

Monday, October 17, 2022**6:00 PM****McFarland Municipal Center**
*Community Room***AGENDA**

You are invited to this meeting through a Zoom webinar. The public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/89238174078>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 892 3817 4078

Press *9 to raise/lower hand. Press *6 to mute/unmute.

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
 - a. This is an opportunity for members of the public to address the Diversity, Equity, and Inclusion Committee. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the Committee may do so using the Question and Answer feature within the Zoom online meeting platform. You may state your name, address, and provide your comments to the Committee for their consideration. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. Members of the public may speak during public appearances or during their selected agenda item as they designate on the public comment form. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to communications@mcfarland.wi.us to be included as part of the meeting.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the August 15, 2022 meeting.
4. BUSINESS.
 - a. Discussion on DEI S.M.A.R.T. Goals report related to improving staff support.
 - b. Discussion and action to schedule a joint meeting with the Personnel Committee to advance revisions to the Personnel Policy Manual as applicable to the DEI S.M.A.R.T. Goals.
 - c. Update on Land Acknowledgement initiatives for McFarland.
5. SCHEDULE NEXT MEETING DATE.
 - a. Joint meeting with Personnel Committee – Monday, November 21st at 6 p.m. in the McFarland Municipal Center Community Room.

6. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

VILLAGE OF MCFARLAND
Diversity, Equity, and Inclusion Committee Minutes

Monday, August 15, 2022 - 6:00 PM

1. CALL TO ORDER, ROLL CALL.

Trustee Stephanie Brassington called the regular meeting of the Diversity, Equity, and Inclusion Committee to order at 6:00 PM in the Community Room.

Members present: Stephanie Brassington, Edward Wreh, Angela Bazan, Monica Bruce, Maya Thompson, Hilary Brandt

Members not present: Mona Nelson

Staff Present: Stephanie Miller

2. PUBLIC APPEARANCES.

Trustee Edward Wreh made a public comment congratulating DEI Committee member, Hilary Brandt, on her latest achievement of becoming the newest Village Board Trustee.

- a. *This is an opportunity for members of the public to address the Diversity, Equity, and Inclusion Committee. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the Committee may do so using the Question and Answer feature within the Zoom online meeting platform. You may state your name, address, and provide your comments to the Committee for their consideration. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. Members of the public may speak during public appearances or during their selected agenda item as they designate on the public comment form. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to communications@mcfarland.wi.us to be included as part of the meeting.*

3. APPROVAL OF MINUTES.

- a. *Motion to approve the minutes of the June 20, 2022 meeting.*
Motion by Village Trustee Edward Wreh, seconded by Member Monica Bruce, to approve the minutes of the June 20, 2022 meeting. Motion carries 6 - 0 - 0 by acclamation.

4. BUSINESS.

- a. *Introduction of new HR Generalist for the Village.*
Village Clerk/Treasurer, Cassandra Suettinger, introduced the Village's new HR Generalist, Andrea Anderson.
- b. *Develop a work plan structure for the DEI Committee based off of the DEI Report S.M.A.R.T. goals.*
The committee walked through each S.M.A.R.T. goal and talked about them extensively. This discussion developed a work plan and directed the committee forward in their upcoming goals for the next year and beyond. The goals were requested to be

added to the DEI Committee webpage for reference and public information.

c. Revisit the distribution of the recognitions calendar and discuss a written policy.

Stephanie Miller presented the approved recognitions calendar from the previous 12 months. The committee decided that it was appropriate to create a standing calendar on the Village website instead of continuing to bring quarterly calendars to meetings. The committee also agreed that a written policy is not needed at this time, though will revisit if it seems to be needed in the future.

5. SCHEDULE NEXT MEETING DATE.

a. Monday, September 19, 2022 at 6 p.m.

6. ADJOURNMENT.

Motion by Village Trustee Edward Wreh, seconded by Hilary Brandt, to adjourn at 7:15 PM.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,
Stephanie R. Miller
Director of Communications and Technology

McFarland
SUMMARY SHEET

MEETING DATE: Monday, October 17, 2022

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion on DEI S.M.A.R.T. Goals report related to improving staff support.

