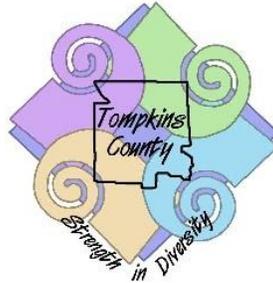


Agenda

Workforce Diversity and Inclusion Committee

Wednesday, November 29, 2017 3:30 PM

Scott Heyman Conference Room



1. **Call to Order**
2. **Welcome, Introduction, and Announcements**
3. **Minutes Approval**
 - a. August 23, 2017
 - b. October 25, 2017
4. **Discussion Items**
 - a. **Report/Discussion:** STPB Draft Diversity and Inclusion Statement (ID #7450)
 - b. Diversity and Inclusion compliance for contract agencies
 - c. Update on Training
 - d. Update on Steering Committee - Wrap-up
5. **Adjournment**

2017 Membership

Leslyn McBean-Clairborne, Chair; Anna Kelles, Vice Chair

Christina Dravis; Marcia Lynch; Larry Roberts; Lisa Holmes; Todd VanOrman

Inclusion through Diversity

If you are a person with a disability that will require special arrangements to be made in order for you to fully participate in the meeting, please contact the Clerk of the Legislature at (607)274-5434.

Workforce Diversity and Inclusion Committee
 Regular Meeting Minutes (same as Notes) – Draft 8-28-17
 Wednesday, August 23, 2017 3:30 PM
 Scott Heyman Conference Room

Attendance

Attendee Name	Title	Status
Leslyn McBean-Clairborne	Chair	Present
Lisa Holmes	Member	Present
Marcia Lynch	Member	Present
Larry Roberts	Member	Excused
Victor Jorin	Member	Present
Christina Dravis	Member	Present
Todd VanOrman	Member	Present
Anna Kelles	Vice Chair	Excused
Catherine Covert	Clerk of the Legislature	Present
Joe Mareane	County Administrator	Present
Michelle Rios-Dominguez	Human Resources Department	Present
Amy Guererri	Commissioner of Human Resources	Present
Paula Younger	Deputy County Administrator	Present

Guests: Media and Member of the Public

Call to Order

Mrs. McBean-Clairborne, Chair, called the meeting to order at 3:35 p.m.

Welcome, Introduction, and Announcements

Mr. Guererri reminded the Committee that the County picnic will be August 28th at 2:30 p.m. There are a number of activities being offered.

Victor Jorin announced his retirement from his position with the County on September 5th. Members of the Committee thanked him for his service.

Ms. Rios-Dominguez said Ithaca College will be hosting an event called Engaging Communities and it is open to community members. The guest speaker will be Dr. Beverly Daniel Tatum author of the National Bestselling book *Why Are All The Black Kids Sitting Together In The Cafeteria?* If anyone is interested in attending she asked that they let her know and she can reserve a table. The event is scheduled for September 14th. The author will also be available on September 13th for a separate engagement. Ms. Rios-Dominguez agreed to send out information to the Committee.

Mrs. McBean-Clairborne said GIAC is hosting its 45th birthday brunch on September 16th and tickets are \$12 in advance.

Minutes Approval

July 26, 2017

Minutes Acceptance: Minutes of Aug 23, 2017 3:30 PM (Minutes Approval)

Minutes
 Workforce Diversity and Inclusion Committee
 Wednesday, August 23, 2017

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Christina Dravis, Member
SECONDER:	Lisa Holmes, Member
AYES:	McBean-Clairborne, Holmes, Lynch, Jorrin, Dravis, VanOrman
EXCUSED:	Roberts, Kelles

Discussion Items

Diversity and Inclusion reports by Departments - Follow-up

Mrs. McBean-Clairborne said she would like to put some action steps in place and move this forward and asked Mr. Mareane to provide an update.

Mr. Mareane said this topic has been discussed at Department Head meetings and cabinet meetings. The preference is that Department Heads report to their program committee on what their department is doing to promote diversity and inclusion. He said he would ask the Committee to suggest a template to be used that would be helpful for Department Heads.

Mrs. McBean-Clairborne asked if diversity and inclusion goals are part of the performance review. Mr. Mareane said the format for performance reviews was changed a couple of years ago and during the review Department Heads are asked to rate themselves on how they have accomplished various things including diversity and inclusion. A scale of 1-5 is used and if the rating is less than 5, Mr. Mareane asks what can be done to help increase that score.

Mrs. McBean-Clairborne said the Diversity and Inclusion policy was included in the agenda packet for the purpose of this discussion.

