



**equity
arcata**

Welcoming Businesses Learning Session

Bringing an Equity Lens to Hiring and Retention Practices

welcoming • safe • racially equitable

equityarcata.org

About Us

equity arcata is a partnership between the city of arcata, Humboldt State University, local businesses and members of the community working to make Arcata a more inclusive and welcoming environment for people of color.



Welcoming Businesses Working Group

Working to develop an environment of racial awareness,
discussion and learning opportunities within the local business
community.

Led By: Chuck Powell

Contact: chuckjpowell@gmail.com



Short Introductions

- Please introduce yourself and business affiliation if any.
- How do you identify racially?
- What brought you to this space today? Please put in chat.
- What do you hope to take away? Please put in chat.
- What's your experience with Diversity, Equity and Inclusion?
Group check in.





What is Diversity, Equity & Inclusion?

Defining diversity

People aren't diverse, but teams and companies must be.

A person is not "diverse," Referring to a person as "diverse" would only make sense if we were all the same, but we're not. Referring to a person as "diverse" is increasingly used as code for people who belong to groups considered non-dominant, or those with historically less privilege.

Defining Equity

Treating everyone equally maintains inequities; start with equity-inspired design.

- While often used interchangeably, equity and equality mean different things and lead to different results. When we treat everyone equally, we treat everyone the same, but when we treat everyone equitably, we focus on individualistic needs.
- In a diverse workplace, differences exist, and people require support in different ways. Equity asks us to acknowledge that everyone has different needs, experiences, and opportunities.
- People from marginalized groups often have more barriers to overcome when accessing resources and opportunities than those from dominant or more privileged groups. In a diverse organization, equity-inspired design identifies barriers and inequities and helps to elevate the people on the margins to produce equitable outcomes.



