

Diversity & Inclusion on Oklahoma Main Streets

Tanya Bowers

Oklahoma Main Street Retreat

August 7-8th 2019



TANYA BOWERS
CONSULTING

Tanya Bowers Theoretical Framework: Diversity Change Management

Context: A society that has yet to value equally all participants



Workshop Purpose

Goals

- To learn about ways to leverage diversity in your Main Street organization
- To make your organization inclusive, accessible and relevant to all community members

Objectives

- To add value to the diversity on your Main Street
- To develop strategies for engaging diverse stakeholders and making your Main Street organization accessible to all communities



Agenda

- Welcome, Goals & Objectives
- Groundrules
- What Diversity & Inclusion means for my Main Street Organization (MSO)
 - Definition of Relevant Terms
- Why my MSO should Leverage Diversity
 - The Business Case for Diversity
 - Demographics & Purchasing Power
 - Team Advantage
- Assessing your MSO around Diversity & Inclusion
 - Inventory
 - Analysis
- How to Leverage Diversity
 - Main Street 4-Point approach
- Visioning
- Last Thoughts
- Closing
 - Q&A



Guidelines for Respectful Discussion

- What do you need (from your colleagues) to be able to have a conversation with your colleagues related to Diversity & Inclusion?
 - ?
 - ?
 - ?
 - ?
 - ?
 - ?
 - ?
 - ?
 - ?
 - ?
- Feel free to identify additional concepts and words as they arise



Guidelines for Respectful Discussion

Having a set of agreements will help ensure that your meetings are respectful and provide a safe place for everyone.

One mic, one voice.

Only one person should speak at a time.

Step up, step back.

Participants should be aware of how much they are speaking. If they feel they are speaking a lot, they should let others speak, and if they find themselves not talking, they should try to contribute some comments, ideas or suggestions.

Use “I” statements.

Everyone should speak from his/her/hir own experiences.

Avoid making generalizations.

Don't make blanket statements about any groups of people. (In addition to members of the LGBT community, this also includes political parties, religious groups, socioeconomic classes, age ranges, etc.) If you're not sure that something you want to say is factually correct, phrase it as a question.

No assumptions — except for best intentions.

People should not assume other people's experiences or anything else. The only assumption people should make is that when other participants speak, they are speaking with the best intentions and do not mean to offend anyone.

Correct gently, but do correct.

If participants say something that is incorrect or offensive, politely call them on that. Letting comments slip by only makes the space less safe and increases the difficulty of building successful partnerships.

Respect confidentiality.

Assume that stories and comments shared at meetings should remain private. If you would like to share someone's story or comment, please ask them first.

Don't “yuck my yum.”

Diverse groups have lots to offer, and that includes different tastes. When group members share their likes and dislikes, respect their personal opinions and preferences.

Lean into discomfort.

Meetings and topics can sometimes be challenging. Be willing to experience some discomfort in discussions, and learn from it as a team!

Uphold commitments.

The key to a safe and successful team is honoring your commitments to the group. If you cannot go through with a commitment, make sure to let people know and find someone to take your place.

Personalize these agreements!

Have one of the first meetings of the year be focused on creating a list like this or adding to this list to set your group's agreements for the year.



Diversity & Inclusion

- How would you define diversity? “ inclusion?
- Diversity
 - Diverse
 - Different or varied
 - Any similarity or difference that occurs when two or more people are together



Dimensions of Diversity

- Meet Pat.
- Pat just joined your Main Street organization.
- Come up with an identity that could be used to describe Pat.