Ms. Rios-Dominguez spoke of a diversity score cards that have been used for various purposes and believes this would be an opportunity for that. It allows departments to self-rate themselves about diversity initiatives and priorities. The use of diversity score cards can be very helpful as the public and colleagues have an opportunity to score. She said she could share the score card for consideration as a template.

Ms. Younger referenced the Diversity and Inclusion policy and highlighted some areas that could be applied in this process.

In response to Mrs. McBean-Clairborne, Ms. Rios-Dominguez said she would be able to distribute the information prior to the next meeting.

Climate Survey - Update

Ms. Younger said she received a response from the vendor and negotiations will be beginning soon.

Resolution to Recognize Indigenous Peoples' Day as a Holiday in Tompkins County (ID #7250)

Mrs. McBean-Clairborne said the resolution as it came out of this Committee was recommended by the Budget, Capital, and Personnel Committee and forwarded to the Legislature for consideration.

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Workforce Diversity and Inclusion Committee
Wednesday, August 23, 2017

She stated that last year when this resolution was drafted the language was provided by the Native American community. The resolution at that time was turned into a proclamation as the Legislature was not prepared to vote on it. The same language with the exception of the last Resolved is what came back to the Legislature this year. Representatives from the Native American community had contacted her about two areas of the resolution they wanted to have changed. Mrs. McBean-Clairborne offered those changes at the Legislature meeting and they were not agreed to, particularly the amendment to change the word “occupied” to “owned” in the first Whereas. Concerns were raised with the proposed language and following discussion, a motion was made and approved to refer the resolution back to Committee. She said the change in language makes a difference to the Native American community and they disagree with not including that language.

Mrs. McBean-Clairborne spoke briefly about the City’s action on a similar resolution with the words “had owned” included. The Native American community disagrees with that language as they believe it means they have no ownership anymore and have asked the City to pull the resolution.

Mrs. McBean-Clairborne said she had hoped this resolution could be passed by October, but is unsure that will happen. She does not believe the language she recommended puts the County in a position of harm. She will continue to discuss this with Legislators.

* * * * *

Latino Heritage Month

Mrs. McBean-Clairborne asked if this Committee should propose to the Legislature that proclamations be issued in recognition of special holidays and heritage months. Two years ago a proclamation was done for Latino Heritage Month and asked what members thought and if one should be done this year. She also recalled a list being put together of other recognitions and asked Mrs. Covert if that could be researched or resurrected.

Ms. Rios-Dominguez said there are a number of ethnicity groups and if the Committee is interested in a more generalized list she believes there are may be 8 or 9 groups.

The Committee agreed that there should be a proclamation recognizing Latino Heritage Month by the Legislature and that the Latino Association be contacted to provide input. There was also agreement that other recognitions should be considered by the Legislature as well.

County Diversity and Inclusion policy (ID #7249)

Mrs. McBean-Clairborne said the purpose of distributing the Diversity and Inclusion policy was to inform the discussion held earlier in the meeting. The policy should be reviewed periodically to see if the things outlined are being accomplished in County government.

Ms. Younger commented that the policy is scheduled for review in 2018. Using this policy for the diversity and inclusion reports by departments is a good way to review the policy to make sure it’s current and represents what it should represent.

* * * * *

LBGTQ+ Training

Ms. Younger distributed information about the LBGTQ training initiative for County staff and

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 Workforce Diversity and Inclusion Committee
 Wednesday, August 23, 2017

said a contract is in place with Gay Alliance out of Rochester, New York. There will be two types of sessions: one will be geared toward Department Heads/Managers and the other will be geared for all other staff. The kick-off meeting was held on Monday with approximately 20 participants.

Mr. VanOrman questioned the number of sessions and said it may not allow for all employees to attend. Ms. Younger said there may need to be additional sessions held; however, she also commented that some departmental staff has already had similar training.

Mrs. McBean-Clairborne said the purpose of the trainings is to make sure all employees are operating from the same knowledge base in terms of respecting and including LGBTQ+ staff and customers in everything the County does.

Mrs. McBean-Clairborne said it is important to her and to this group to make sure that things are being done in a very inclusive manner. This Committee heard earlier this year concerns raised by the LGBTQ community and agreed to focus on this area. Some of the concerns included not feeling safe or being listened to. She asked how this committee could engage the LGBTQ community members with informing them that this training is taking place and said she is open to suggestions.

Ms. Younger said she has not intentionally gone out to engage community members; her focus has been on workforce training. She said that maybe departments that contract with agencies could consider inviting some of those employees to the trainings.

Ms. Rios-Dominguez spoke briefly of her experience with coordinating trainings and said most trainers will provide learning objectives and believes it is important that they align with the concerns in the community and the skill sets that need to be grown in the employees.

