



TCDIR March Member Meeting – NOTES *(what could be captured)* March 18, 2022

Pre-event Reading: <https://makeitmsp.org/community-pulse-report/>

***Navigating Racial Equity-DEI commitments- Lessons Learned During COVID.
Our meeting will be hosted by Greater MSP.***

TCDIR Meeting Overview:

Hear from [GREATER MSP](#) and [The Coven](#) as they highlight a new resource based on insights from people of color throughout the MSP region. The BE MSP Community Pulse is a two-part study designed to illuminate the gaps, successes and hopes of local organizations and employees of color regarding DEI efforts within their workplaces. We're excited to share this resource for all organizations looking for insights on improving accountability in their racial equity and DEI commitments. [BE MSP Community Pulse](#). We will also be joined by Penny Phillips of the law firm Felhaber Larson will help us make sense of the lessons learned during COVID.

Agenda

- Welcome
- GREATER MSP Overview
- Navigating Racial Equity: DEI Commitments
 - BE MSP Community Pulse
 - Project by The Coven and MAKE IT. MSP.
- Lessons Learned from COVID

-Summary- (and highlighted in notes)

Greater MSP /

. Helped build a more inclusive culture and available for everyone and anyone to use! [BE MSP Workplace Toolkit | Make It. MSP. \(teachable.com\)](#)

Sign-up for the newsletter <https://makeitmsp.org/newsletter/>

Professionals of Color and Identity at work study: [Empress \(empressinsight.com\)](#)

COVEN discussion

- Catalyst for DEI work– clear plans, timelines, measurable goals!
- Most meaningful actions are tactical, time-delineated approach prepared
- Check out the [“takeaway” book with 6 actions and case studies](#) with different sized orgs have done to take the next steps. Start there. Ideas of what you can do tomorrow:
- Contacts: Bethany@thecoven.com & Alex@thecoven.com
- Key links
 - [Community Pulse Research Findings Report - Make It. MSP \(makeitmsp.org\)](#)
 - [Deeper insights to the pulse survey](#)

Lessons earned during COVID

- We saw much more flexibility! (see list in notes)
- Legal issues – when people worked remotely there were unanticipated situations (example access to technology, tax issues, and more – see more in notes)
- Lesson she learned as an employer lawyer – people don't like to be bossed around.
- Supportive leave policies – still needed. Especially for front line workers.
- When people worked remotely there were unanticipated situations

Welcome

- Thank you for your flexibility to switch meeting dates. Thank you to Greater MSP our host! Thank you Rachel for your help with Technology. Great team at Coven and Attorney Penny Phillips.
- Work they are doing is instrumental in what they are doing for our community. You'll hear from an impactful project. BeMSP Community Pulse: <https://makeitmSP.org/community-pulse-report/>
- Then Penny will discuss lesson and what we've learned during covid.
- **BIG NEWS – UNVEIL! We made a name change to TCDEIR!!!!** After 25 years (or so) we needed to be intentional and recognized and incorporate the word Equity. We also have a new website! Jenna from our team will be at our next meeting – you'll learn more about the tools and resources there. Thank you to E-team that worked on this. Tonya shared huge thank you to everyone for this work. This change is important to her and being born and raised in this community.



Greater MSP Overview

Matt Lewis – Thank you! Great to hear about the transition. Our world – economy, society, are all transforming. We are about all of us working together to ensure our region transforms for the better.

ABOUT THE GREATER MSP PARTNERSHIP

The Minneapolis-Saint Paul Regional Economic Development Partnership

REGIONAL VISION <i>The future version of the region we are working together to create</i>	The Greater MSP region will lead the world in inclusive economic growth by welcoming all, empowering talent, and igniting innovation		
PARTNERSHIP MISSION	The mission of the GREATER MSP Partnership is to accelerate regional competitiveness and inclusive economic growth through job creation, capital investment and execution of strategic initiatives.		
KEY OBJECTIVES <i>The region's economic development framework has 9 interdependent objectives that provide a framework for the GREATER MSP Partnership's work</i>	Jobs & capital Investment	Start-ups & Innovation	Attract & retain talent
	Racial Inclusion	Skills & Workforce	Regional brand & image
	Affordability	Mobility	New climate economy