Dimensions of Diversity

- Point of view
- Culture
- Landscape
- Lifestyle
- Education
- Geographical Background
- Age & Generation
- Race
- Ethnicity
- Income
- Socio-economic Status
- Religion
- Skill set
- Personality
- Gender/ Identity
- Sexual Orientation
- Language
- Citizenship Status
- Nationality
- Region
- Location
- Urban vs. Rural
- Physical Appearance
- (Dis)ability
- Health Status
- Size
- Height
- Family Status
- Hobbies
- Political Affiliation/Views
- Military/Veteran Status
- Residential Status

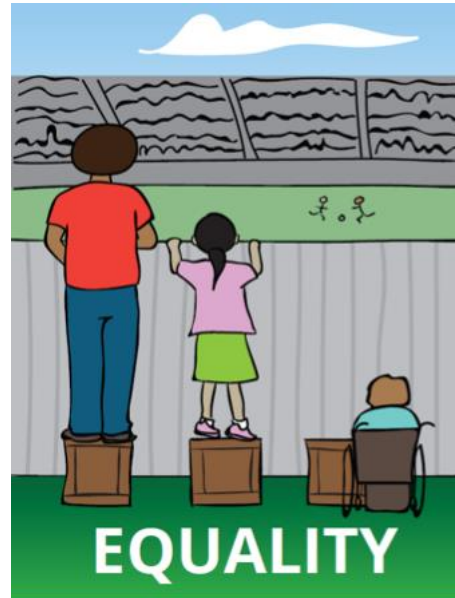


Inclusion

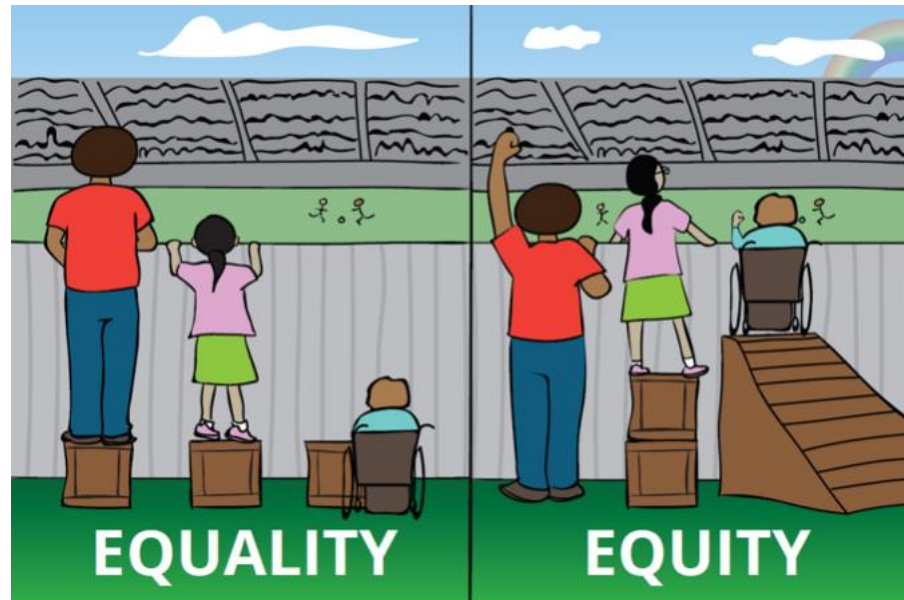
- Diversity is the end result...
 - Inclusion is the path
- Diversity is about the numbers
 - Inclusion is about making the numbers count
- Bringing everyone into the mix
 - Even white males



Equity



Equity



From D&I to DEI or EDI

Why organizations engage in Diversity, Equity & Inclusion

- It's the "right" thing to do
- It makes business sense
- Diverse teams lead to increased productivity, creativity, and problem solving
