Ms. Holmes said that because there is not one organization where information like this can be shared, she suggested following up with the individuals who came forward as one approach. The other is linking the actions of this training to the results of the Climate Survey and the follow up that came out of the focus groups.

Mrs. McBean-Clairborne asked if it would be appropriate to post information on Facebook pages of the organizations such as Ithaca's Love, Finger Lakes Pulse, etc., that Tompkins County is taking steps to understand, train, get employees up to speed. Ms. Holmes spoke of some on-line training her staff participated in and following that staff received certificates and a logo to place on the Department's website. She believes that further indicates to the public that the staff participated and has some awareness and sensitivity around the issues.

Mr. VanOrman spoke of the employees he represents and that they would benefit by having multiple trainings on the same topic and not just offering training once to employees. He believes repetition is important and hopes that could be considered.

Ms. Younger spoke about the timeline of this training and said all County employees have not yet been made aware of it. She addressed Mr. VanOrman's comment and said the County has an affiliation with the Diversity Consortium that provides workshops; this may be one of those areas that could be explored for additional trainings for staff to attend. There are also discussions about having a training academy in the future and this could be one of those areas.

Ms. Younger said she is collecting feedback and would recommend Committee members sharing any comments they may have about the training. She also reminded the Committee that this training is

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considered “ground floor training”.

Next Meeting

Topics for discussion at next meeting:

- Tool Kit developed by Office of Human Rights with regard to Law Enforcement engagement with LBGTQ community
- Template for measuring how we are doing in terms of diversity and inclusion and moving this organization forward
- Exit interviews - finalize process

Adjournment

The meeting adjourned at 4:46 p.m.

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Workforce Diversity and Inclusion Committee

Regular Meeting Minutes - Draft
Wednesday, October 25, 2017 3:30 PM
Scott Heyman Conference Room

Attendance

Attendee Name	Title	Status
Leslyn McBean-Clairborne	Chair	Present
Lisa Holmes	Member	Excused
Marcia Lynch	Member	Present
Larry Roberts	Member	Present
Christina Dravis	Member	Excused
Todd VanOrman	Member	Excused
Anna Kelles	Vice Chair	Present
Amy Guererri	Commissioner of Human Resources	Present
Joe Mareane	County Administrator	Present
Paula Younger	Deputy County Administrator	Present
Xavier Rusk	Paralegal Aide, Human Rights Department	Present
Kim Cornish	Education and Outreach Coordinator, Human Rights D	Present
Erica Beversluis	Compliance Coordinator	Present
Kit Kephart	Commissioner, Social Services	Present
Michelle Pottorff	Chief Deputy Clerk, Legislature Office	Present

Guests: Henry Granison, Jennifer Karius, Shawna Black, Tompkins County Legislature Candidates; Anne Koreman Tompkins County Legislature Candidate and Finger Lakes PULSE; Kathy Jett, Finger Lakes PULSE; Rob Brown, Tompkins County Worker's Center; Jason Molino, member of the public

Call to Order

Mrs. McBean-Clairborne, Chair, called the meeting to order at 3:35 p.m.

Welcome, Introduction, and Announcements

Following an introduction of members Mrs. McBean-Clairborne provided an overview of the history of the Committee since it originated in 2006 as a special committee of the Legislature. She said most of the special committees of the Legislature are made up of Legislators; however, WDIC is unique as it has also been the intent to be inclusive and have representation from community members who may be experts in particular subject matters, and from employees, giving them an active role in changing the culture of the organization. Mrs. McBean-Clairborne invited others to join as efforts move forward to continue the conversation on how the cultural competence conversation within County government and Tompkins County as a whole is being changed. This is now an advisory committee that reports and provides recommendations to the Budget, Capital, and Personnel Committee. She highlighted some of the work of the Committee, noting the two Climate Surveys that have been done.

Mr. Roberts said he would like to work with employees and people connected to the County in the workforce and increase the ability of people to have difficult and important conversations so that people are encouraged to attend book groups and other kinds of committees and learn how to talk to each

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other across issues. He said the Committee has also supported training and its belief that a recognized and appreciated workforce will embrace diversity much easier than a workforce that doesn't feel appreciated. Mrs. McBean-Clairborne commented that over the last few years the County has put more funding in the budget for training and education around issues of diversity and inclusion for the County's workforce. Ms. Guererri said the Legislature has shown great support for funding reward and recognition programs for employees.

Minutes Approval

August 23, 2017

Due to lack of quorum the minutes of August 23, 2017 were deferred to the November 22, 2017, meeting.

