



# Let's Talk About DEI 1/31/24

Keith Van Beek, City Manager, Holland

Mark Washington, City Manager, Grand Rapids

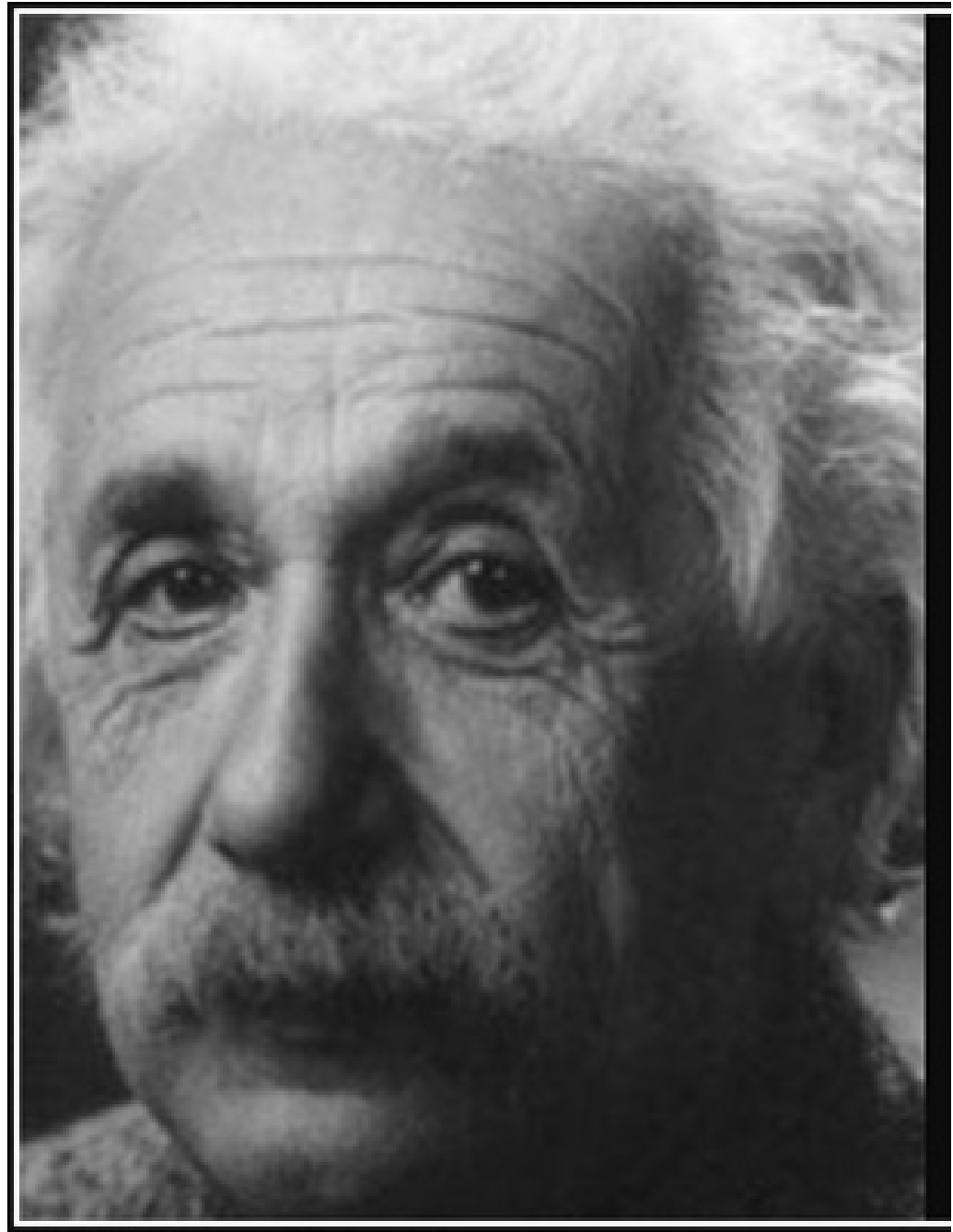
Holly Young, Inclusion & Experience Manager, Wolverine Worldwide

# Agenda

- Discuss Overview of DEI Efforts within MME
- Importance of DEI and why it matters – challenges and opportunities?
- The Holland Experience



We must not only learn to tolerate our differences. We must welcome them as the richness and diversity which can lead to true intelligence.



Complicated?  
Simple?



**“Sometimes the questions are complicated and the answers are simple.” –Dr. Seuss**

*by: freax4:*

How do we  
have liberty and  
justice for all?