ABOUT THE GREATER MSP PARTNERSHIP

15-COUNTY METRO STATISTICAL AREA

REGIONAL ECONOMY

GLOBAL MARKETPLACE

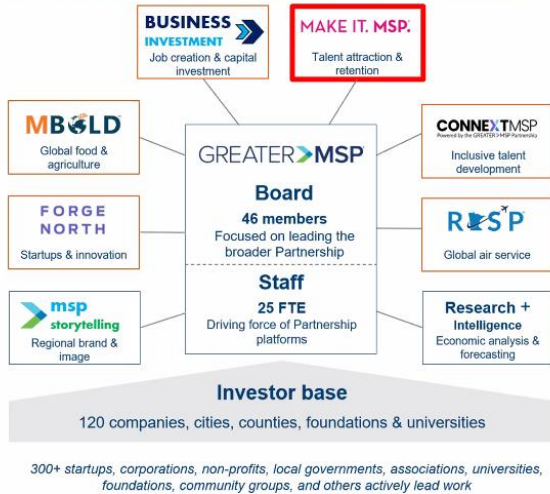
PEOPLE COLLABORATING ACROSS ALL SECTORS

This is our metro economy as the government defines it. A 15-county area. It is the size of a development country like Chile. People work across counties, companies, foundations, and even community partnerships.

ABOUT THE GREATER MSP PARTNERSHIP



Work across the regional economic development partnership



- **Platforms**
Space to work across existing organizations to tackle region-wide economic development priorities
- **Councils**
Leadership group comprised of cross-section of leaders, representative of a broader "coalition" or network of partners
- **Intelligence**
Market insights, customer insights, and stakeholder insights inform overall goals and strategies established within specific platforms
- **Projects**
Foundational unit of work within a platform, wherein specific results are delivered in alignment across multiple organizations

We have a small and mighty team at the center of the work to facilitate the partnership across many platforms. A few of those platforms are listed above. Each body of work has a council that is made up of an ecosystem of other organizations. Most importantly, is getting the voice of the customer – community member – stakeholder of where to invest, get a new job, etc.

Shout out to Philomena and Tonya that helped to build this. Big shout out to Tiffany Orth who made this work possible.

ABOUT THE MAKE IT. MSP. INITIATIVE

Our ambition, goals, and the work we do together to attract & retain talent to MSP

PRIORITIES

BIPOC Advancement	New Graduates	Marketing the Region
Increase the number of BIPOC professionals promoted at MAKE IT. MSP. partner organizations	Grow the rate of new graduates who accept jobs within the MSP region	Improve awareness & perceptions of opportunities in the MSP region with key talent audiences

WORK

LEARN & DRAW INSIGHT



BUILD RESOURCES & TOOLS



MAKE DIRECT CONNECTIONS



LEAD DIGITAL MARKETING & STORYTELLING



GROW COALITIONS



MAKE IT. MSP.
Powered by the GREATER MSP Partnership

Tiffany Orth talked about her previous role that led this work. Now at Mpls Chamber. Emily Tapp shared that goal is to make Twin Cities one of the top 10 cities. This helped to defined these priorities.

MAKE IT. MSP. PARTNERS & COLLABORATORS

Employers, community organizations, government agencies, higher education & many other local organizations

