

Monday, September 18, 2023**6:00 PM****McFarland Municipal Center**
*Community Room***AGENDA**

You are invited to this meeting through a Zoom webinar. The public may attend in-person or remotely through 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 for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Committee about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. 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. When you are called upon to speak, state your name, address, and provide your comments to the Committee for their consideration. 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.

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.

3. BUSINESS.

- a. Discussion and action to make a recommendation to the Village Board regarding the position description for a Diversity, Equity, and Inclusion position.

4. SCHEDULE NEXT MEETING DATE.

- a. Monday, October 16, 2023 at 6:00 pm.

5. 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
SUMMARY SHEET

MEETING DATE: Monday, September 18, 2023

SECTION: Business

DEPARTMENT: Administration

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

AGENDA ITEM: Discussion and action to make a recommendation to the Village Board regarding the position description for a Diversity, Equity, and Inclusion position.

PREVIOUS ACTION:

The Committee of the Whole discussed this topic at its meeting on January 10, January 24, and March 14, 2023.

The Committee of the Whole referred drafting a position description for creation of a DEI related position to the DEI Committee on June 13, 2023.

At its meeting on July 17, 2023, the Diversity, Equity, and Inclusion Committee conducted its first review of the position description.

ISSUE SUMMARY:

As part of the 2023 Budget, the Village Board approved funding for a Diversity, Equity and Inclusion related position. In the 1st quarter of the year, the Village Board spent a couple meetings reviewing different DEI related tasks and how those tasks are currently being performed by the Village using existing allocated resources. The board has since referred development of the position to the DEI Committee for a recommendation on how to proceed.

Please find enclosed a new draft of the position description that Staff has titled the Diversity, Equity, and Inclusion (DEI) Strategist. The position would report to the Village Administrator but not as a Department Head. They would operate in a support role within the Organization and Community under the direction of the appointed Chief Administrative Officer for the Village. Most of the essential duties last reviewed by the Committee are carried forward with an adjustment as is shown. Those revisions will be discussed in the meeting and generally in summary how we came to arrive at these recommendations is summarized as follows.

One of the main talking points at the last meeting was the presence of this proposed position within communications. The initial draft reviewed was presented with a background in Communications. Meaning that a lot of the essential job functions were linked back to someone who might work within a communications related position in order to advance the various responsibilities related to diversity, equity, and inclusion. The Committee discussed the the communications role and found those aspects less favorable while not as in alignment with what the vision for the position could be. Those aspects of the description are removed from the



enclosed draft and changes are considered more in line with a management background similar to some of the basic elements of the Administrator position.

In addition to the Committee's input in July, this change also aligns with the Consultant's recommendation from the upcoming Communications and Engagement Plan. At the time, he was still researching this aspect but now is preparing completion of this report by the end of the month. An excerpt of that recommendation for this position is included within your packet.

This accomplishes two things: 1) confirmation on the alignment of the position within the organizational chart; and 2) validation of the essential job functions as we presented them back in July. He had reviewed what we looked at previously and we will share with him the final recommendation submitted by Committee once that is complete.

Next Steps for the position review are as follows:

- September 18 - DEI Committee - Review and recommendation to the Village Board on the job description.
- September 26 - Committee of the Whole - Assuming action is taken in our next meeting, then the Village Board through the Committee of the Whole could first review the recommendation at this meeting date.
- October 4 - Personnel Committee - Assuming the Committee of the Whole advances the position description put forth, the Personnel Committee has a meeting scheduled on this date in which it can finalize the compensation and classification.
- October 10 - Assuming Personnel Committee advances its portion of the work, the Village Board could take up all final aspects of the position in order to authorize filling the vacancy which effectively begins the recruitment process likely allowing someone to begin in this role near the end of this year or early next.

This schedule is obviously very condensed and makes projected assumptions on progress that will be updated based on actual actions taken.

FINANCIAL/BUDGET IMPACT:

Approximately 50% of the funding was approved in the 2023 Budget with the remaining funds needed for the position to be proposed in the 2024 Budget set for release on September 26, 2023.

VILLAGE PLAN REFERENCE:

N/A

ORDINANCE REFERENCE:

N/A

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended Action:

Motion, second, to approve the position description for a Diversity, Equity, and Inclusion



position.

ATTACHMENTS:

1. Diversity, Equity, and Inclusion Position Description 09142023
2. Consultant Recommendations - DEI Position

JOB OVERVIEW	
Job Title	Diversity, Equity, and Inclusion (DEI) Strategist
Department	Administrator
Grade	TBD
Employment Status	☒ Full-time ☐ Part-time ☐ Limited Term Employment (LTE)
FLSA Status	☐ Exempt ☒ Non-exempt

Our Commitment to Diversity, Equity, and Inclusion (DEI)

Diversity, equity, and inclusion form the basis of our work in the Village of McFarland, WI. We recognize having a diverse and inclusive organization allows us to benefit from a variety of perspectives and strengthens our ability to achieve our mission to best serve the residents of the Village. To promote equity in our community, we must first do the work to ensure our organization is diverse, equitable, and inclusive.