Reviewing Demographics

Federal & State





ALL TOPICS 	UNITED STATES
<i>i</i> Population estimates, July 1, 2018, (V2018)	327,167,434
<i>i</i> Population estimates base, April 1, 2010, (V2018)	308,758,105
<i>i</i> Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	6.0%
<i>i</i> Population, Census, April 1, 2010	308,745,538
Age and Sex	
<i>i</i> Persons under 5 years, percent	 6.1%
<i>i</i> Persons under 18 years, percent	 22.6%
<i>i</i> Persons 65 years and over, percent	 15.6%
<i>i</i> Female persons, percent	 50.8%
Race and Hispanic Origin	
<i>i</i> White alone, percent	 76.6%
<i>i</i> Black or African American alone, percent (a)	 13.4%
<i>i</i> American Indian and Alaska Native alone, percent (a)	 1.3%
<i>i</i> Asian alone, percent (a)	 5.8%
<i>i</i> Native Hawaiian and Other Pacific Islander alone, percent (a)	 0.2%
<i>i</i> Two or More Races, percent	 2.7%
<i>i</i> Hispanic or Latino, percent (b)	 18.1%
<i>i</i> White alone, not Hispanic or Latino, percent	 60.7%
Population Characteristics	
<i>i</i> Veterans, 2013-2017	18,939,219
<i>i</i> Foreign born persons, percent, 2013-2017	13.4%



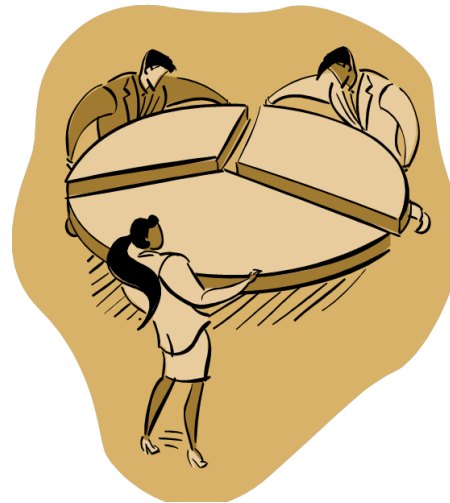
ALL TOPICS



Oklahoma

i Population estimates, July 1, 2018, (V2018)	3,943,079
i Population estimates base, April 1, 2010, (V2018)	3,751,583
i Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	5.1%
i Population, Census, April 1, 2010	3,751,351
Age and Sex	
i Persons under 5 years, percent	⚠ 6.6%
i Persons under 18 years, percent	⚠ 24.3%
i Persons 65 years and over, percent	⚠ 15.7%
i Female persons, percent	⚠ 50.5%
Race and Hispanic Origin	
i White alone, percent	⚠ 74.2%
i Black or African American alone, percent (a)	⚠ 7.8%
i American Indian and Alaska Native alone, percent (a)	⚠ 9.3%
i Asian alone, percent (a)	⚠ 2.3%
i Native Hawaiian and Other Pacific Islander alone, percent (a)	⚠ 0.2%
i Two or More Races, percent	⚠ 6.2%
i Hispanic or Latino, percent (b)	⚠ 10.9%
i White alone, not Hispanic or Latino, percent	⚠ 65.3%
Population Characteristics	
i Veterans, 2013-2017	276,948
i Foreign born persons, percent, 2013-2017	5.9%

Purchasing Power



- Total personal income available, after taxes, for spending on goods and services
 - a.k.a. disposable income or buying power

Diverse Purchasing Power

Group	\$\$\$\$
Latinos	\$1.4T*
African-American	\$1.2T*
Asian	\$891B*
Native American	\$109B*
Women	\$5-15T**
LGBTQ	\$917B***
People with Disabilities	\$490B****

Sources: 2016 Multicultural Economy Report from the Selig Center for Economic Growth at the University of Georgia Terry College of Business; 2013 Nielsen**, 2016 Witeck Communications***, 2018 American Institute for Research****



Five Generations Working Side by Side in 2020



TRADITIONALISTS

Born 1900-1945

Great Depression
World War II
Disciplined
Workplace Loyalty
Move to the 'Burbs'
Vaccines



BOOMERS

Born 1946-1964

Vietnam, Moon Landing
Civil/Women's Rights
Experimental
Innovators
Hard Working
Personal Computer



GEN X

Born 1965-1976

Fall of Berlin Wall
Gulf War
Independent
Free Agents
Internet, MTV, AIDS
Mobile Phone



MILLENNIAL

Born 1977-1997

9/11 Attacks
Community Service
Immediacy
Confident, Diversity
Social Everything
Google, Facebook