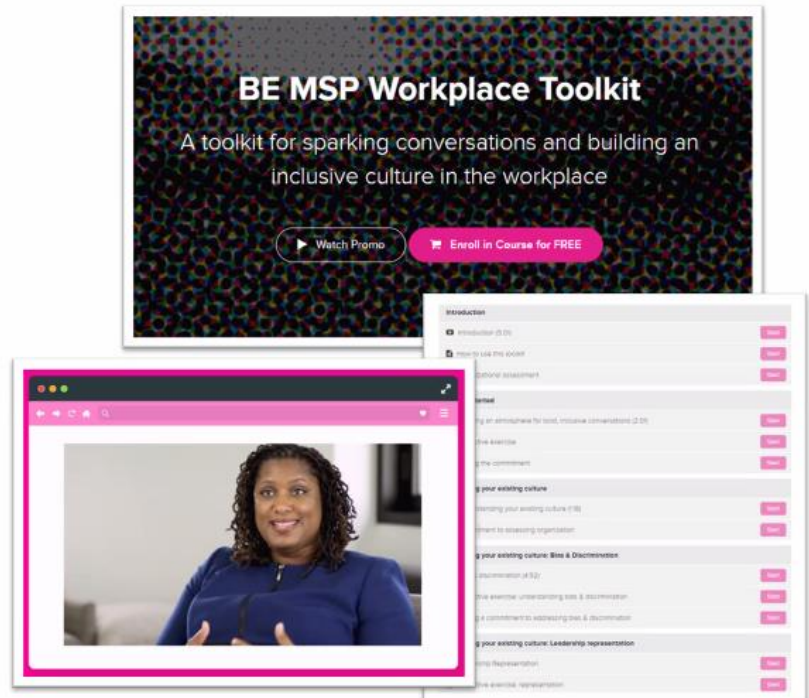


MAKE IT. MSP.
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Work closely with community orgs, higher education partners, and other local orgs. Example, TCDEIR.

BE MSPTM

WORKPLACE INCLUSION TOOLKIT



MAKE IT. MSP.

Developed tools, storytelling to make that happen. Example, Workplace Inclusion Toolkit. Helped build a more inclusive culture and available for everyone and anyone to use! [BE MSP Workplace Toolkit | Make It. MSP. \(teachable.com\)](#)

**newsletter also shared – <https://makeitmsp.org/newsletter/>

BE MSP

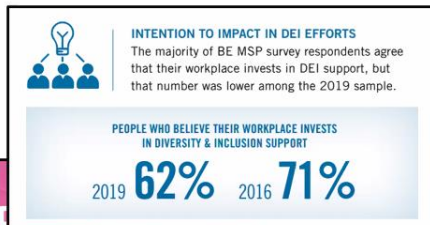
MSP IN COLOR & CULTURAL AMENITIES SPOTLIGHT



MAKE IT. MSP.

BE MSP

COMMUNITY INSIGHTS



MAKE IT. MSP.

Thanks to Coven, they found a creative a way to pulse in with the community. Action steps we can all take!



Three of them worked on this study together. Appreciate the partnership with Greater MSP too.



Be MSP Community Pulse: [Community Pulse Research Findings Report - Make It. MSP \(makeitmsp.org\)](https://www.makeitmsp.org/)

Overview & Executive Summary

<<missed slide – Project Objectives>>

Information still incredibly relevant.

Professionals of Color and Identity at work study: [Empress \(empressinsight.com\)](https://www.empressinsight.com/)

Our research explored three dimensions of racial equity work:

- 1 INTERNAL COMMITMENTS**
Executive leadership and culture
- 2 EXTERNAL COMMITMENTS**
Organizations ending contracts with MPD, lobbying, and advocacy
- 3 COMMUNITY OUTREACH & SUPPORT**
Corporate funds and financial support for Black-owned businesses

Will focus today on dimension #1

Participant Mix. Over indexed on women and will relook at that in the future.

RACE

65% Black
16% Asian/Pacific Islander
15% Hispanic
4% Unknown / Other

GENDER

78% women
16% men
6% non-binary,
genderqueer, queer, or
transgender

Executive Findings.

1. Organizations are just getting started.
2. Anti-Racist Efforts & Reporting must be clear and accessible
3. Actions and Accountability matter most – people have been not trusting – action and accountability were key.

EXECUTIVE SUMMARY + KEY FINDINGS

- 1 ORGANIZATIONS ARE JUST GETTING STARTED**
Anti-racist efforts are still early in their formation and many organizations have yet to find their stride, though they're beginning to try.
- 2 ANTI-RACIST EFFORTS & REPORTING MUST BE CLEAR & ACCESSIBLE**
Data and transparency should guide all anti-racism efforts in the workplace.
- 3 ACTION & ACCOUNTABILITY MATTER MOST**
Employees are skeptical about real change but can be convinced through clear actions mapped against timelines and explicit accountability measures.

Intent → Action → Accountability

The catalyst that takes organizations from action to accountability is clear plans, timelines, and measurable goals.

Catalyst for this work– clear plans, timelines, measurable goals!

Check out 3M – they have clearly laid out transparent plans. You can find the interviews with partners at 3M here: [Community Pulse Research Findings Report - Make It. MSP \(makeitmsp.org\)](#)

What are meaningful equity initiatives? We see CEO's getting involved in ways they haven't in the past. Great first steps.