SCOPE OF WORK	
This position is responsible for the advancement of diversity, equity, and inclusion within the Village of McFarland as an organization and a Community. This is accomplished through project management, application of best practices, preparation of goals, policy research, program/event development, resource collaboration, building of a training program, and stakeholder engagement in and around the Village. The position also serves as the lead Staff Support for the Diversity, Equity, and Inclusion Committee.	
SUPERVISION	
Received	Performs under the direction and general supervision of the Village Administrator but is expected to exercise a moderate degree of independent judgment in setting work priorities and determining work procedures.
Exercised	None.

ESSENTIAL JOB FUNCTIONS	
• Assists in project management Facilitate communication, coordination, and collaboration with Village departments, employees, community members, community groups, school district, and other stakeholders including but not limited to planning, coordinating, and evaluating to improve implementation for make meaningful movement toward a more equitable Village. • Develops and manages initiatives that incorporate best practices in diversity, equity, diversity, and inclusion. Ensures that Village the initiatives align with its the Village's strategic implementation plan and operations in order to and contribute to the achievement of the Village's equity goals. • Serves as staff representation to the Village's Diversity, Equity, and Inclusion (DEI) Committee, and assists in the implementation of their work within the Village as an organization and community. Provides additional support as needed to the Employee Engagement Committee. • Works with and provides support to the Village's Diversity, Equity, and Inclusion (DEI) Committee.	

- Leads development, implementation, and updates of the Village's Diversity, Equity, and Inclusion ~~EL S.M.A.R.T-Related~~ Goals within the annual Strategic Implementation Plan.
- Researches and develops recommendations to ~~Village-wide~~ plans, programs, ordinances, and policies to support the Village and its 's diversity, equity, and inclusion efforts.
- Establishes and leads Village programming and events, including ~~but not limited to those events~~ on diversity, equity, and inclusion. Further monitor and evaluate all programs and events held within the Village, whether internal or external, to analyze issues and provide recommendations to improve, to engagement between Village staff, community members; and community partners, ~~be it internal and/or external.~~
- Assists Village Departments to review audit operations from an accessibility perspective; analyzes data; recommends solutions and improvements.
- Assists in managing and monitoring the Village's compliance with Americans with Disabilities Act (ADA), Title VI, and other related federal mandates.
- Maintains records, collects and data, reviews for accuracy, and presents findings regarding to prepare reports for the annual Equity Audit in alignment with the Village's Strategic Implementation Plan.
- Collaborates with Village staff to provide DEI leadership, training, and education to staff and the community.
- Provides resources advice, guidance, and support on diversity, equity and inclusion to community members, businesses, and Village employees and serving as liaison between the Village and Community groups.
- Facilitates collaboration of interdepartmental/agency task forces, teams, and working groups; build effective partnerships with external organizations, both public and private, to support and achieve broad community DEI efforts.
- Works closely with Department and Division Heads on routine matters, special projects, board/commission/committee inquiries, and general citizen requests. Includes efforts to assist in the advancement of Departmental goals and objectives within their action plans.
- ~~Develops communication strategy, initiatives, and engagement opportunities to ensure internal and external understanding of key Village initiatives and current projects.~~
- ~~Assists with the creation of content for online and print materials including reports, advertising, and news releases for mass distribution. Drafts articles and reports on the status of major initiatives for distribution to Village Board, the public, staff, and community stakeholders.~~
- ~~Coordinates implementation of social media tools and technology with department representatives to keep the public informed of Village programs, services, accomplishments, and other pertinent information.~~
- ~~Support departments with creation and updates of their specific webpages.~~
- Serves as a liaison between the Village and School District of McFarland regarding shared diversity, equity, and inclusion initiatives.
- Provides effective and efficient customer service and promotes and maintains responsive community relations.
- Follows safe work practices.

OTHER JOB FUNCTIONS

- Performs related duties as assigned.

REQUIREMENTS OF WORK

- *(TBD – This will be completed as part of the classification process to be performed by the Personnel Committee).*

- Experience in DEI, environmental justice, tribal affairs, or related role for an organization in government, non-profit, or the private sector.
- Any combination of education and experience which in the sole discretion of the Village would demonstrate the Employee's ability to meet the required knowledge, skills, and abilities for the position may also be considered.

