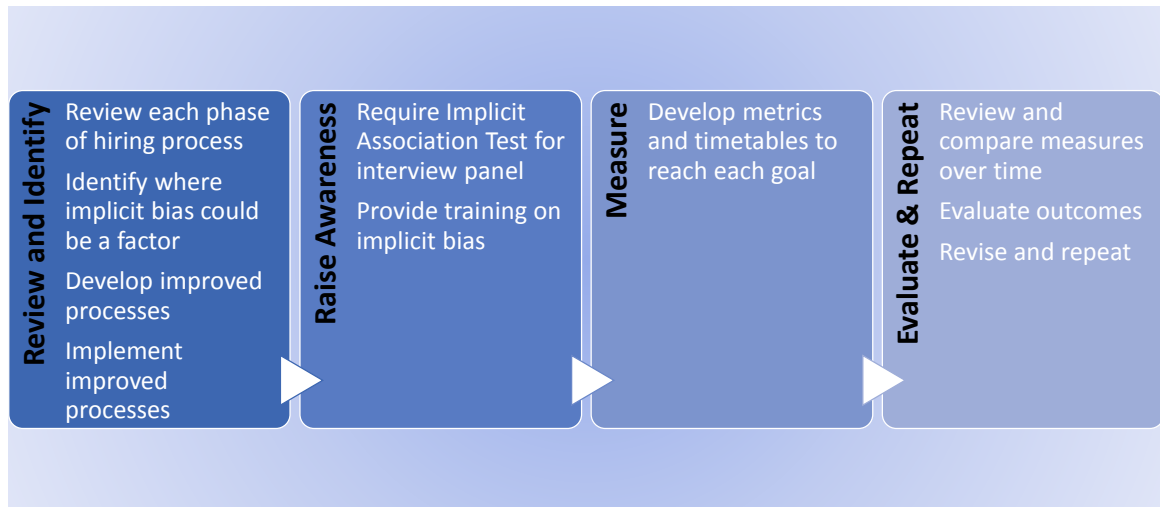
-Iris Bohnet, author [What Works: Gender Equality by Design](#),

Equity and Diversity Priorities

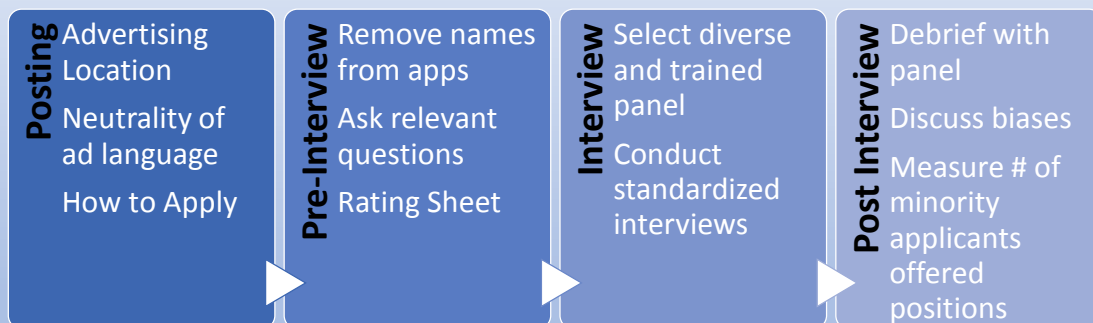
College Park

1. Increase the number of racial minorities in management.
2. Increase number of employees who are bilingual in Spanish and Mandarin.

Action Plan- 30,000 Foot View

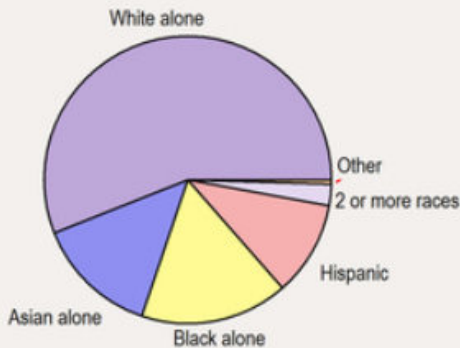


Action Plan- Phases of Interviews



Races in College Park, MD (2016)