RESULT: DEFERRED

Discussion Items

LGBTQ+ Law Enforcement Tool Kit - Office of Human Rights

Mrs. McBean-Clairborne said several months ago Mr. Brown brought to her attention some interaction he had with Office of Human Rights around LGBTQ+ and law enforcement issues and during the conversation he was lauding a Policy Toolkit the Office of Human Rights had put together. She said the Committee wasn't aware of this and she reached out to the Office of Human Rights to invite staff to share information as this has been a focus area for the Committee.

Mr. Brown described the issue at the Worker's Center that made him aware of the Toolkit and said the Worker's Center is the community advocate of a female sexed gender non-binary lesbian police officer who has been a whistleblower for policy deficiencies and discrimination within the Ithaca Police Department. He described things the Center became aware of from this unique situation and stated they reached out to the Office of Human Rights for assistance in the complex intersection of issues with law enforcement and the laws regulating them. Because it is a critical issue as far as providing a safe and affirming place for LGBTQ+ to work if they choose to work in law enforcement and because of the pressing interest in the well-being of the LGBTQ+ public in the intersection with law enforcement they felt it was critical to bring it to the County's attention and initiate a dialogue on instantiating more comprehensive standards and legislative implementation of reforms for the well-being of LGBTQ+.

Mr. Roberts said the local LGBTQ+ Task Force recently decided to no longer be a 501c and is glad to see there is a mechanism for issues that are important to them to be brought forward.

Mr. Rusk distributed copies of the Safe Space Policy Toolkit and said it is available on the Office of Human Rights website. He said this is a very complex issue and with policies being changed across the country. He said after being contacted by Mr. Brown the Office first began the Prison Rape Elimination Act, a statute that has been promulgated and enforced by the Federal Department of Justice and noted Federal regulations established the minimum rights that everyone is entitled to.

He spoke of LGBTQ+ rights and interactions when dealing with law enforcement and said the Toolkit is meant to give law enforcement guidelines on how to create policy to where they are being inclusive and made to be aware of how they should interact with LGBTQ+ people in the areas of housing, how to conduct searches, when medical examinations are permissible, and when placing them in

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 Workforce Diversity and Inclusion Committee
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protective custody is permissible. He said New York State has also passed protections for people in employment based on gender identity and expression.

At this time Mr. Rusk reviewed the Toolkit and recommendations for law enforcement agencies as they work toward developing policies that protect the civil rights of LGBTQ+ individuals. While explaining the list of definitions he noted the “Policies for Protecting LGBTQI+ Individuals in Custody” calls for people to consider a person’s gender identity and expression when deciding what facility they will be placed in. The next recommended guideline is to require individual assessments for placement of LGBTQ+ individuals within 72 hours.

The next area Mr. Rusk addressed was creating clear guidelines for searches and supervision of transgender individuals. It was clarified that for physical searches a female officer can search anyone; however, a male officer is only allowed to search others who are male by sex regardless of whether transgender. Mr. Rusk said if a detainee is transgender they have the right to request who may search them. When talking about who an employee can have search another person an employer is restricted when it comes to male officers searching someone who is male and someone who is female; he said the rights first kick in once someone identifies as transgender.

Mrs. McBean-Clairborne clarified that the discussion is about what officers should know about detainee’s and officer’s rights and what should be put into place for them to understand. Mr. Rusk said the Toolkit provides sample language of what a policy would look like and each section is introduced with information and suggestions that could be adopted. There are other alternatives that exist but the idea is to get a broad sense of building a more inclusive policy. The Toolkit talks about eliminating policies that are centered around sex segregation. Mr. Rusk also provided examples of instances of imbalance between State and Federal laws.

Mr. Brown said the Worker’s Center likes to make a clear distinction between individual advocacy and policy advocacy. He described the situation facing a client of the Worker’s Center that created a situation of workplace harassment. He hopes to work with the County on developing new policy framework that are in compliance with law enforcement and more culturally affirming that provide a better workplace for LGBTQ+ people interested in careers in law enforcement.

Mrs. McBean-Clairborne questioned how as a County we can make sure that we are putting together and adopting a policy so that there can be something that dictates how law enforcement should behave. She spoke of the importance of having a policy that is enforceable and that there is understanding and buy-in and asked for suggestions of how to move this forward.

Mr. Roberts said there are two different ways to look at this. The first is a policy for County Corrections officers and those who interact with inmates, and the second is what way could the County impact the policies and laws in other jurisdictions.

Mr. Brown said the Worker’s Center strongly requests that the County adopt a local law that is binding on all municipalities within its jurisdiction. Ms. Kelles supported moving in this direction and thinks a policy could be developed soon that would lead to and help inform a local law. She spoke of being far from there being a mainstream understanding and suggested starting to use the many community resources that are available.

