

Workforce Development Board (WDB) DEIA Committee Agenda

Date: April 11, 2024
Time: 9:00 – 10:30 a.m.
Place: In person & via Zoom
9246 Lightwave Ave, Suite 100, San Diego, CA 92123
<https://workforce-org.zoom.us/j/87606620872>
Meeting ID: 876 0662 0872

Welcome

Ricky Shabazz – Chair

- Call the meeting to order
- Non-agenda public comments
- Introductions and greetings

Action Items

- Item #1: Minutes of February 22, 2024, DEIA Committee Meeting
- Item #2: DEIA Committee Chair Election

Information Items

- Item #3: 2024 DEIA Committee Calendar
- Item #4: DEIA Committee Status
- Item #5: Vetting Process for Job Descriptions & Communication Strategy
- Item #6: SDWP Employment Demographics (Pre & Post-Pandemic)
- Item #7: DEIA Third Pillar – Assistance to Other Organizations

Adjournment

Next Meeting: June 13, 2024 at 9:00 am

PUBLIC COMMENT: Members of the public may address the Board on issues on the agenda (three minutes per subject) and/or other items within the Board's scope. To speak, use the "Raise Hand" function at the time of public comment. The SDWP will provide accommodations to persons who require assistance. Questions: (619) 228-2900.

Item #1: Minutes of February 22, 2024 DEI Committee Meeting

WDB - DEIA Committee Meeting Minutes: February 22, 2024

Members Present

Ricky Shabazz (Chair), Brisa Johnson (Via Zoom), Danene Brown, Carol Kim, Jeffrey Noyes, Kurling Robinson, Mimi Rosado

Staff Members Present

Tony Young, Interim President, and CEO
Khaleda Atta, COO
Yadira Ruiz, Workforce Development Supervisor
Misha Snow, People and Culture Manager

Location: 9246 Lightwave Ave Suite 100, San Diego, CA 92123

The meeting was called to order by Ricky Shabazz at 9:05 am with a quorum.

Non-Agenda Public Comment:

None.

Action Items

Item 1: **Minutes of the December 14, 2023 DEI Committee Meeting**

Motion: The committee approves the meeting minutes.

Moved (K. Robinson), Seconded (D. Brown), Motion carried unanimously.

Item 2: **DEI Committee Name Discussion and Update**

The DEI Committee discussed the importance of inclusivity and accessibility in their work. The committee acknowledged the necessity of being intentional about inclusivity and recognized the need to incorporate accessibility considerations into their initiatives. The committee discussed the proposal to add "A" for Accessibility to the committee's name.

The DEI Committee members highlighted the dynamic nature of their work, with continuous learning and input from those most impacted by it.

After a thorough discussion, the committee members voted on adding “A” for (Accessibility) to the DEI Committee name and present the recommendation to the WDB for final approval.

Motion: The committee approves the proposal to add "A" for (Accessibility) to the DEI Committee name and present the recommendation to the WDB for final approval.

Moved (K. Robinson), Seconded (D. Brown), Motion carried unanimously.

Information Items

Item 3: **SDWP Employment Demographics and Recruitments Strategy**

M. Snow, People and Culture Manager, presented SDWP's employment demographics, hiring updates, and Initiatives. She added that the total staff population consists of 140 individuals, with 42 identifying as male and 98 as female. The breakdown of ethnicities includes one American Indian or Alaska Native, 17 Asian, 17 Black or African American, one Native Hawaiian or Pacific Islander, and 68 Hispanic or Latino individuals. Additionally, three individuals identify as two or more races, not Hispanic.

She noted that according to EEOC guidelines, the category of "white" encompasses individuals of Caucasian and Middle Eastern descent, making it challenging to distinguish specific demographics within that category. Despite this, internal analysis revealed that 68% of the organization fell under the Hispanic or Latino category, suggesting a more diverse composition than indicated by the EEOC guidelines.

The Committee discussed the complexities of federal designations regarding ethnicity and race, particularly in a diverse community where individuals often identify with multiple backgrounds. The DEI members highlighted the challenges, especially prevalent in the Black community, where cultural and ethnic identities intersect. M. Snow affirmed that the classifications discussed are indeed federal designations. Additionally,

M. Snow noted that the HR system, ADP, has been configured to accommodate individuals who may identify differently or choose “other” options. This recognition underscores the importance of acknowledging and respecting diverse identities within the organization.