GEN 2020

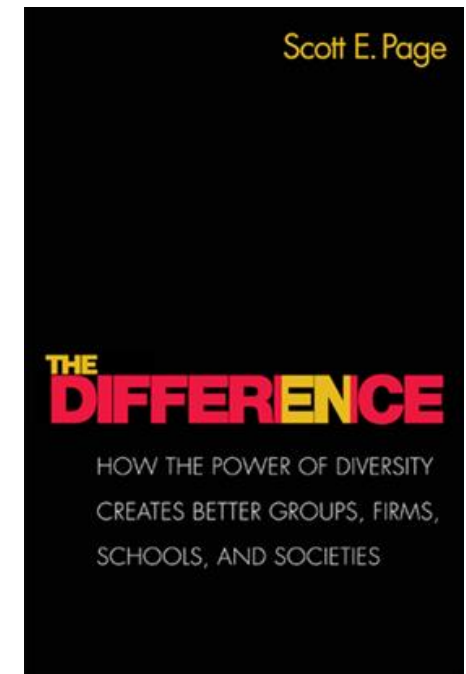
After 1997

Age 15 and Younger
Optimistic
High Expectations
Apps
Social Games
Tablet Devices



Diversity Benefits Your Organization

- Diversity helps to ensure better results and products



“Diversity and independence are important because the best collective decisions are the product of disagreement and contest, not consensus or compromise.”

--James Surowiecki



Cultural Competency

...Refers to the process by which individuals and systems respond respectfully and effectively to people


- of all cultures, languages, classes, races, ethnic backgrounds, religions and other diversity factors
 - in a manner that recognizes, affirms and values the worth of individuals, families and communities and protects and preserves the dignity of each.

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- -from Oklahoma State Department of Mental Health and Substance Abuse Services



Cultural Competency

- Operationally defined...is the integration of...people into
 - specific standards, policies, practices and attitudes
 - used in appropriate cultural settings
 - to increase the quality of services, thereby
 -  producing better outcomes.

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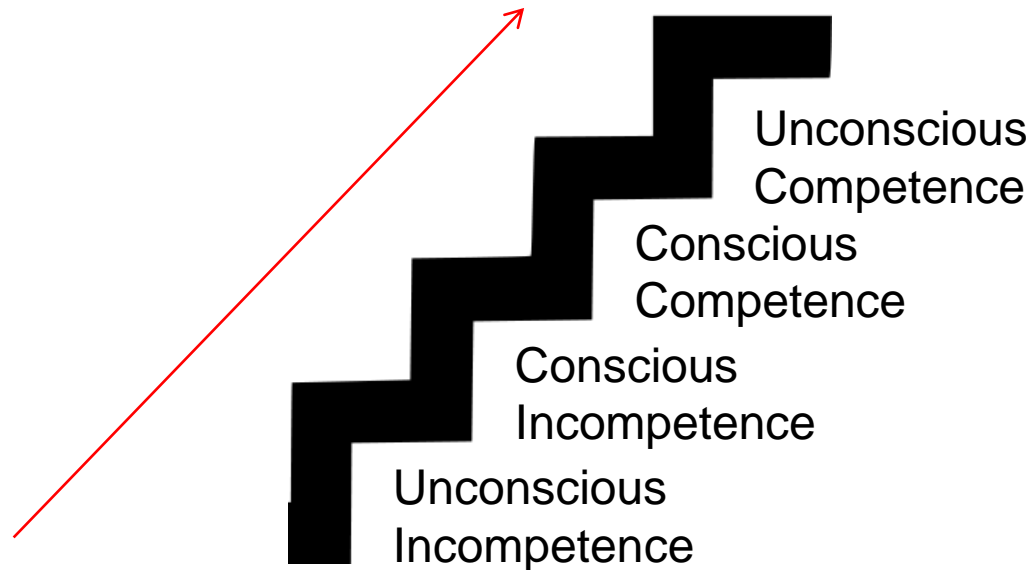
Cultural Competency