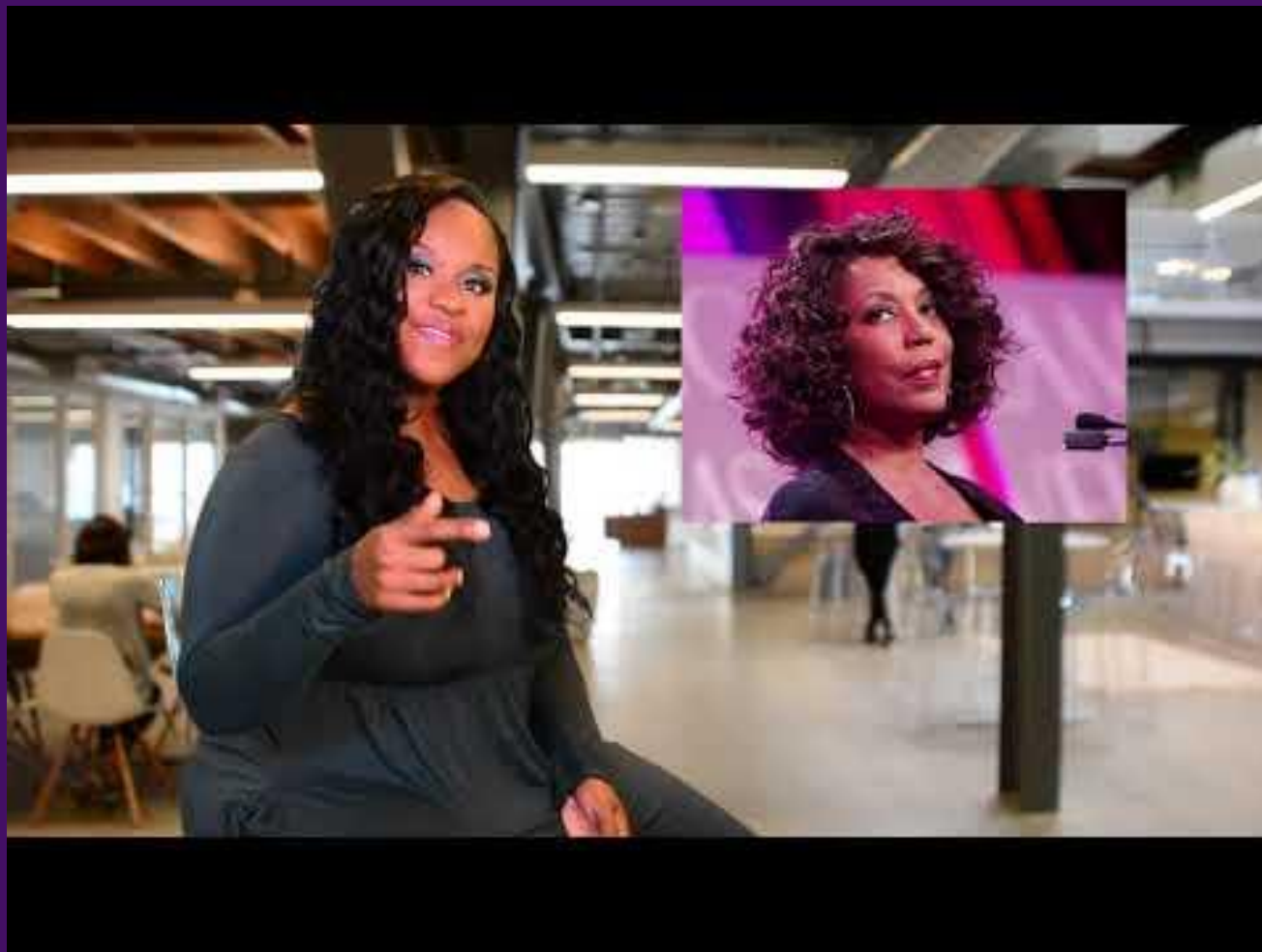
Defining Inclusion

Inclusion doesn't just happen; we have to design for it.

- An organization can be diverse without being inclusive because inclusion is not a natural consequence of a diverse team or organization.
- People often say that “diversity” is an invitation to a party, whereas “inclusion” is being asked to dance. However, being asked to do something does not necessitate inclusion – inclusion is about value.
- Having a diverse workplace means differences exist, and inclusion takes it forward to ask how everyone, from team members to end-users, can feel valued.



What is Diversity, Equity & Inclusion?





Discussion

- What came up for you while watching the video?
- Are the shared experiences in the video something you can bring back to your place of business or employment in regards to policy or community engagement?
- What actions can you take personally and professionally to make diversity, equity and inclusion a priority?
- How can equity arcata support you?

Bias in the Interview Process



Ways to Reduce Hiring Bias

- Build awareness around hiring bias.
- Check the language in job descriptions.
- Blind the resume review process. Remove name, age and gender before reviewing.
- Only use validated assessments.
- Standardize the interviews.
- Be aware of bias towards likability.
- Implement a collaborative hiring process.
- Acknowledge confirmation bias.



Self Assessment: Do I Have Bias?

Ask that any staff which reviews resumes, conducts interviews or onboards new hires take this test and receive ongoing implicit/explicit bias training to reduce harm to potential BIPOC (Black, Indigenous, People of Color) employees.

A great resource to begin with is the Harvard Implicit Bias Test. This 10-minute test can be included as pre-interview preparation for your hiring panel:

<https://implicit.harvard.edu/implicit/takeatest.html>





Eight Conditions for Successfully Fostering a Diverse & Inclusive Workplace:

- 1. Leadership must accept and value that a diverse workforce will bring a diversity of perspectives and approaches to work.**
- 2. Leadership must be committed to persevering in the face of inherent challenges that these different perspectives and approaches will bring to an organization.**
- 3. There must be an expectation of high performance from everyone.**
- 4. The organization should design jobs that allow people to grow and be educated.**



Eight Conditions for Successfully Fostering a Diverse & Inclusive Workplace Continued:

5. Openness and tolerance for debate must be encouraged by the organizational culture.
6. All workers must be made to feel valued and empowered.
7. The organization must have a clear and well-recognized mission that includes diversity.
8. The organization must be structured to promote the exchange of ideas and welcome constructive challenges as a part of its culture.

From: Thomas, David A., and Robin J. Ely. "Making differences matter." Harvard Business Review 74, no. 5 (1996): 79-90.

