



Workforce Diversity, Equity and Inclusion (DEI)

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Sr. Director of Workforce Diversity and Inclusion

Welcome and Introduction



Who

- Wife
- Mom
- Health care professional
- DEI Professional
 - Advocate
 - Ally
 - Champion

Why

- There is a need
- Cultural transformation
- Community engagement
- Future of the state, of the world

Workforce DEI: The Chamber's initiative



Workforce Diversity, Equity and Inclusion

The Minnesota Chamber is one of the **first state Chambers** in the nation to launch an innovative and unique diversity, equity, and inclusion (DEI) initiative. Consistent with the mission of the Chamber, the Chamber Foundation's DEI initiative is designed to bring a **simplified** and **attainable** approach to diversity, equity, inclusion, and **workplace inclusion** and belonging by delivering practical solutions to business leaders.

Workforce DEI: Surveying the landscape



57 businesses/community leaders



52 businesses

The discussion was designed to gather **qualitative information** from business leaders and community partners to assess the following outcomes:

1. The overall perception of DEI from the perspective of business and community leaders
2. To conduct a baseline assessment to understand where Minnesota is at as a state in terms of DEI
3. To understand the current barriers preventing advancement of DEI statewide
4. To identify the greatest opportunities and greatest need from the business community in terms of advancing DEI



Chamber Foundation Priorities



DEVELOP

Develop a comprehensive, Minnesota-specific repository of diversity, equity and inclusion resources and information.

CONNECT

Serve as a connection point for diversity, equity and inclusion-focused Minnesota businesses and community partners.

ADVANCE

Support the advancement, cultivation and preservation of a state business community that supports and commits to workforce inclusion

FOCUS

Focuses on all dimensions of diversity within all regions of Minnesota.



THE WHAT

Workforce DEI: Defining your terminology



Diversity: Diversity is **any category, characteristic, or dimension** that is used to **differentiate** individuals from one another. This includes, but is not limited to age, gender identity, race, country of origin, religion, disability status, veteran status, sexual orientation, formerly incarcerated (second-chance workers)

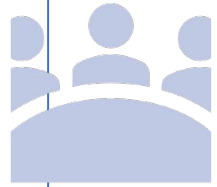
Equity: Equity is the creation of a **fair** and **just** environment that is **free from bias** and favoritism and ensures that **all individuals are given the resources and tools they need to succeed**, taking in to account individual needs. This includes but is not limited to access, status, and structural inequities.

Inclusion: Inclusion is the creation of an environment in which all individuals feel a sense of **belonging**, are respected, and are encouraged to present as their best authentic professional selves; Where unique perspectives, lived experiences, traditions, and cultures are seen as valuable characteristics that contribute to the richness of company culture.

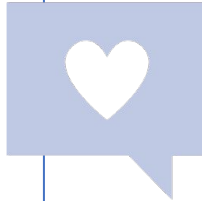


THE WHY

Workforce DEI: The need

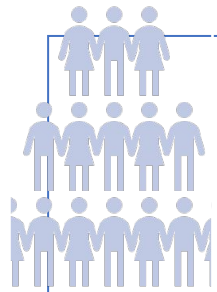


Minnesota business community plays a significant role

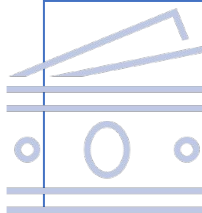


Becoming a non-negotiable

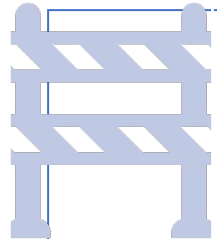
- For younger generations
- In business partnerships