- I acknowledge my personal values, biases, assumptions, and stereotypes in the workplace and private life.
- I am aware of my own cultural identities and recognize how culture has impacted my personal interactions.
- I can appreciate how diversity has benefited and enriched my life's experiences.
- I recognize my own privileges and am able to articulate areas of disadvantages.
- I am aware of my own developmental stage and am constantly working towards improvement.
- I have knowledge of my personal diversity issues and am able to resist "getting hooked" by inflammatory statements or behavior.
- I am comfortable being with members of groups different from my own.
- I am able to recognize different points of view, behaviors, values, and goals both with consumers and co-workers.
- I am comfortable communicating about diversity.
- I am able to be flexible, non-judgmental, and tolerant of ambiguity, both with consumers and co-workers.



Cultural Competency

- Moving from Cultural Incompetence to Cultural Competence



Measuring Cultural Competence

1. How do individual cultures/sub-cultures play a part in internal relationships?
2. How do people from different cultures interact with your organization?
3. Do staff understand differences in communication styles among people of different demographic groups?
4. Do stakeholders from different cultures have different expectations, reactions, and interactions with staff or programs?

**“If you do not intentionally
include you unintentionally
exclude.”**

--Neil Lenane



Line Dance

- We'll be using a format called Line Dance to explore the concepts we've just reviewed.
- Split yourselves into two lines. Line A and Line B should face each other.
- In pairs, you'll be answering related questions.
- Once you hear a question, both partners will be directed to answer one partner at a time.
 - Listen for instructions as to which partner's turn it is to speak.
 - If it is the opposite partner's time to speak and not yours, just listen.
- After both partners have shared, one line will move, and you will be in a new pair.



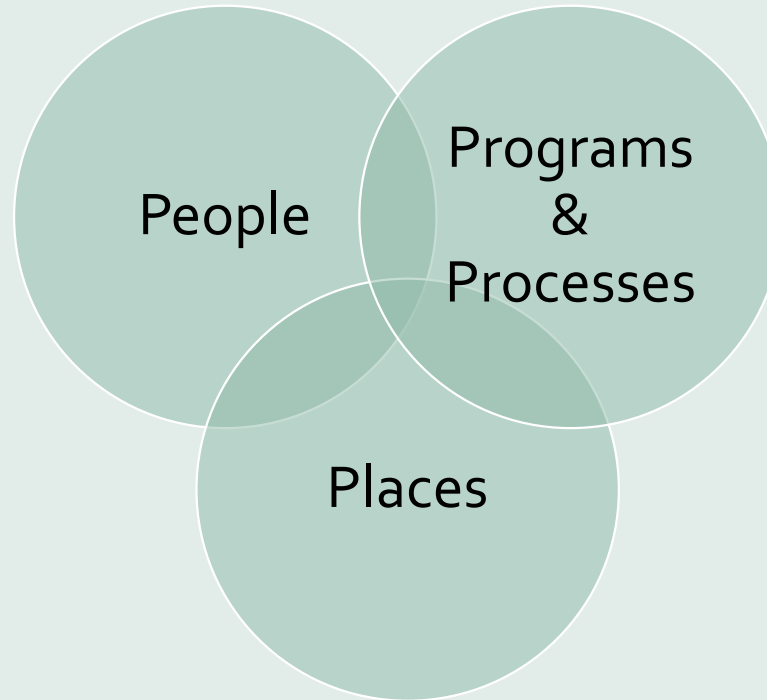


Line Dance

- What is your favorite beverage?
- How do you identify according to the list of dimensions of diversity?
- How do you explain where you ranked yourself on the cultural competency staircase?
- What do you personally find most challenging when situations of diversity arise?
- What would be most helpful to you in becoming culturally competent?
- What does DEI look like on your Main Street?
- Which landmines has your organization stepped into around DEI, and how has it navigated them?
- What skills or understanding would enable Main Street professionals to better navigate diversity?
- What is something you've learned about DEI you'd like to impart to your Main Street colleagues?