Mrs. McBean-Clairborne suggested working with Ms. Younger on developing draft policy language for the County. Ms. Younger suggested looking at existing policies such as the anti-discrimination policy, to avoid duplication.

Minutes Acceptance: Minutes of Oct 25, 2017 3:30 PM (Minutes Approval)

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 Wednesday, October 25, 2017

Ms. Kelles said she envisions a policy that deals with individuals in custody and another on individuals in the workplace. Mr. Brown said he will provide a copy of an Albany policy.

The following offered to participate in a subcommittee with Mrs. McBean-Clairborne to begin looking at this:

Anna Kelles
 Amy Guererri
 Xavier Rusk
 Anne Koreman
 Kathy Jett
 Rob Brown
 Erica Beversluis
 Paula Younber

Mrs. McBean-Clairborne will provide a list of potential meeting dates and canvas the group. Mr. Rusk will look across the State to see what other resources may exist. A copy of the Local Law No. 6 of 1991 will be provided to Mrs. McBean-Clairborne. At the suggestion of Ms. Karius, Mrs. McBean-Clairborne said there would be opportunities for public involvement in the process.

Announcements

The following announcements were made:

West Africa Dinner fundraiser will be held on November 4th at the First Baptist Church;
 Leon Lawrence Recognition Dinner will be held on October 27th at The Space;

Mr. Roberts said there are several Community Read events scheduled and encouraged others to visit the Public Library's website for information. Mrs. McBean-Clairborne encouraged others to attend the performance of Brahman/i at the Kitchen Theatre.

Diversity and Inclusion compliance for contract agencies

Mrs. McBean-Clairborne said there are a lot of agencies that receive funding from the County and the Committee has been asking for four years how these agencies are being monitored to see: if they have diversity and inclusion policies, how are they working those policies within their organization, and who is monitoring those. The Committee would like to see that agencies, both as an employer and the services they provide to the community, are practicing what they state in their diversity statement and inclusion policies. She will be asking Kathy Schlather, Executive Director of the Human Services Coalition, to attend a meeting and discuss this with the Committee.

Mr. Mareane said with respect to non-discrimination, which is an important part of the County's contractual relationship with agencies, the County has very strong language that is contained in all contracts. The Office of Human Rights has recommended language that will be incorporated into vendor contracts in 2018. With respect to diversity and inclusion he said efforts were stalled around how plans would be monitored and what information would be needed from the vendor or agency.

Mrs. McBean-Clairborne spoke of the importance in holding people accountable and would like this to move forward. She would like the Committee to have a full discussion and develop action steps but would like to have Ms. Schlather in attendance. Ms. Younger said when she hears conversations

Minutes
 Workforce Diversity and Inclusion Committee
 Wednesday, October 25, 2017

relating to anti-discrimination she puts it within the context of law and noted there is Title VI which exists to all County departments and agencies the County has a contract with. In terms of diversity and inclusion she thinks of aspiration and there are intentional things that can be included to ensure there is inclusion. With some of those things the County can be very specific in a contract but from a monitoring standpoint it is incumbent on the departments that are overseeing those contracts to ensure that the agency or vendor is following through according to the guidelines in the contract. Ms. Younger spoke of the overarching monitoring that has been mentioned and said if it is something that is not explicit in a contract such as a performance measurement there is not a mechanism currently in place that could actually do that. She said this would be difficult unless what is going to be monitored is more clearly defined.

Mrs. McBean-Clairborne said her recollection of past discussions was that the Committee was stuck on how to deal with the diversity and inclusion piece of it and determining what the expectation of diversity and inclusion is going in and coming out. The County has a Diversity and Inclusion statement that contains language on what it expects those it contracts with to do. Ms. Younger said a lot of the money received from the State has a MWBE requirement. Mrs. McBean-Clairborne said this year the WDIC sponsored training by the Chamber of Commerce for businesses to understand and meet MWBE requirements and to begin developing policies around it. Mr. Brown will provide a list of very good questions he found when recently working on a funding proposal application.

Search Committees composition - community representative recommendation

Mrs. McBean-Clairborne invited any person who is interested in serving on the Committee to complete an application and submit to the Legislature.

In response to a question by Mr. Roberts, it was stated that there has been a lot of work done relating to ADA. Ms. Younger stated that each department has a Title VI representative and information is available on the County Administration webpage under Compliance. Mr. Rusk stated that the Office of Human Rights has developed an ADA training that is available to all County departments. Mr. Roberts suggested bringing in the Finger Lakes Independence Center into discussion as a resource. Mrs. McBean-Clairborne noted the Committee continues to want to see ADA audits performed.