PREVIOUS ACTION:

ISSUE SUMMARY:

On June 20, 2022 the Village Board and the Diversity, Equity and Inclusion (DEI) Committee approved acceptance of the McFarland Diversity, Equity, and Inclusion Report, which established the goals and objectives of the DEI Committee. Two of the S.M.A.R.T. goals put forth by the DEI committee were:

"The Village of McFarland will review its employment policies to ensure plans for recruitment, hiring, and retention reflect values of diversity, equity, and inclusion."

"Consider collection of demographic data in recruitment/staffing to measure effectiveness of policy changes related to diversity, equity, and inclusion."

As we start to work through what this will mean for revisions to our policies, we are laying out ideas for what efforts could move us towards achieving this goal. Recruitment and retention are two distinct concepts, but they have overlap, and some efforts could have impacts on both things. Some objectives of the efforts we are putting forth for consideration include:

- Expanded applicant pool with diverse candidates.
- Improved candidate experience that reflects the Village's goals for diversity, equity, and inclusion.
- Improved data collection to allow the Village to measure the effectiveness of their efforts.
- Work culture that promotes inclusivity, work-life balance, and celebration of each employee's values.

The attached diagram showcases what areas these ideas would help progress. The ideas identified on the diagram are meant to start a discussion on what specific initiatives and areas we want to target to achieve this goal. Once we have identified these areas, we can begin to weave these ideas through updating related employment policies. As we will discuss in the next agenda item, we would be looking to schedule a joint meeting of the Personnel and DEI



Committees to discuss policies related to this goal and moving changes forward.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Recruitment and Retention - DEI Goals Diagram
2. DEI SMART Goals

RECRUITMENT

RETENTION

- Job descriptions written to be inclusive and remove words that communicate gender bias.
- Hiring managers trained in DEI best practices.
- Blind resume review and scoring.
- Standardized interview questions.
- Make sure all job postings, job descriptions and website have EEOC statement and our commitment to DEI.
- Expand where job openings are posted.
- Add a question to the application about how they heard about the job. Would allow us to capture the data on what strategies are successful.
- Continue to improve candidate experience (background checks process change, reference checks standardization, etc.).

- Competitive salary and benefits.
- Create a company culture that promotes inclusivity & work-life balance.
- Add additional floating holidays so people of different ethnic backgrounds can spend holidays with their families.
- Flexible scheduling and possibility for remote work.
- Collect voluntary demographic data in the application. Send voluntary disclosure form out to current employees.
- Boost Village brand (include focus on DEI efforts).

- Annual employee surveys on culture, benefits, and compensation.
- Investment in employee training and ensuring opportunities for growth and advancement.

S.M.A.R.T. Goals to be Achieved by the McFarland DEI Committee

S

SPECIFIC

What goal do you want to accomplish?

M

MEASUREABLE

What are the milestones to accomplish the goal?

A

ATTAINABLE

How can this goal be accomplished?

R

RELEVANT

Does this goal align with the company objective?

T

TIME-BASED

When is the deadline for this goal?



Event Development

- Guest Speaker/Program Development (2)
- Community Space (3)
- Land Acknowledgement (4)

Improve Staff Support

- Explore Resource Allocation (5)
- Develop Data Collection on Applicable Demographics (6)
- Recruitment/Staffing (7)
- Training Program (8)

Initial Goal: Event Development – Guest Speaker/Program Development

S SPECIFIC What goal do you want to accomplish?	M MEASUREABLE What are the milestones to accomplish the goal?	A ATTAINABLE How can this goal be accomplished?	R RELEVANT Does this goal align with the company objective?	T TIME-BASED When is the deadline for this goal?
The DEI Committee will work with the Village Board to develop and implement programs that celebrate diversity within the Community. The DEI Committee will collaborate with the Library, School District, and applicable community groups on program development within the for Village.	Community events that acknowledge and celebrate events such as but not limited to Juneteenth, Latino Heritage Month, Black History Month, Women’s History Month, etc...	DEI Committee will review opportunities for guest speakers and program development through the quarterly review of planned recognition within the Community Calendar.	The DEI Committee already works to provide recognition throughout the year to various groups, issues, causes, etc. that can become part of the educational of the group.	Community events will be developed and implemented by June of 2023 and will be ongoing.