Races in College Park, MD

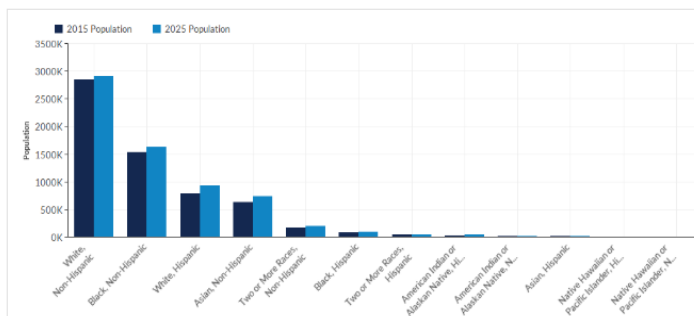


White alone	49.2%	15,897
Black alone	18.1%	5,846
Asian alone	14.8%	4,774
Hispanic	12.6%	4,057
Two or more races	3.3%	1,080
Native Hawaiian and Other Pacific Islander alone	0.2%	67
Other race alone	0.2%	72
American Indian alone	0.03%	9

Population Data by Ethnicity

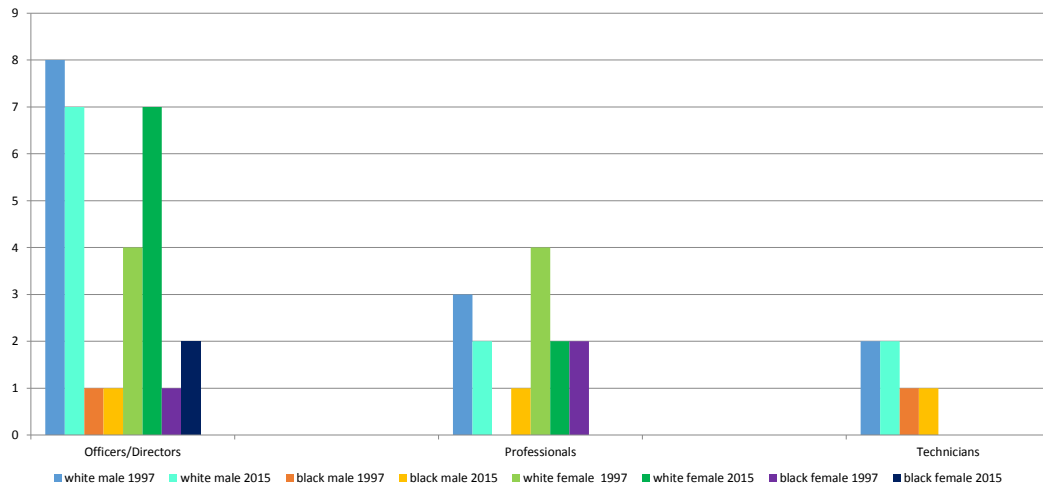
The demographic data below is compiled from several sources using a specialized process developed by EMSI. Sources include US Census Bureau annual estimates, birth and mortality rates from the US Health Department, and the American Community Survey.

DC-VA-MD-WV MSA Population Growth and Projections by Ethnicity



Race/Ethnicity	2015 Population	2025 Population	Change	% Change	2015 % of Cohort
White, Non-Hispanic	2,850,228	2,909,958	59,730	2%	46.49%
Black, Non-Hispanic	1,527,212	1,624,824	97,612	6%	24.91%
White, Hispanic	787,193	925,296	138,103	18%	12.84%
Asian, Non-Hispanic	625,890	729,985	104,095	17%	10.21%
Two or More Races, Non-Hispanic	167,098	197,227	30,129	18%	2.73%

College Park EEO-4 Data



Resources

Gender Decoder for Job Ads

- <http://gender-decoder.katmatfield.com/>
- <https://www.forbes.com/sites/hbsworkingknowledge/2016/12/14/how-to-take-gender-bias-out-of-your-job-ads/#7b52c9e91024>

Implicit Association Test

- <https://implicit.harvard.edu/implicit/takeatest.html>

National League of Cities Racial Equity and Leadership Initiative

- www.nlc.org/REAL

Government Alliance on Race and Equity

- www.racialequityalliance.org



Questions???