Adjournment

The meeting adjourned at 5:03 p.m.



Workforce Diversity and Inclusion Committee

Governor Daniel D. Tompkins Building
Ithaca, NY 14850

Meeting: 11/29/17 03:30 PM
Department: Strategic Tourism Planning Board
Category: Tourism

**REPORT OR DISCUSSION ITEM NO.
(ID # 7450)**

STPB Draft Diversity and Inclusion Statement

Draft

**Diversity & Inclusion Assessment
by the Tompkins County Tourism Program
and the Strategic Tourism Planning Board**

For Discussion by the STPB, 10/18/17

With STPB group feedback added 10/20/17

DRAFT

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Attachment: Diversity Statement October 2017 Draft to WDIC (7450 : STPB Draft Diversity Statement)

Introduction

On March 15, 2017 the Strategic Tourism Planning Board STPB voted to adopt goals for the year, including “Write a statement on STPB commitment to diversity and steps that we as a program commit to take to achieving diversity goals.” This document is in furtherance of that goal.

The Tompkins County Tourism Program (TCTP) and the Strategic Tourism Planning Board (STPB) fully support all aspects of the Tompkins County Diversity and Inclusion Policy.¹ The policy requires the County government to “assess organizational culture routinely and consistently, utilizing best practices in regard to valuing diversity and inclusion.” As an appointed Advisory Board, the Strategic Tourism Planning Board, with help from the Tompkins County Tourism Program, is assessing its current and potential diversity efforts.

The Tourism Program and Strategic Tourism Planning Board are subject to and fully support the Diversity Statement adopted by the Tompkins County Legislature July 5, 2005:

“Tompkins County government is committed to creating a diverse and fully inclusive workplace that strengthens our organization and enhances our ability to adapt to change by developing and maintaining:

- *An organization-wide understanding and acceptance of the purpose and reasons for diversity;*
- *Recruitment and retention policies that assure a diverse workforce;*
- *A workplace environment that is welcoming and supportive of all;*
- *Awareness, understanding, and education regarding diversity issues;*
- *Zero tolerance for expressions of discrimination, bias, harassment, stereotyping, or disrespect toward any person or group;*
- *a workforce ethic that embraces diversity and makes it the norm for all interactions, including delivery of services to the public.”*

The Tompkins County Tourism Program and the Strategic Tourism Planning Board intend to use this document as a tool to achieve and assess progress.

¹ Adopted by Tompkins County December 2013 <http://tompkinscountyny.gov/files/ctyadmin/policy/01-43.pdf>

**Demographic Profile
of the Tompkins County Strategic Tourism Planning Board**

Per the STPB bylaws, the STPB has 18 voting members with sectoral representation as follows:

- Two Lodging representatives
- One Recreation representative
- One Agriculture representative
- Four Arts/Culture representatives
- One Cornell University representative
- One Ithaca College representative
- One Tompkins Cortland Community College representative
- Seven At-large representatives

The purpose of these seats is to balance representation from sectors that contribute to local tourism. In addition, the board has seven non-voting members who represent organizations involved in service delivery.

The STPB participated in two surveys, facilitated by TCTP staff, assessing internal board diversity. The October 2014 survey had 22 respondents including STPB voting members, non-voting members and associate members. The November 2016 survey had 23 respondents. Results are as follows:

Role

	2014	2016
Voting	14	16
2014: Non-Voting/ Ex-Officio 2016: Ex-Officio	7	5
Associate	1	2

Gender

	2014	2016
Male	11	12
Female	11	11
Other	N/A	0

Age

	2014	2016
2016: 25 or younger	0	0
2014: 21-35 2016: 26-35	2	3
2014: 36-50 2016: 36-45	4	4

Attachment: Diversity Statement October 2017 Draft to WDIC (7450 : STPB Draft Diversity Statement)

2016: 46-55	0	6
2014: 51-65 2016: 56-65	11	5
65 or older	5	5

Race / Ethnicity (optional)*

	2014	2016
Caucasian/ White	7	21
African-American	1	1 (with some other ethnicities)
Did not answer	14	1

Note: question was phrased as open-ended, "Please describe your race/ethnicity."

LGBTQ – "Do you identify as a member of the LGBTQ community?"

	2016
Yes	3
No, but I am an Ally	10
No	10

Level of expertise in professional skills

- A: I have professional expertise in this area.
- B: I am very knowledgeable about this, even if I'm not a pro.
- C: I know enough to contribute a little in this area.
- D: I know what its about, but not enough to really contribute.
- E: I don't know anything about this.

