

PDC

PORTLAND DEVELOPMENT COMMISSION

DATE: February 27, 2008
TO: Board of Commissioners
FROM: Bruce A. Warner, Executive Director
SUBJECT: Report Number 08-28
PDC Diversity Council 2008 Work Plan

EXECUTIVE SUMMARY

BOARD ACTION REQUESTED

None — information only.

SUMMARY

This report provides a further update to the Board on the activities of the Diversity Council and lays out the Council's work plan for 2008.

BACKGROUND

The PDC Diversity Council was convened in 2006 in response to PDC's internal *Organization Health Assessment* and direction from the Board to focus on PDC's cultural competence so that we may become more respectful and inclusive of one another internally, and to improve communications, partnering and service access to our diverse external stakeholders.

Under the guidance of Lolita Burnette, Community Relations and Business Equity Director, the Diversity Council consists of 11 PDC employees who meet monthly. During the Council's first year of operation, they formed the diversity charter, spent time receiving education in the principles of diversity and inclusion, and hosted the first in a series of employee education programs.

At the end of 2007, the Council formed a Work Plan for 2008 with an internal focus (Attachment A). The implementation of this plan will raise awareness and educate staff on diversity, as well as provide them with tools, resources, and performance measures necessary to build a strong foundation for inclusion internally.

ATTACHMENTS:

A. Diversity Council Work Plan January 2008

CC: Lolita Burnette, Diversity Council Sponsor
Wendy Wilcox, Diversity Council Member
M. Baines, General Counsel
J. Jackley, Executive Operations Manager

Investing in Portland's Future



DIVERSITY COUNCIL

Work Plan



January 2008

PDC Diversity Council Work Plan for 2008

The PDC Diversity Council was convened by the Executive Director in response to PDC's internal Organization Health Assessment and direction from our Board to focus on our cultural competence so that we are even more respectful and inclusive of one another, and to improve communications, partnering and service access to our diverse external stakeholders.

As with most high-performing organizations, PDC is responding to the realization that the world, and specifically Portland, Oregon is changing. While we will refine our unique business case for diversity during 2008, drivers do include our commitment to:

- finding and retaining great talent;
- placing communications and transparency at the heart of all we do; and
- ensuring access "to all" for housing and homeownership; business development; and wealth creation opportunities.

During the Council's first full year of operations, we came together as a team and chartered ourselves. We explored and grounded ourselves in the principles of diversity and inclusion. We hosted the first, in a series, of education programs. All of this was a preamble to creating the plan of action for 2008 that follows.

In 2008, we have chosen to put your needs first. Our goals are to:

- raise awareness;
- educate ourselves;
- provide tools and resources; and
- measure progress on our diversity journey.

We hope you will want to be involved, learn and add your creativity to any of the planned actions. In 2008, you can expect to see...

January - March: Quarterly Diversity Education Program

Managing the Dynamics of Diversity
(Steve Hanamura and Garfield DeBardelaben)

Supervisor Tools – Part One

Race: The Power of Illusion [a 30-minute vignette designed for supervisors to use with their teams]

A New Diversity Web Page on IRA

Honor National Diversity Celebrations

- February - African American Heritage Month
- March - Women's History Month

Performance Measures – Part One

Diversity and Me – A new definition of Cultural Competence in our performance management system. What Will I Do?



Kathy Peoples, Irene Bowers, Kim McCarty, Barb Weaver, Kevin Johnson at "Good in the Neighborhood" event.

April - June: Quarterly Diversity Education Program

Intercultural Communications (guest speaker)

Performance Measures – Part Two

The Spanish Speakers Group Formed

If you want to practice your Spanish, this is for you.



*PDC Bocci Ball spectators Lois Cortell,
Trang Lam and Justin Douglas.*

Supervisor Tools – Part Two

Race: The Power of Illusion

[a 30-minute vignette designed for supervisors to use with their teams]

Diversity Resource Library Begins

Honor National Diversity Celebrations

- April - Jewish American Heritage Month
- May - Asian Pacific Islanders Heritage Month
- June - Gay and Lesbian Pride Month

July - September: Quarterly Diversity Education Program

The Ethic of Inclusion (guest speaker)

Supervisors Tools – Part Three

A Supervisors Check List [How to incorporate Diversity into all we do as a team]

PDC Annual Diversity Report

Our Unique Business Case for Diversity

Honor National Diversity Celebrations

- September - National Hispanic Heritage Month

October - December: Quarterly Diversity Education Program

American Cultural Norms (Power, Privilege and Perception)

Supervisor Tools – Part Four

Race: The Power of Illusion [a 30-minute vignette designed for supervisors to use with their teams]

New Employee Diversity Orientation

Honor National Diversity Celebrations

- October - National Disabilities Awareness Month
- November - Native American Heritage Month
- December - Year-End Holiday Celebrations



PEOPLE | DIVERSITY | COMMUNITY

YOUR PDC DIVERSITY COUNCIL

Lolita Burnette,
Education
Subcommittee Chair

John Cardenas,
Marketing and Branding
Subcommittee Chair

Pam Duncan

Lisa Gramp

Lene Hopson

John Jackley,
Strategies/Tools for
Supervisors and Teams
Subcommittee Chair

Lynnette Jackson

Dorian Jung

Juanita Swartwood,
Secretary

Colleen Welsh,
Performance Management
Subcommittee Chair

Wendy Wilcox

Larry Wright

[www.pdc.city/html/
library/diversity-council](http://www.pdc.city/html/library/diversity-council)

*Investing in
Portland's Future*

PDC
PORTLAND
DEVELOPMENT
COMMISSION

PDC MISSION

To bring together resources to achieve Portland's vision of a diverse, sustainable community with healthy neighborhoods, a vibrant central city, a strong regional economy, and quality jobs and housing for all.

PDC STRATEGIC PLAN STRATEGY

Care for the job satisfaction and professional development needs of the people of the organization, and cultivate organizational health and diversity.

GOAL

Create an organizational culture that focuses on and invests in organizational development, continued best practices including rewards and recognition, and cultural competency, diversity, compensation and communications.

PDC DIVERSITY COUNCIL DEFINITION

Diversity at PDC embraces, values and advocates for the differences and inclusion of all people within our organization, as well as the community we serve.

PURPOSE

The commitment to support a diverse workforce flows from our organizational leaders to employees and stakeholders which will establish PDC as a leader of diversity in Portland.

AND YOU.

www.pdc.city/html/library/diversity-council



PDC Diversity Council
Pictured left to right:

- John Cardenas
- Pam Duncan
- Juanita Swartwood
- Dorian Jung
- Lolita Burnette
- Larry Wright
- Wendy Wilcox
- Coleen Welsh
- Lynnette Jackson

Members not pictured:
John Jackely and Lene Hopson