# DEI Committee Members

Mark Washington Grand Rapids

Laura Lam Kalamazoo

Shay Gallagher Kentwood

Erin LaPere Delta Township

Darwin McClary Lake Orion

Susan Montenegro

Jonathan Seyferth Muskegon

Griffin Graham South Haven

Josh Eggleston Wayland

Tutt Gorman Portland

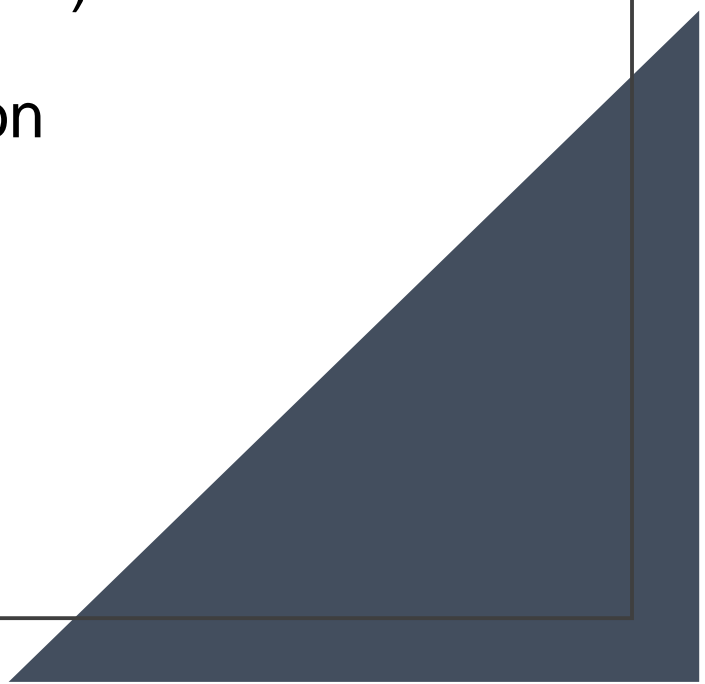
Torrie Lee Buena Vista

Mariah Walton Eastpointe



# Committee Purpose

The purpose of the Diversity, Equity, and Inclusion (DEI) Committee is to provide an intentional focus on the presence of DEI issues within MME as an organization and its communities.



# The MME DEI Committee Will:

Provide  
Educational  
Resources

Recognize  
Peer Work

Facilitate  
DEI  
Discussions



# Recognizing Peer Work

1

Highlighting peer work in DEI within different communities

2

Respecting diverse approaches across Michigan's communities

3

Guiding and offering ideas, not dictating solutions

# Facilitating DEI Discussions

---

- Facilitating open and honest DEI discussions within the profession.
- Encouraging dialogue, understanding, and mutual respect.
- Creating a safe environment for curiosity and professional communication.



# Policy Approach and Input

---



NO JUDGMENT ON POLICY  
APPROACHES TO EQUITY  
AND INCLUS



SEEKING INPUT FOR  
ASSISTING COLLEAGUES IN  
SERVING RESIDENTS  
EFFECTIVELY.



STRIVING FOR THE BEST  
LOCAL GOVERNMENT  
SERVICE DELIVERY.

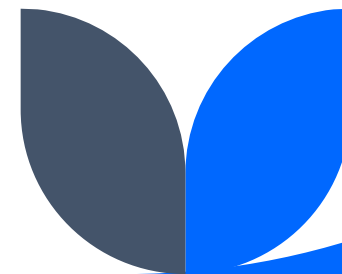
# Exploring Topics

- What types of events or social issues require local government managers to engage in challenging community discussions?
- What is the duty of a manager to shed light on issues or (failing) solutions?
- What role does data about programs and services serve in identifying issues that should be advanced in the community?
- Who are the partners that should be engaged in these discussions?



# Corporate DEI Specialist

Holly Young  
Inclusion & Experience Manager  
Wolverine Worldwide



Where is your  
“place”?





How do you invite in  
other people into your  
“place”?

A group of people are shown from the chest up, arranged in a circle and clapping their hands. The background is slightly blurred, focusing attention on the hands and the central text. The lighting is soft and even. The text 'YOU DID IT!' is written in a clean, white, sans-serif font, centered horizontally and vertically over the image.

YOU DID IT!



# Easy Definitions

---



## DIVERSITY

- 1.the state or quality of being different or varied
- 2.a point of difference



## EQUITY

- 1.the quality of being impartial or reasonable; fairness
- 2.an impartial or fair act, decision, etc.