Diversity, Equity, & Inclusion Inventory

Staff
Volunteers
Board
Members
Users
Grant Recipients
Partners
Elected Officials
Business Owners
Merchants
Customers
Communities &
Stakeholders



Interpretations
Marketing
Outreach
Publications
Online Presence
& Social Media
Events
Hours of
Operation
Technical
Assistance
Products & Services
Programs, Projects,
& Initiatives

[Types of] Historic
Resources aided



Assessing Oklahoma Main Street around DEI

Consider the following:

- **What manifestations of diversity are represented in your Main Street organization?**
 - How inclusive are operations within the organizations?
- **To which types of diversity has your Main Street been connected?**
 - Historically and currently
- **Who (or what) is missing from the table?**
 - Parts of the catchment area or OK State
 - Populations or demographics
- **Does everyone feel included or welcome?**
 - In interacting with your Main Street organization
 - At meetings
 - Through marketing
 - Website & online forums
 - Reports & plans
 - At your Main Street stores and businesses
- **Are your means of operation & outreach of use or interest to them?**
 - What might make them more accessible or equitable?
- **What gets in the way of being able to provide this?**

Assessing Cultural Competency in Oklahoma Main Street

Share examples of cultural competency in Oklahoma Main Street.

When has OKMS fallen short of being culturally competent, and why?

How could OKMS be more culturally competent?

What external factors threaten OKMS from being culturally competent?

Assessing Cultural Competency in Oklahoma Main Street

Strengths

Share examples of cultural competency in Oklahoma Main Street.

Weaknesses

When has OKMS fallen short of being culturally competent, and why?

Opportunities

How could OKMS be more culturally competent?

Threats

What external factors threaten OKMS from being culturally competent?

Organization: Finding Common Ground

- Build Trust
- Step out of Comfort Zones
- Meet People where They Are/ Meet People Half-way
- Establish Shared Value



Anwar Saleem,
Executive Director



Economic Vitality

Actualícese para aumentar las ventas de su negocio

CÓMO
Presentar, su
MERCANCÍA

Lunes, 7 de diciembre, 6:30-8:30pm
Community of Christ Church
3166 Mount Pleasant St. NW DC

GRATIS

Aprenda la técnica para aumentar sus ventas mejorando su visibilidad, flujo y el posicionamiento de productos.

Presentado por Carmelena Statitus Iyengar, una exitosa dueña de negocio y la diseñadora de 'Ten Thousand Villages'—una cadena nacional.



NIF
NATIONAL INSTITUTE FOR
INDEPENDENT BUSINESS
1000 17th St. NW, Suite 1000
Washington, DC 20036

LEDC
L Latino Economic Development Corporation

Para aprender más sobre servicios para emprendedores incluyendo: clases, consultoría individual y préstamos visite www.ledcmetro.org o llámenos a 202-588-5102.

Representing a Specific or Majority Market



FERNDLE
PRIDE



Promotion: Who Doesn't Like a Party?