Additional discussion notes from DEI Committee meeting 8/15/22

Working with school district to connect; McFarland Equity Project (MEP); supplement with budget; space-school district offers the largest space; library programming; figuring out what's already here, though implementing new; celebrating EVERYONE within the community; participating in parades to show we are an inclusive community; who's already within the McFarland Community that we can work with? How can we move away from the "McFarland stereotype?"

Initial Goal: Event Development – Community Space

S

SPECIFIC

What goal do you want to accomplish?

The DEI Committee will create opportunities for community dialogue and discussion.

The DEI Committee will collaborate with the Library, School District, and applicable Community partners to develop and implement community roundtables.

M

MEASUREABLE

What are the milestones to accomplish the goal?

In person and virtual community roundtables.

Annual schedules, topics for discussion and agendas for in person and virtual roundtable.

Goal is to hold one Community Space roundtable event per year.

A

ATTAINABLE

How can this goal be accomplished?

DEI Committee in partnership with the Village Board and Staff will work through existing events or consider new events.

Opportunities for inclusion within existing events include Community Service Day, Winter Wonderland in the Village, and/or McFarland Community Festival.

R

RELEVANT

Does this goal align with the company objective?

Provides opportunity to bring people together in a social setting to talk about what is important to them within the community.

T

TIME-BASED

When is the deadline for this goal?

Community Roundtables will be developed and implemented by the fall of 2022.

Additional discussion notes from DEI Committee meeting 8/15/22

Generational roundtable; Involving MEP, School leaders for canvassing folks to get involved; "speed dating"; Human library; church monthly meals/Shared Table; food and music brings people together!; take advantage of the gazebo; make sure that we get to the root of the conversation (policy; how people are impacted by these); trying various neighborhoods/parks.

Initial Goal: Event Development – Land Acknowledgement

S SPECIFIC What goal do you want to accomplish?	M MEASUREABLE What are the milestones to accomplish the goal?	A ATTAINABLE How can this goal be accomplished?	R RELEVANT Does this goal to align with the company objective?	T TIME-BASED When is the deadline for this goal?
The Village of McFarland will complete a land acknowledgement by Indigenous Peoples’ Day (Monday, October 9, 2023).	The land acknowledgement is annual. Community members become increasingly aware of Indigenous Persons Day in October.	Village Staff in partnership with Community Partners and the DEI Committee have had preliminary discussions on this action with planning ongoing.	Request originated from within the community. Has purpose and respect within the Native American community.	October of 2023 will be the launch and annual recognition thereafter.

Additional discussion notes from DEI Committee meeting 8/15/22

Policy/procedure versus educational; Sustainability & Natural Resources Committee conjunction; historical society?; recognition at Village/public buildings (ex: MKE Public Museum) of the land and how it was occupied; acknowledge before meetings? Have Village provide information on what has already been done.

Initial Goal: Improve Staff Support – Explore Resource Allocation

S SPECIFIC What goal do you want to accomplish?	M MEASUREABLE What are the milestones to accomplish the goal?	A ATTAINABLE How can this goal be accomplished?	R RELEVANT Does this goal to align with the company objective?	T TIME-BASED When is the deadline for this goal?
Continue resource allocations to support DEI work in the Village.	Village Staff is able to track allocations within the budget process in line with the goals and objectives of this plan. Resources allocated will be used in alignment with the Mission and Vision of the Village as well as these goals and objectives for diversity, equity, and inclusion.	Recommendations regarding the allocation of resources to support diversity, equity, and inclusion may be made to the Village Board by the DEI Committee and/or Village Staff as is applicable and appropriate.	Resource allocation for diversity, equity, and inclusion supports the action steps of this plan for our goals and objectives.	Six to twelve months to develop and implement protocols that support equitable decision making in the budget process.

Additional discussion notes from DEI Committee meeting 8/15/22

Line item(s) for budget (DEI Committee/staff)? Trainings.