ANTI-RACIST EFFORTS ARE BEGINNING TO FIND THEIR FOOTING

CEOs & leadership teams are getting involved; starting to align organizational goals and values with anti-racist performance indicators.

The top three activities observed in relation to racial equity in the workplace include:

What they heard – having a clear vision for change, active participation from CEO and Exec Team, and some have heard anti-racist training as part of the goals.

ADVANCING RACIAL EQUITY STARTS WITH ACTION & ACKNOWLEDGEMENT

The most important steps organizations can take to create a more equitable environment include:

- "Immediate actions. Even small. Many organizations have a big talk, but never act."
- "Promoting BIPOC employees and begin creating an open conversation around race equity. Change the goals of the organization's future and incorporate the needs of BIPOC members."
- "Lift up the work of BIPOC employees (authentically, not tokenization) and acknowledge how good we make you look. Don't co-opt our perspectives and work."



Advancing racial equity starts with action and acknowledgement.
Most important actions companies can take are:

MEASURABLE GOALS, TRANSPARENT DATA, & CLEAR ACTION PLANS

When asked how organizations can be held accountable to advancing racial equity, top comments include:

- "Just like there is a performance management in place for employees - there should be a similar one for racial equity."
- "The company should have clear metrics and check these metrics regularly. If you say you are going to have BIPOC leadership in the C-Suite by 2021, show what you are doing to build skills for current employees to take that role."
- "Share data status updates on where they are based on goals set. If they are behind on reaching a goal then share a plan on how they expect to meet it/ask for ideas on how to meet it."

Coming back to measurable goals, transparent data & clear action plans – this has been heard over and over in the survey.

If you tap into people's time – compensate them for it.

MOST Meaningful actions!

MONEY & TIME-DELINEATED ACTIONS ARE MOST MEANINGFUL

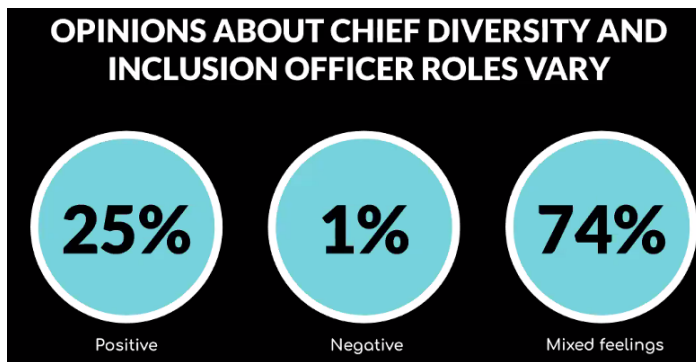
Though participants were likely to say they had yet to see organizations take action towards racial justice, others report admiring organizations that have:

- "Communicated a specific number of dollars towards programming and job positions for BIPOC staff, as well as a timeline of when this would take place."
- "Created a diverse advisory board within the organization made up of different roles. They were tasked with assisting in recruiting and interviewing, amongst other initiatives like addressing pay, child care, etc."

Most orgs don't have a tactical, time-delineated approach prepared. Only 10% said:

Said their workplace has measurable, anti-racist outcomes established against timelines to hold employers, leadership teams, and employees accountable.

<<missed previous slide – senior leadership skepticism>>



Viewed as a first step but not perfect solution. One piece of the puzzle.

Employees fear this role being tokenized or not something to make real change. Take this as people are exhausted. People have been fighting for equity for a long time. Encourage to read the entire study with ideas and hear all the other feedback along the way and alongside that.

C-SUITE DEI ROLES ARE A FIRST STEP, NOT A PERFECT SOLUTION

Though important to have, employees fear the tokenization of these roles and perceive them as a performative response to addressing real equity issues.

- "It feels like a 'check the box' move. Everyone is jumping on the equity train, and this is one of the stops. It does not inherently address racial equity, though it is a step."
- "A lot of time that person is BIPOC and the white org doesn't trust them, or leaves it all up to that person to 'fix' the org's race issues. If the org is not willing or doesn't like the tone of the DEI officer then the work can't and won't happen."
- "They are doing it because of the moment. They should have done this a long time ago."

What can orgs do to take the next big leap?