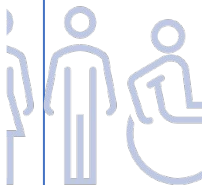
Untapped talent in the workforce



Business incentives

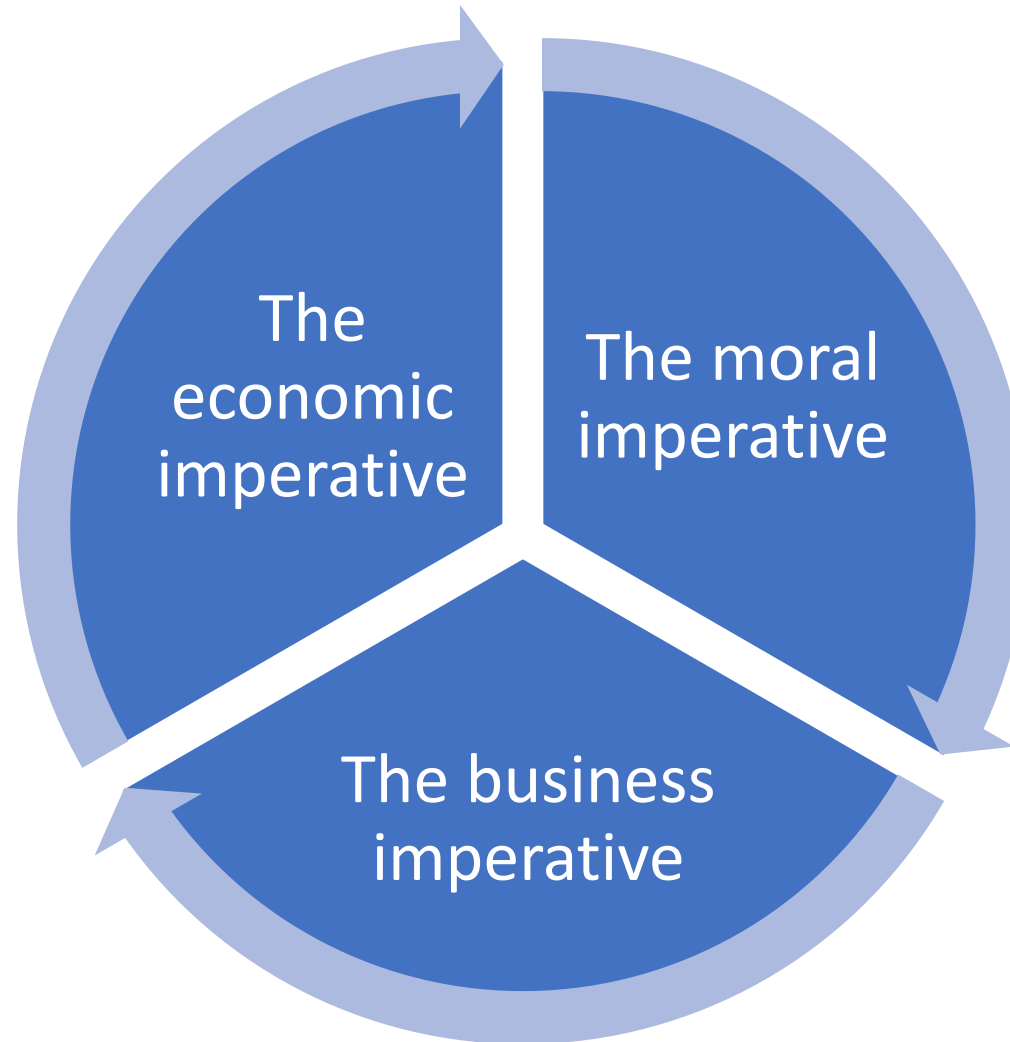


Increased innovation



Changing demographics

Workforce DEI: The 3 imperatives



Workforce DEI: The moral imperative



Ethically and morally “right” to ensure every individual is treated fairly and respectfully regardless of race, religion, gender, sexual orientation, etc.



Workforce DEI: The business imperative



Businesses who prioritize DEI:



Are more innovative



Have higher retention rates



Have higher employee morale



Higher financial performance

Workforce DEI: The economic imperative

State demographics are changing

Exhibit 20. Counties with greater racial and ethnic diversity have experienced faster population growth last decade.