Support Strategies

Employees of color in predominantly white organizations can face a great deal of social isolation and bias within the workplace. It is important to be cognizant of the unique strengths that each employee of color has, the challenges they may face in the workplace, and methods to support them. **These strategies will be most effective if those who hold power in the organization clearly understand and support them.*

- **Build Trust.** Be open to learning about your employee and their perspective and worldview on sustainability and environmental issues. Be willing to engage on uncomfortable topics, which may include race. Be willing to receive feedback and also provide clear feedback on performance.
- **Identify interests.** Know what the employee wants to learn and be exposed to. For interns, develop goals that are both work oriented and experience oriented for their short term of employment.
- **Avoid putting a BIPOC employee the position to be the sole educator on race.** Create an environment that normalizes learning about institutional bias and racism, including self-reflection about one's relationship to these systems.
- **If an employee is drawn to work on diversity and equity, sponsor their participation by endorsing it and supporting them to find balance in their work.** Be careful that they are doing this work with sufficient time and resources and with a group of collaborators to avoid burnout and frustration. Don't press involvement if the interest isn't clear.



Additional Support Strategies

Check-in regularly on the experience your employees are having in the workplace. Understand if your employees feel they have what they need to be successful.

Work to identify when dominant culture is impacting the ability of an employee to effectively participate, contribute, or be accepted in the workplace. (ex: communication styles that favor linear presentation as opposed to non-linear; taking turns vs. jumping in to voice an opinion; responses to showing of different kinds of emotion; defensive responses to bringing up cultural blind spots).

Normalize self-care especially when a traumatic event has happened or when there is a triggering environment. (ex: racially motivated incidents are on the rise across the country and impact people of color differently than white people. National events can be very personal because of long-standing racial trauma. Triggering events can also come in the form of microaggressions. Acknowledging what has happened and creating space for staff to process collectively or individually as they need to will help them to be more present and focused in the long-run.)

Support professional development. Support the employee to seek out and participate in opportunities for training and professional growth.



Writing Inclusive Job Descriptions

- Highlight your company's commitment to diversity, equity and inclusion.
- Avoid gender or racially coded words. Example: Gender: Male Coded: ambitious, assertive & Female Coded: interpersonal, collaborative and Racially Coded: clean cut, strong English skills <http://gender-decoder.katmatfield.com/>
- Limit the job requirements to must haves.
- Avoid unneeded jargon.
- Mention inclusive benefits.
- Recruit from diverse talent sources.
- Advertise through diverse channels.





Ongoing Learning Resources

- Race in the Workplace Article: [Race in the Workplace | Time](#)
- equity arcata Teams: <https://www.equityarcata.com/teams>
- equity arcata Newsletter on Implicit Bias:
<https://shoutout.wix.com/so/6fMvcVJ5i?cid=371011e7-df6b-41de-a06b-285bea49778d#/main>
- equity arcata Newsletter on Explicit Bias:
<https://shoutout.wix.com/so/8dNOSemHz?cid=371011e7-df6b-41de-a06b-285bea49778d#/main>
- Employer Resources on Writing Inclusive Job Descriptions:
<https://hiring.monster.com/employer-resources/workforce-management/diversity-in-the-workplace/inclusive-job-descriptions/>
- Interview Tool: [Candidate Evaluation Form](#)



Local Recruiting Opportunities

HSU Social Justice, Equity & Inclusion Center

Office Phone: (707) 826-3364

Email: sjeic@humboldt.edu

HSU Native American Center (ITEPP)

Office Phone: (707) 826.3672

Email: hsuitepp@humboldt.edu

Centro del Pueblo: cdpueblo.com

North Coast Small Business Development Center:

www.northcoastsbdc.org/contact/north-coast-sbdc



Local Recruiting Opportunities Continued

HSU Cultural Centers for Academic Excellence

Office Phone (707) 826.4589

Email: ccaeh@humboldt.edu

HSU African American Center for Academic Excellence (AACAE)

Office Phone: (707) 826.4588

Email: aacae@humboldt.edu

HSU El Centro Académico Cultural (LCAE)

Office Phone 707.826.4590

Email: lcae@humboldt.edu

Closing Reflections

- What resonated for you today?
- What didn't?
- What topics are you interested in?
- equity arcata will be presenting a learning session for businesses in December. Would you like to join us?
- We can offer this program to any of your team members as needed.



Contact Us

Welcoming Businesses Working Group

Chuck Powell

Email: chuckjpowell@gmail.com

Communications Working Group

Cati Gallardo

Email: cgallardo@cityofarcata.org

For more information on equity arcata, visit equityarcata.com.

