

September 2018 – League of CA Cities Annual Conference

Session Title: “Benefits of Diversity in Municipal Management”

Description:

Description: When it comes to your city management staff, do they look, think and speak like the residents you serve? Having a truly diverse City staff can lead to some enormous benefits, such as creative problem-solving and the growth of a flexible, collaborative and inclusive work environment. And the more your community can identify with your Staff, the better your public engagement can be. In this session, our panelists will share why they value diversity in their staff and how to grow a diverse workplace.

Presiding:

Paul Arevalo, City Manager, City of West Hollywood

Speakers:

1. Kurt Wilson, City Manager, City of Stockton
2. Lori Sassoon, Deputy City Manager, City of Rancho Cucamonga
3. Pat Martel, Former City Manager, Daly City

Session Outline

INTRODUCTION

- Presider: welcome to “Benefits of Diversity in Municipal Management.” What audience should learn by the end.
- Presider: introductions of the member-based organizations represented on the panel.
 - The California City Management Foundation (CCMF)
 - International City/County Management Association (ICMA)
 - Women Leading Government (WLG)
- Presider introduces each speaker.

- Framing: “Diversity” is a broad concept. What do we mean by "diversity"? Gender, racial/ethnic, sexual identity, physical ability, age, languages, personality, management style, etc.
 - What do we not mean by “diversity”? Address common misunderstandings/misinterpretations. (eg. Not advocating for affirmative action)

WHAT DOES DIVERSITY LOOK LIKE IN PRACTICE?

- Highlight examples of diversity in cities represented on stage: Stockton, West Hollywood, Rancho Cucamonga and Daly City.

WHY IS DIVERSITY IMPORTANT?

- Why should city government bodies reflect the demographic composition of their constituent communities? Why is this important?
 - What have we historically seen as far as diversity in local government management?
- Talk about the city management profession - Different cultural flavors, developing the skills of the next generation of city managers, etc.
- The business case for diverse teams.

GROWING DIVERSITY IN YOUR AGENCY

- What doesn't work. (eg. Forced diversity, exclusion, quotas)
- What does it mean to pay attention to diversity during the hiring process? How do you navigate the delicate area of placing emphasis on personal characteristics like race, gender, etc?
- Tactics and strategies for encouraging and building more diversity among your staff.
- How (unconscious) bias factors in: common forms of bias, how it impacts the resume screening and interview process, and how to overcome it.

LOOKING AHEAD

- “Temperature check” for your own agency: Does your agency reflect your community? Does your team value diversity (all the different meanings of it)?
- What are organizations like CCMF, ICMA and the League of CA Cities doing to promote diversity in city management and broaden the pool of city managers?

SUMMARY OF KEY POINTS

AUDIENCE Q&A

CLOSING COMMENTS