- They have a "take away" book with 6 actions and case studies with different sized orgs have done to take the next steps. Start there. Ideas of what you can do tomorrow. https://makeitmsp.org/site/wp-content/uploads/2022/01/CommunityPulse_Actionable-Ideas_Case-Studies.pdf

HR Lessons earned during COVID

Penny Phillips of the law firm Felhaber Larson

This is so fresh – difficult to come up with anything incredibly expansive or reflective.

We saw flexibility! Employers learned to get rid of getting rid of stereotypes of having a flexible schedule. NYTime article 3/18: 30% said they'd look for another job if employer said they needed to come back into the office.

- This impacts recruiting and retention efforts. Also, shortage of employees will be evaluated by employers.
- Employees gain a shared experience they didn't expect – meeting kids, dogs, saw their house, etc. Working remotely and how much it allowed us to peer into peoples lives.
- We lost company culture, mentoring opportunities, training opps, "water cooler" conversations.

Legal issues – when people worked remotely there were unanticipated situations:

- Access to technology
- What does it mean to manage people when you don't see them?
- How do you manage performance?
- When do I punch in/out, take lunch break, etc.

- OSHA issues –
- Worker comp issues
- Amy I working in a safe place?
- Tax issues – employers now have employees in 50 states and need to consider all the different regulations.
- Drug testing issue – how to work through when someone appears under influence when online?
- Discrimination on harassment – treated discriminatory. People are more aware.

How to promote diversity without getting yourself in trouble supporting protected class

- Avoid stated targets with numbers / quotas and preferential treatment
- Expand your outreach
- Think about broaden who is “a fit.” NOT a fan of who is “a fit.” This is too vague.
- Hiring policies – at one time all employers did credit checks when they were not needed. These policies create an adverse impact.

Any issues with dress code?

- Not seen in the last 2 years – it is a non-issue.

2 Legal Issues that are important

- 1) Supportive leave policies – take time away from work to care for a family member, take care of kids
 - a. That policy has sunset but need is still there.
 - b. Important for front line workers too!
 - c. Disappointing that a survey of frontline workers – a reason they didn’t get vaccinated is because they couldn’t get time off or they couldn’t get time off if they had an adverse impact. Many employers were relieved when that law was held as unconstitutional.
- 2) Lesson she learned as an employer lawyer – people don’t like to be bossed around. Vaccinations, incentives, testing, masking, etc. there are legit reasons people don’t want to get vaccinations. The diversity of reactions that people are made to get a vaccine. Many of her employers are healthcare orgs.

When being transparent with DEI numbers and data – what should we keep in mind?

- Example – representative in specific business groups. Example, how many nurses identify as diverse. Difficult to share progress due to hesitation to share numbers with the business.
- The numbers need to be a bigger picture (vs small population sizes). Also some employers feel the numbers don’t look good and don’t want to share.

Closing

- Thank you all for being on the call.
- If you have an additional 30 minutes – stay for informal discussion
- Thank you Greater MSP! Thank you to the speakers!
- Watch for a survey – will be added in chat.
- Next up: In April, Sonos host – LGBTQ and building an inclusive environment
 - We are also looking at our schedule hybrid and in-person.
 - Thank you for your continued flexibility – with any new variants that come up.

Post-discussion

After 20 years with ERGs, what is next?

- Support development.
- Once people were asked, how did they want to be development – Idi and other content was selected.
- Quarterly professional development for ERG co-leads.
- Thewokecoach.com

Top 3 things that make the most difference

- a. Data and transparency – sharing numbers and why behind numbers
- b. Investment from top down – strategic company goals to being a more equitable workplace with accountability measures –
 - a. Leadership investment

- b. Hitting goals, tying to compensation, and importance around making a good faith efforts so “quotas” are not creating bad behaviors.
- c. Listening and asking black indigenous employees of color. They want to be honest without repercussions. Feeling of safety is not found. Other culture drivers:
 - o Importance of bringing an outside partner to help solve culture. Example: Thewokecoach.com, [TeamDynamics](#), [the DiversityInstitute](#).

Supporting Talent that is here in Twin Cities

- o MSP is dedicated to talent and attraction
- o Connex MSP – inclusive pipelines for talent – this is the “9-5”

Supporting talent outside of workplace

- o MSP is also dedicated to this.
- o In Sisterhood we brunch – 4 part series – space for women of color

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