	2014 (listed A,B,C,D,E)	2016 (listed A,B,C,D,E)
Marketing and Communications	9, 6, 7, 0, 0	10, 5, 7, 1, 0
2014: Tourism Industry 2016: Hospitality Industry	7, 2, 10, 3, 0	7, 4, 7, 3, 2
Grant-making	8, 5, 5, 4, 0	10, 2, 4, 7, 0
Fundraising and Development	5, 6, 9, 2, 0	8, 4, 4, 7, 0
Business or Non-profit Management	12, 7, 2, 1, 0	16, 1, 3, 3, 0
Law	0, 0, 6, 13, 3	1, 0, 4, 12, 6
Project Budgeting and Financing	7, 5, 6, 3, 0	10, 4, 7, 2, 0
Strategic Planning	10, 5, 7, 0, 0	9, 5, 7, 2, 0
Government Administration	3, 1, 7, 9, 2	2, 4, 6, 5, 6
2014: Other	1, 0, 0, 0, 0 (responses: economic/community development, management, project management, technology, AAR, evaluation and assessment, board development)	N/A

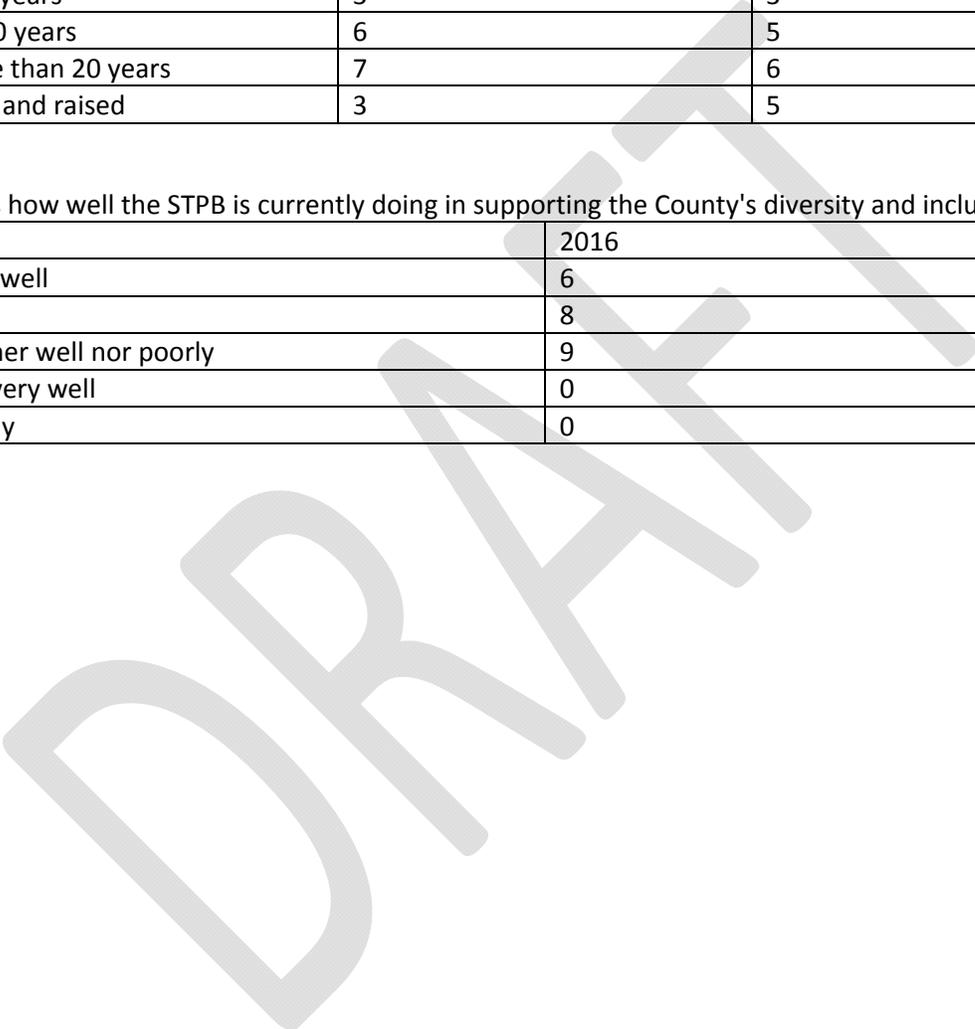
2016: Program Evaluation	N/A	2, 8, 11, 1, 1
2016: Economic Development	N/A	5, 6, 8, 4, 0
2016: Diversity and Inclusion	N/A	0, 7, 9, 6, 1

Length of time living in Tompkins County

	2014	2016
Less than 5 years	3	4
5-10 years	3	3
10-20 years	6	5
More than 20 years	7	6
Born and raised	3	5

Assess how well the STPB is currently doing in supporting the County's diversity and inclusion goals.