T. Young provided an example of the organization's diverse makeup, citing the East County and Metro career centers, where staff reflect the diverse population served, despite the limitations of federal designations. The organization prioritizes inclusivity and values its diverse workforce, affirming its commitment to fostering an environment that reflects this diversity.

The committee discussed the recent requirement to report affirmative action to the EEOC due to the company reaching over 100 employees. M. Snow clarified that the EEOC report was submitted, and a receipt was received.

J. Noyes inquired about the inclusion of veterans and disability status within the demographic data, alongside ethnicity categories. He questioned the relevance of veterans and disability status to ethnicity classifications. M. Snow clarified that this inclusion was necessitated by compliance requirements, reflecting current employees who identify as veterans with disabilities.

R. Shabazz emphasized the commitment to maintaining regular engagement with the internal DEI working group and recognized the importance of collaboration and cohesion. Additionally, the committee discussed the engagement of a consultant to support the internal DEI working group. T. Young emphasized the importance of collaboration between both sides and offered the staff to coordinate periodic visits.

R. Shabazz emphasized the importance of analyzing demographic data pre- and post-pandemic to understand any shifts in workforce composition. He shared insights from his organization, noting a significant turnover during the pandemic, with a large proportion of employees hired during that period.

R. Shabazz requested further insights on demographic changes before and after the pandemic to gauge recovery and any associated trends. Additionally, M. Rosado inquired about the organization's size before and after the pandemic.

M. Snow highlighted the recruitment, employment, and organizational improvement strategies. She mentioned that the recruitment strategies include improving job postings to ensure clarity about job requirements and organizational needs, enhancing job descriptions, and utilizing

platforms like LinkedIn, ZipRecruiter, and Facebook for job postings. She mentioned that the HR system automatically disseminates job postings to LinkedIn, Indeed, and ZipRecruiter, while the internal communications department shares postings on Facebook.

M. Snow shared her experience on the effectiveness of social media outreach, with individuals expressing interest in partnership opportunities after seeing posts. She added that optimization of the organization's website for recruitment purposes is part of the recruitment strategy.

R. Shabazz requested to revisit the vetting process for job descriptions, which was previously discussed by the committee before the COVID-19 pandemic. The aim is to understand efforts implemented to ensure a diverse pool of candidates.

Additionally, M. Snow shared the organization's efforts to ensure job descriptions were welcoming and aligned with diversity guidelines, including EEOC and EDD guidelines. These efforts involved a deep dive into job descriptions, reformulating them, and subjecting them to a vetting process before posting.

B. Johnson expressed her appreciation for the intentionality behind recent recruitment efforts but emphasized the importance of highlighting employee demographics with the Latinx category, given the organization's location in a border town with a large Hispanic population.

Additionally, she suggested incorporating language in job postings and descriptions that emphasize the organization's commitment to diversity, equity, and inclusion (DEI) to create a safe and inclusive environment for diverse groups of individuals, particularly addressing the experiences of black workers who face discrimination and microaggressions.

M. Snow supported B. Johnson's suggestion of emphasizing the importance of diversity and inclusion (DEI) in job postings.

J. Noyes discussed the outreach efforts and tagging of organizations in social media posts. He suggested tagging organizations such as the Black Chamber of Commerce, Black Worker Center, Hispanic Chamber of Commerce, etc., to demonstrate intentionality in outreach efforts and show support for diverse communities.

R. Shabazz acknowledged and appreciated the organization's efforts in diversity and inclusion, with recognition that such work requires active participation and marketing. He suggested that future presentations should include examples of outreach strategies.

T. Young acknowledged the importance of this suggestion and committed to looking into the organization's current practices regarding tagging and outreach. Additionally, there was praise for the organization's attention to diversity and inclusion efforts, with a suggestion to present a detailed communication strategy in a future meeting.

This presentation could include pre-pandemic and current demographic numbers, a breakdown of gender demographics, and examples of outreach efforts. The committee agreed that such a presentation would provide valuable insights into the organization's efforts and allow for further discussion on improving outreach strategies.

M. Rosado requested more information regarding internal demographic data to provide a clearer understanding of the organization's approach.

Additionally, the SDWP communication team was encouraged to discuss how committee members could assist in spreading communications and whether there was a plan to utilize video content in future outreach efforts.