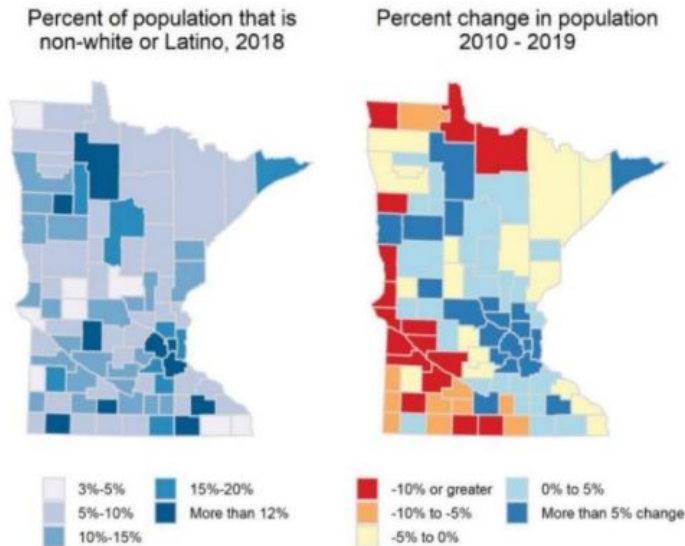
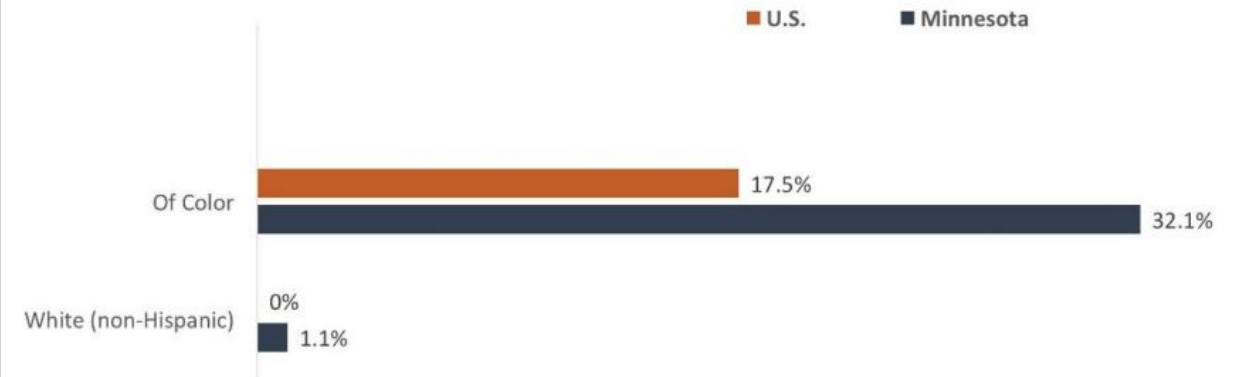


Figure 6: Non-white and Latino populations typically make up a larger percentage of the population in southern Minnesota than in northern counties. The counties with the highest percentages typically have experienced overall gains in their population as well. Data: U.S. Census Bureau, Decennial Census & Population Estimates

Source: Image taken from Center for Rural Policy and Development, 2020 State of Rural Minnesota

Exhibit 21. Minnesota's populations of color grew 32 times faster than the white population, and outpaced U.S. rate last decade

Population change by race: Minnesota and U.S., 2010-2019



Source: Image recreated from MN Compass



Minnesota Chamber Foundation
**Workforce Diversity,
Equity and Inclusion**

THE HOW

To create a culture of inclusion

Workforce DEI: Before you begin



Lay the Foundation

**Gather key
stakeholders**

**Conduct an internal
assessment**

**Build your strategy and
implement**

**Hold yourselves
accountable**

Workforce DEI: Business Best Practice Categories



Recruitment/
Retention



Community
Engagement



Workplace
programs

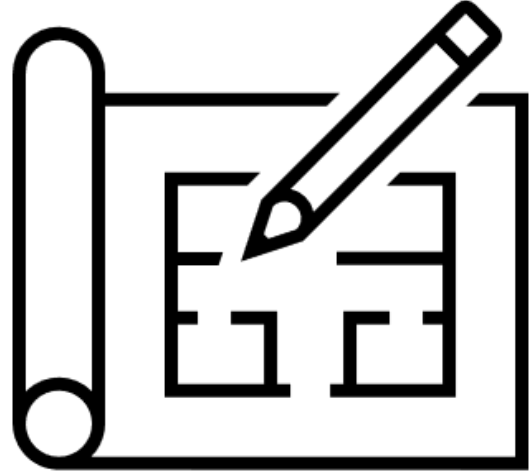


Supplier
diversity



Training/
education





Planning and Strategy

Implement overall DEI strategy

- Identify where you are at in the journey
- Review best practice categories to identify organizational opportunity
- Use data and analytics to set goals
- Monitor progress
- Stay accountable

Recruitment/Retention



- Hire/retain diverse talent
 - Equitable job postings
 - Elimination of bias in the hiring process
 - Identify and recruit to diverse candidate pools
- Employee onboarding
- How to design new practices for recruiting

Community Engagement

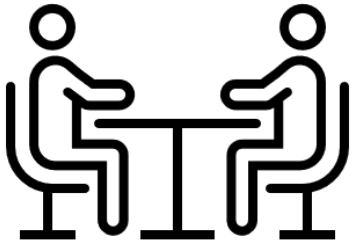


Connecting with community partners

- Local community organizations
 - School boards/superintendents
 - Local chambers
 - Municipalities
 - Other philanthropic groups
 - Non-profits
- Philanthropic giving

