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:


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

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

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
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