downtown pasco



All Sorts of Celebrations



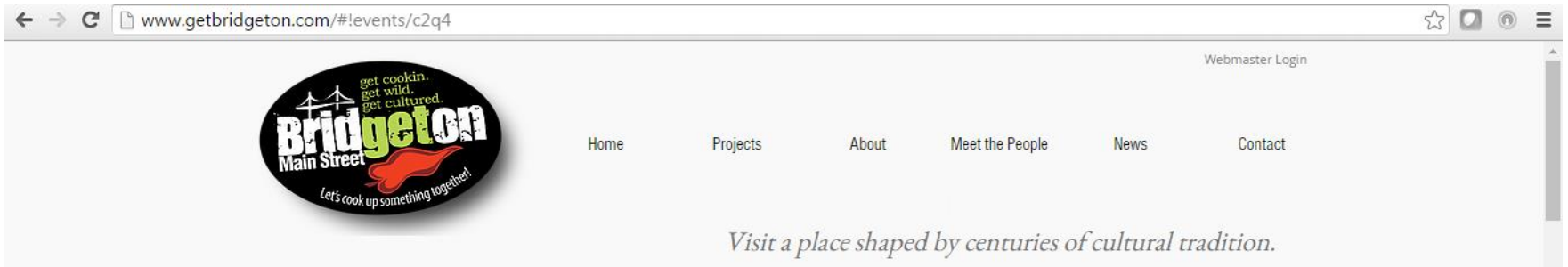
Design: Stories on Your Main Street



Zuni Pueblo
MAINSTREET



Accessible Website & Signage



Visioning



Visioning

If Oklahoma Main Street was diverse, inclusive, & equitable, how would it look, smell, feel, sound, and be like?



Cultural Competency Tips

- Oops & Ouch
- Impact vs. Intent
 - “It’s not my fault!”
 - “I didn’t mean to”
 - “I didn’t mean to ..., but I see how my behavior [actions, words] had this effect on you/ could have been perceived this way.
- Taking responsibility for knowledge gaps
- Asking questions
 - Timing, tone, & trust
- Hot buttons...Invisible toes
- Inclusive language



Diversity: The building's foundation...not just the windows and the doors



Last Thoughts

- Hopefully we can assume good will
- We're going to make mistakes
- It's not so much about the impact of the mistakes but also about what we learn from them and how we integrate what we have learned into future behavior



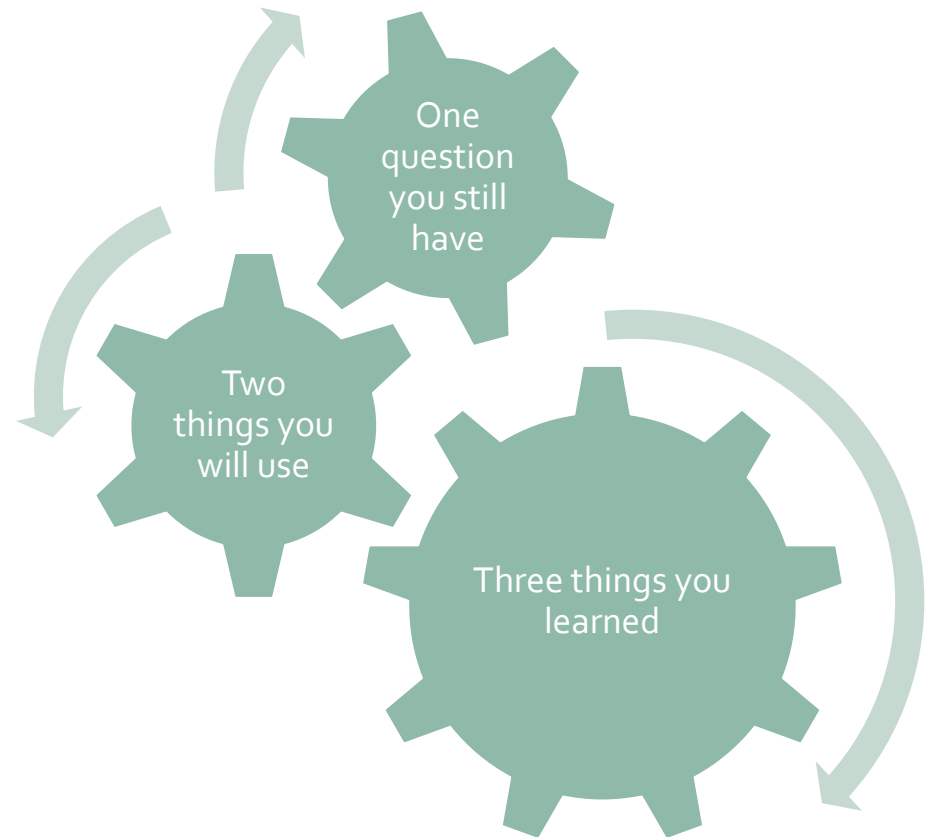
Q & A

- Questions?



Closing

Please answer the following:



Thank You



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