Supplier diversity

- Develop business partnerships with diverse suppliers
- Set goals
- Establish vendor requirements
- Partner w/ GrowMN
- Acknowledge MBE certifications



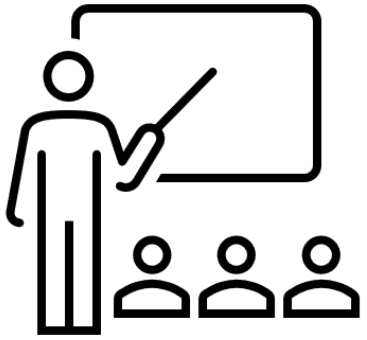
Workplace programs

Develop Internal programs that promote DEI in the workplace

- Conduct a cultural assessment
- Launch internal programs
 - Mentorship
 - Sponsorships
 - Internships
- Implement inclusive internal policies (cultural competencies, respect)
- Inclusive on/off boarding
- Volunteer time-off



Training/Education



Have an internal strategy around DEI related education and training

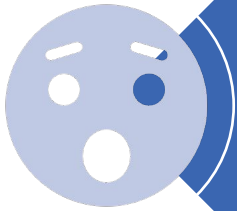
- Prioritize unconscious bias training
- Offer both Individual and group training opportunities on DEI content
- Offer group training and self-driven training options

Workforce DEI: Individual opportunity



- ✓ **Make diversity visible**
 - ✓ Bring new people to the table
 - ✓ Build meaningful relationships
- ✓ **Practice**
 - ✓ Use inclusive language
 - ✓ Ask questions
 - ✓ Serve as an advocate and ally
- ✓ **Document**
 - ✓ What you've done
 - ✓ What you're doing
- ✓ **Identify**
 - ✓ Where you are at in your journey
 - ✓ Your opportunities for improvement

Workforce DEI: Final thoughts



Get comfortable being uncomfortable



The journey is not linear



Give yourself grace: We all start somewhere

Workforce DEI: BREAK OUT DISCUSSIONS



You will separate into break out rooms for 7 mins to discuss the following action items.

Once we return to large group, please be prepared to share.

1

Something you
learned

2

Something you
can commit to



Workforce DEI: Chamber resources



DEI Resource center

DEI Playbook

DEI Assessment

The screenshot shows the homepage of the Minnesota Chamber DEI Resource Center. The header includes the Minnesota Chamber of Commerce logo, a search bar, and navigation links like "Your Voice at the Capitol", "Your Connection to Business", "Your Opportunity to Grow", "Foundation", "About Us", and "Highlights". The main content area features a large image of hands reaching up, with the text "WORKFORCE SOLUTIONS: DIVERSITY, EQUITY AND INCLUSION" overlaid. Below this, a section titled "TANGIBLE TOOLS TO HELP YOUR BUSINESS BUILD AND WELCOME YOUR WORKFORCE" contains a paragraph about the chamber's commitment to DEI and a contact email: wharvey@mnchamber.com.

The cover of the DEI Playbook features a photograph of four diverse professionals in a warehouse setting, looking at a tablet. The Minnesota Chamber Foundation Workforce Diversity, Equity and Inclusion logo is in the top left. The title "Diversity, equity and inclusion playbook" is at the bottom. A text box on the right says "Your DEI journey starts here" and provides information about the playbook's purpose and contact details for Whitney Harvey, Sr. Director of Workforce Diversity and Inclusion, at wharvey@mnchamber.com or 612.618.6074. A QR code is also present.

The screenshot shows the "Diversity, Equity and Inclusion Internal Assessment" form. It includes the Minnesota Chamber logo and a section for "Primary contact information" with fields for first name, last name, title, email, company name, address, city, state/zip, phone, and fax. Below this is the "Interview information" section with fields for interviewer name and assessment date. A paragraph explains the purpose of the tool. At the bottom is a "Scoring key" table with five columns: "Have not yet started", "Discussions have begun, no formal plans exist", "Formal plans exist, but have not implemented", "In place and evidence practice", and "Fully implemented and well modeled throughout the organization". The table has rows numbered 1 through 5.

Scoring key				
Have not yet started	Discussions have begun, no formal plans exist	Formal plans exist, but have not implemented	In place and evidence practice	Fully implemented and well modeled throughout the organization
1	2	3	4	5

QUESTIONS?



Minnesota Chamber Foundation
**Workforce Diversity,
Equity and Inclusion**

If your business is interested in taking meaningful and intentional action towards a more diverse, equitable, and inclusive workplace or is interested in participating in our DEI assessment pilot, please reach out!

CONTACT INFO

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