KNOWLEDGE, ABILITY, AND SKILL

In addition to requirements of work, the individual should also have the following knowledge, abilities, and skills:

Knowledge of	• Title VI of the Civil Rights Act, Americans with Disabilities Act, and other relevant federal, state and local laws and mandates. • Racial equity, diversity, and inclusion concepts, societal trends and influences, social and environmental justice, equal employment opportunity, and effective institutional and behavioral change management principles and practice. • The cultural context of interactions with individuals of diverse backgrounds that includes sex, race, religion, creed, color, national origin, age, disability, sexual orientation, ancestry, marital status, arrest or conviction record, military service, or any other legally protected status. • The basic functions and organization of local municipal government. • Methods and techniques of data collection and analysis.
Ability to	• Build trust of community groups and Village staff. • Work effectively under tight deadlines and manage projects independently as both a leader and member of a team with minimum supervision. • Demonstrate and promote cultural sensitivity and competency in all interactions. • Maintain confidentiality of sensitive information, and an understanding of when confidentiality is required. • Establish and maintain effective working relationships with elected officials, supervisors, coworkers, retirees, contractors, vendors, and the public. • Evaluate situations, identify problems and trends, project consequences of actions, and implement recommendations in support of goals. • Conduct unbiased research on a wide variety of topics. • Research, analyze, and evaluate programs, policies, and procedures. • Attend night and/or weekend meetings, events, or activities outside of normal business hours.
Skill in	• Highly effective written and oral communication skills with a strong attention to detail. • Problem solving, conflict resolution, and critical thinking. • Project management. • Public relations.

NECESSARY SPECIAL REQUIREMENTS

- Must possess or be able to obtain a valid Wisconsin driver's license.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is performed mostly in an office setting; hand-eye coordination is necessary to operate computers and various pieces of office equipment. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- While performing the duties of this job, the employee is frequently required to sit, stand, walk, talk and hear; use hands and fingers to handle, feel, or operate objects, tools, or controls and reach with hands and arms.
- The employee must occasionally lift and/or move up to 20 pounds.

Work Environment and Working Conditions

Works in normal office setting with moderate noise levels; hours beyond the normal work week required; attendance at evening meetings required.

Notes:

The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

*External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act (ADA), must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case-by-case basis.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

The Village is an equal employment opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.

Employee signature below indicates the employee's understanding of the requirements, essential functions and duties of the position.

Employee Signature _____

Date_____

Print Name _____

Recommendation: Create a separate DEI Coordinator position that reports directly to the Village Administrator

DEI is a strategy and imperative for the entire Village. Thus, for DEI to be integrated in the entire organization, the DEI Coordinator should report directly to the Village Administrator rather than be housed under the communications or HR departments. That structure aligns with studies/reports/articles that make the same case (see [Fast Company article](#) and [SHRM article](#)).

In addition, in our interview with Sun Prairie's Communications and Diversity Strategist, we learned that there is limited crossover in the communications and DEI tasks, and it doesn't appear common to find candidates who have work experience and/or skillsets in both fields. For example, the Strategist said that it would be rare to find someone with a communications background that also has a diversity certification (CDP, CDE or CCDP).

Thus, the main duty of this position will be to work with the Village Administrator and department heads on developing and executing DEI initiatives to support DEI efforts internally and externally.

In addition to the duties listed in the Village's draft job description, other duties (in red) are included below:

- Facilitating communication, coordination, and collaboration with Village departments, employees, community members, and other stakeholders to make meaningful movement toward a more equitable Village
- Developing and managing initiatives that incorporate best practices in DEI while ensuring that the initiatives align with the Village's strategic plan and operations and contribute to achievement of the Village's equity goals
- Developing and leading Village programming and events, including events on diversity, equity and inclusion, to internally and externally engage Village staff, community members and community partners
- Working with and providing support to the Village's Diversity, Equity, and Inclusion Committee **or employee resource group (ERG)**
- Leading development, implementation, and updates of the Village's DEI S.M.A.R.T Goals
- Researching and developing recommendations to Village-wide plans, programs, ordinances and policies to support the Village's diversity, equity and inclusion efforts
- Assisting Village departments to audit operations from an accessibility perspective; analyzes data; recommends solutions and improvements
- Maintaining records and data to prepare reports for the annual Equity Audit
- Managing and monitoring the Village's compliance with Americans with Disabilities Act (ADA), Title VI, and other related Federal mandates.
- Collaborating with Village staff to provide DEI leadership, training, and education to staff and the community
- Providing advice, guidance, and support on DEI to community members, businesses, and city employees and **serving as a liaison between the Village and community groups**
- Facilitating collaboration of interdepartmental/agency task forces, teams, and working groups; build effective partnerships with external organizations, both public and private, to support and achieve broad community DEI efforts.
- **Serving as a liaison between the Village and the McFarland School District**