K. Atta noted that while the organization has been active in promoting diversity and inclusion on social media, there has been a lack of clarity in job descriptions and internal processes, stemming from inherited descriptions without clear criteria. Efforts are underway to clean up and standardize job descriptions, with a future focus on implementing a data strategy funded by Irvine. Additionally, a strategic plan exercise is forthcoming, which will interlink with the diversity, equity, and inclusion (DEI) strategy.

K. Robinson inquired about obtaining more qualitative data alongside quantitative data regarding job openings, hires, and recruitment processes. It was emphasized that understanding the narrative behind the data is crucial, along with setting targets for recruitment efforts. Additionally, there was recognition of the need to improve internal communication about job descriptions and DEI efforts, with plans to populate the organization's DEI strategy internally and externally.

K. Atta discussed the organization's recruitment strategies and the importance of targeting underrepresented populations for recruitment efforts. She shared that data should be analyzed to identify areas of underrepresentation within the organization.

Additionally, M. Rosado emphasized the importance of succession planning and internal promotion opportunities as part of diversity, equity, and inclusion (DEI) efforts. She discussed the need to develop processes and pathways for internal advancement and professional development to ensure inclusivity within the organization.

Item 4: SDWP Internal DEI Efforts Update

Y. Ruiz overviewed the latest internal efforts related to diversity, equity, and inclusion (DEI), including the formation of a group to create a safe space for discussions within the organization. The DEI internal group expressed excitement about the opportunity to work on DEI strategies, including recruitment and job descriptions, and emphasized the importance of consistency and conflict resolution processes within the organization.

T. Young shared that SDWP received support from the Irvine Foundation for this initiative, with Dr. Kamani providing expertise in interpersonal engagement and relationships. He noted that there are equity issues within the organization, particularly concerning individuals who work in satellite offices, where the actual fieldwork takes place.

M. Rosado inquired about the percentage of the satellite offices compared to the SDWP's headquarters office. M. Snow provided that approximately 40% of the organization operates in satellite offices.

M. Rosado and C. Kim highlighted the importance of including these employees in decision-making processes. They added that addressing these challenges will involve reimagining internal structures and ensuring that all employees, regardless of their location, feel included and represented.

T. Young shared the efforts of restructuring client services to allocate more resources to the Career Center, which was perceived as a positive move to address the organization's top-heavy structure.

C. Kim suggested organizing a field trip for Career Center staff to visit apprenticeships, allowing them to gain firsthand experience and better understand the programs they offer.

Adjournment: The meeting was adjourned at 10:05 am.

Item #2: DEIA Committee Chair Election

ACTION ITEM – VOTE REQUIRED

Pursuant to SDWP's Bylaws in Article VII (Committees), DEIA Committee will conduct the election process to elect DEIA Committee Chair.