Initial Goal: Improve Staff Support – Develop Data Collection on Applicable Demographics

S SPECIFIC What goal do you want to accomplish?	M MEASUREABLE What are the milestones to accomplish the goal?	A ATTAINABLE How can this goal be accomplished?	R RELEVANT Does this goal to align with the company objective?	T TIME-BASED When is the deadline for this goal?
The DEI Committee will utilize the equity audit to maintain and update demographic data in the Village.	Village departments will use equity audit data to inform areas of growth and track impact of diversity, equity, and inclusion initiatives.	Maintain and update equity audit, review at least annually. Community partnerships (YWCA, Anesis, etc...)	Continuing to review key data points in the community can help to guide Village services and our efforts to enhance diversity, equity, and inclusion.	Fall of 2022 and annually thereafter.

Additional discussion notes from DEI Committee meeting 8/15/22

Staff reports.

Initial Goal: Improve Staff Support – Recruitment/Staffing

S SPECIFIC What goal do you want to accomplish?	M MEASUREABLE What are the milestones to accomplish the goal?	A ATTAINABLE How can this goal be accomplished?	R RELEVANT Does this goal to align with the company objective?	T TIME-BASED When is the deadline for this goal?
The Village of McFarland will review its employment policies to ensure plans for recruitment, hiring, and retention reflect values of diversity, equity, and inclusion. Consider collection of demographic data in recruitment/staffing to measure effectiveness of policy changes related to diversity, equity, and inclusion.	Conduct revisions to employment policies to take into consideration applicable elements of diversity, equity, and inclusion. Build partnerships within the Community to provide open position networks.	Process overseen by Village Staff in line with policies and recruitments led by applicable Village departments.	Actions within recruitment to reflect diversity, equity, and inclusion align with the Mission and Vision of the Village. Helps to build a diverse work force that is knowledgeable regarding equity and inclusion within the organization/community.	Completion of policy updates scheduled by December of 2022 for implementation in 2023.

Additional discussion notes from DEI Committee meeting 8/15/22

Performative versus actual; job descriptions versus interview.

Initial Goal: Improve Staff Support – Training Program

S SPECIFIC What goal do you want to accomplish?	M MEASUREABLE What are the milestones to accomplish the goal?	A ATTAINABLE How can this goal be accomplished?	R RELEVANT Does this goal to align with the company objective?	T TIME-BASED When is the deadline for this goal?
The Village of McFarland will develop and implement a DEI professional learning plan to support the growth of Village staff.	The Village will commit resources to support DEI professional learning for Village staff. Village will schedule DEI professional learning for staff at least annually.	Village Staff will be working to prepare a training program for the Village that is system wide and includes aspects of diversity, equity, and inclusion.	Topics of diversity, equity, and inclusion are important to the continued growth and development of staff to fulfill the Mission and Vision of the Village. Core development within these skill sets help broaden and improve outreach within the community.	Work on developing the training program by December of 2022 for implementation in 2023.

Additional discussion notes from DEI Committee meeting 8/15/22

Credible sources for free are out there; GARE resources; trickle down effect.

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, October 17, 2022

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Andrea
Anderson, HR Generalist

AGENDA ITEM: Discussion and action to schedule a joint meeting with the Personnel Committee to advance revisions to the Personnel Policy Manual as applicable to the DEI S.M.A.R.T. Goals.

PREVIOUS ACTION:

ISSUE SUMMARY:

As discussed in the previous item, staff proposes the next step in advancing the DEI Smart goals is to schedule a joint meeting the Personnel Committee and Diversity, Equity and Inclusion Committee. Based on discussion on the prior item, staff would bring forward proposed policy revisions for consideration by both committees that align with the discussion had in the previous item. This item is proposed to be held during the regularly scheduled November 21st DEI Committee meeting beginning at 6 p.m.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for discussion and possible action.

Motion approve holding a joint committee meeting of the Personnel and DEI Committee on November 21st beginning at 6 p.m.

ATTACHMENTS:

None

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, October 17, 2022

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Update on Land Acknowledgement initiatives for McFarland.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None