	2016
Very well	6
Well	8
Neither well nor poorly	9
Not very well	0
Poorly	0



Attachment: Diversity Statement October 2017 Draft to WDIC (7450 : STPB Draft Diversity Statement)

Current Activities and Potential Actions Supporting Diversity and Inclusion

The following two pages describe current activities of the Tourism Program and STPB in support of our Diversity and Inclusion goals, as well as potential new actions proposed by this document. These activities are categorized be: 1) people, 2) messaging, and 3) policy & planning.

People

Current Activities: The TCTP and STPB actively work together to recruit diverse candidates for STPB membership and service on program committees. We proactively reach out to diverse organizations and individuals to encourage applications for open seats and committee service. We recognize that it is not enough to passively put out a call for applications and volunteers; rather, we must be proactive in recruiting diverse individuals to join the board and participate on committees. Because of term limits, there tend to be several board seat openings annually. While the board is currently fairly well balanced in terms of gender and also has LGBTQ representation, ethnic and age diversity are areas of opportunity for expanding our demographic diversity. Specifically, we currently hope to attract more people of color and more young people to serve.

Potential Actions:

1. STPB
 - a. Formalize diverse outreach for member recruitment and appointment by utilizing the list of affinity groups in the Tompkins County Diversity Recruitment Resource Guide. http://www.tompkinscountyny.gov/files/DiversityRecruitment%20ResourceGuide_%20RevSept2014.pdf
 - b. Actively seek new board members representing categories not well represented according to the STPB demographic survey. Ask board members to recruit diverse candidates from their networks. Ask CU/IC/TC3 representatives for suggestions for candidates within their organizations.
 - c. Review County Diversity and Inclusion policy and resources at new member orientation and at the board level every January to create an organizational culture of acceptance. <http://www.tompkinscountyny.gov/workforcedi>
2. Committees
 - a. Seek diversity in committees. Committee members are appointed by the board chair and do not need to be STPB members, creating an opportunity for additional enhancement of diversity.

Messaging

Current Activities: The TCTP and STPB work together to reach diverse groups in Tourism Program communications. The TCTP notifies and provides direct assistance to diverse groups and individuals regarding tourism-funded programs (ACOD, Celebrations, TMA, NTI, TPG, Beautification, Public Art). Channels include the tourism program email list, grant workshops, public presentations, press releases, one-on-one meetings and the Tourism Program website. The Tourism Program encourages funded programs and grant recipients to reach diverse audiences with their own programming and messaging.

Potential Actions:

1. Add contacts in Diversity Resource Recruitment Guide and other organizations as appropriate to the Tourism Program email list:
http://www.tompkinscountyny.gov/files/DiversityRecruitment%20ResourceGuide_%20RevSept2014.pdf.
2. Leverage the TCTP's new Communications and Branding effort to reach diverse audiences. The Annual Report will create a new opportunity to communicate to broader audience about our programs and goals, including contributions to economic development and quality of life, and support for diverse organizations and institutions. Consider outreach through presentations to different groups. Need to define which groups; perhaps use the County Diversity Resource Recruitment Guide and set a goal of x per year

Policy & Planning

Current Activities: The TCTP follows the Tompkins County Diversity and Inclusion Policy. Its current 2010-2020 Strategic Plan is designed to reach a maximum diversity of people and interests, and includes a diversity policy within the plan:

"It is the policy of the Tompkins County Tourism Program to promote diversity. Actively pursue diverse STPB membership and partnerships, such as with representation from diverse generations, local communities, and ethnicities, and with diverse competencies".

Potential Actions:

1. Consider embedding diversity policy and County D&I resources in grant guidelines and evaluation criteria, asking applicants how they plan to include D&I in their project, and asking or requiring applicants to provide their organization's diversity policy / statement as a part of their application.
2. Set a goal for the STPB to assess its diversity and inclusion profile, activities, and goals every January.
3. Consider board training on D&I.
4. Consider embedding D&I statement in tourism contracts.
5. Encourage best practice education and collaboration among grant recipients– e.g. ACOD group shares best practices and advises each other on how to best infuse their organizations with Diversity and Inclusion best practices. Another possibility is reporting how different organizations do D&I based on their application responses, and using this as a baseline to assess progress, potential, and/or best practices, as appropriate.
6. Add categories for disability, veteran, cultural identity, geographic location in Tompkins County, socio-economic status, and other board/professional/social/cultural group affiliations to the annual board demographic survey.