- DEIA Committee Chair (Dr. Ricky Shabazz) 2021-2024

Item #3: 2024 DEIA Committee Calendar

INFORMATIONAL ITEM – NO VOTE REQUIRED

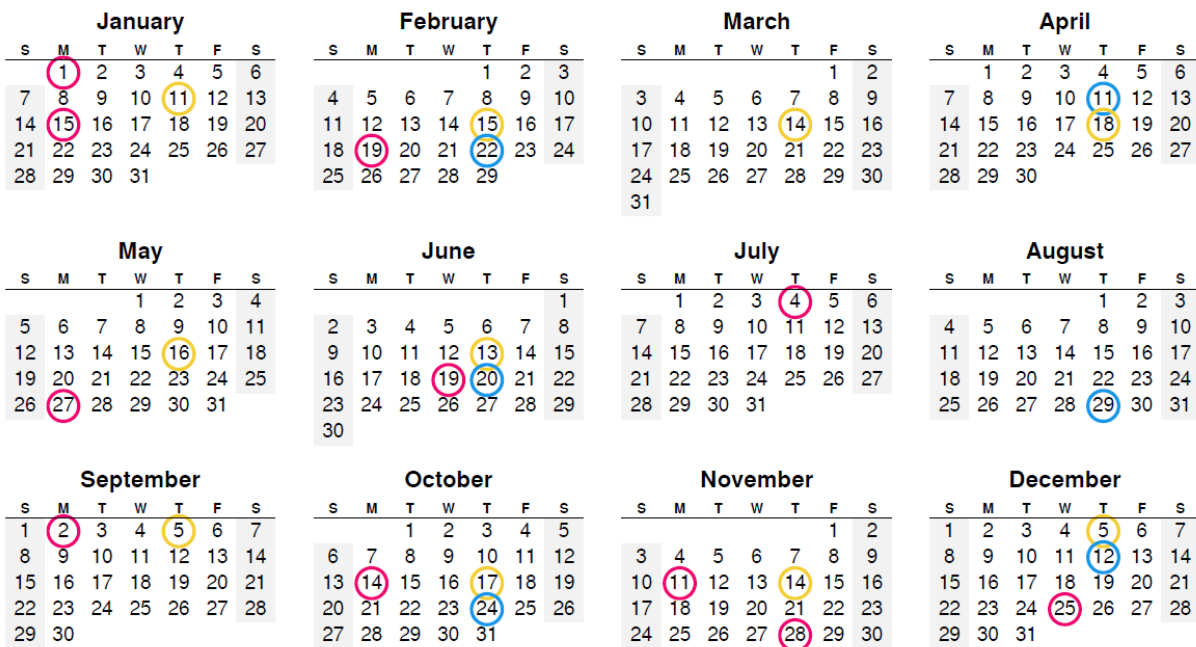
Yellow = WDB Meetings

Blue = DEIA Committee Meetings

Red = Holidays

DEIA Committee Upcoming Meetings:

- June 20, 2024
- August 29, 2024
- October 24, 2024
- December 12, 2024



Jan 1	• New Year's Day	Apr 11	• DEI Committee Meeting	Jul 4	• Independence Day	Nov 11	• Veterans Day
Jan 11	• WDB Meeting	Apr 18	• WDB Meeting	Aug 20	• DEI Committee Meeting	Nov 14	• WDB Meeting
Jan 15	• Martin Luther King Jr. Day	May 16	• WDB Meeting	Sep 2	• Labor Day	Nov 28	• Thanksgiving Day
Feb 15	• WDB Meeting	May 27	• Memorial Day	Sep 5	• WDB Meeting	Dec 5	• WDB Meeting
Feb 19	• Presidents' Day	Jun 13	• WDB Meeting	Oct 14	• Columbus Day	Dec 12	• DEI Committee Meeting
Feb 22	• DEI Committee Meeting	Jun 19	• Juneteenth	Oct 17	• WDB Meeting	Dec 25	• Christmas Day
Mar 14	• WDB Meeting	Jun 20	• DEI Committee Meeting	Oct 24	• DEI Committee Meeting		

Item #4: DEIA Committee Status

INFORMATIONAL ITEM – NO VOTE REQUIRED

With two (2) WDB members joining the DEIA Committee (Dora Mendivil & Dr. Tina King), DEIA Committee currently consists of nine (9) members:

Kurling Robinson (WDB Chair)

Ricky Shabazz (WDB Vice Chair)

Carol Kim (Secretary)

Brisa Johnson

Danene Brown

Dora Mendivil

Jeff Noyes

Mimi Rosado (Founder and Coach at Bears & Butterflies Consulting) (Non-WDB Member)

Dr. Tina King

Item #5: Vetting Process for Job Descriptions & Communication Strategy

INFORMATION ITEM – NO VOTE REQUIRED

SDWP Staff to present an overview of the vetting process for job description, communication, and outreach strategy.

Item #6: SDWP Employment Demographics (Pre & Post-Pandemic)

INFORMATION ITEM – NO VOTE REQUIRED

SDWP Staff to present the SDWP's pre- and post-pandemic employment demographics. DEI Committee to discuss and identify opportunities for committee focus.

Item #7: DEIA Third Pillar – Assistance to Other Organizations

INFORMATION ITEM – NO VOTE REQUIRED

DEIA Committee goal is to continuously advance diversity, equity, and inclusion within the SDWP, employer partners, and funded partners by understanding the demographics of the people we serve and the impact on their careers due to our programs and services through targeted workforce interventions for population-specific groups to measure, learn from, and adjust our efforts as needed.

The DEIA Committee is committed to supporting and nurturing DEIA efforts with local Businesses, Industry and Community partners.

The third pillar involves assistance to other organizations. The discussion will include whether to keep or modify this pillar.