## INCLUSION

- 1.the act of including or the state of being included
- 2.something included

**Diversity** is the presence and participation of individuals with varying backgrounds and perspectives.

**Equity** is equal access to opportunities and fair, just, and impartial treatment.

**Inclusion** is a sense of *belonging* in an environment where all feel welcomed, accepted, and respected.





**DIVERSITY**



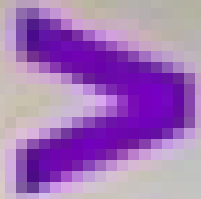
**EQUITY**



**INCLUSION**



**BELONGING**



## Inclusion starts with "I"

Encouraging openness, creativity,  
problem solving, and innovation.



**Why does this  
matter?**

# Survey Says!

---

## 2020 Census – White/non-hispanic

- 55% of 35 – 44yo
- Barely half of 18 – 24yo
- 47% of children

## 2022 Deloitte – Generational shifts

- Millennials & Gen Z 83% engagement
- 50% of the workforce by 2025
- Readiness & Retention

2023 ICMA - gathering diverse voices, listening to what they have to say, and providing the opportunity to grow and thrive.

### • Correlational Level

- Greater inclusion of women in public sector leadership is positively correlated to economic development results.
- Staff diversity has been shown to have a positive impact on productivity, quality decision making, and financial success.
- Acceptance feeds not only a general sense of comfort and belonging, but also a 56% improvement in employee job performance.

### • Tactical Level

- 47% promote gender equity via paid family leave or work flexibility for childcare.
- 43% recruit through diverse channels to maximize a broad spectrum of applicants.
- 29% encourage self-expression, such as via preferred pronouns or cultural/religious clothing or hairstyles.
- 21% redact names or other identifying details from initial applicant screening, with another 10% considering doing so.

WHERE DO WE  
GO FROM HERE?



# Where to start?

---

- Fair Hiring Practices
- Pay Equity
- Access to Training and Development
- Accommodations for Disabilities
- Inclusive Policies and Benefits
- Anti-Harassment and Anti-Discrimination Measures
- Employee Resource Groups (ERGs)





Celebrate & educate on culture & diversity observances

Engage with outside diversity organizations

Grow & leverage W&W ERG network

Create early career talent pipeline

Build individual, people leader, and team DE&I skills

Build strategy then measure & communicate impact

# City Manager: Strategic DEI Implementation

Keith Van Beek  
City Manager  
Holland, MI



# Michigan Municipal Executives (MME) Winter Institute

## Diversity, Equity and Inclusion at Work in Holland

City Manager Keith Van Beek

In 1966, the City of Holland created the **Human Relations Commission (HRC)** to promote diversity, equity, and inclusion in housing, education, employment and public service. The HRC advocates for all residents, with special care to under-served communities. Their vision is for Holland to be a place where all residents are honored and empowered to become productive members of the community, unhindered by bias, misunderstanding, and conflict.

# External Work

## AND

# Internal Work

# “External” Work

“...events help tell others about who we are as a community”

# Youth Advisory Council

## Holland Youth Advisory Council

- HYAC Core Council
- Leading Orientation
- Upward Bound City Government Training
- Focus on Community Building
- Public Comment: Core, Recreational, Social Service & Environment

## Recreation

- Holiday Cookie Bake at Holland Boys & Girls Club
- Science Educational Event for elementary scholars

## Social Services

- Used Clothing Drive for Boys & Girls Club
- Community Action House Volunteerism
- 2025 Book Drive

## Environment

- Recycling & School Engagement
- Beach Clean Up



## Great Decisions 2024

America's largest discussion program on world affairs

Mondays, Feb 6 - Mar 26, 6:00-7:15 pm EST  
Livestreamed on [YouTube](#)

[greatdecisions.cityofholland.com](http://greatdecisions.cityofholland.com)



## REEL TIME FILM SERIES

TUESDAYS, 7PM @ KNICKERBOCKER THEATRE

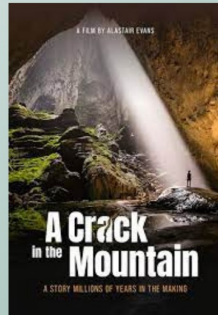
JAN 23

JAN 30

Feb 6



Dead Sea Guardians



A Crack in the Mountain



UNDER THE SAME MOON  
(LA MISMA LUNA)

FREE ADMISSION

[reeltime.cityofholland.com](http://reeltime.cityofholland.com)

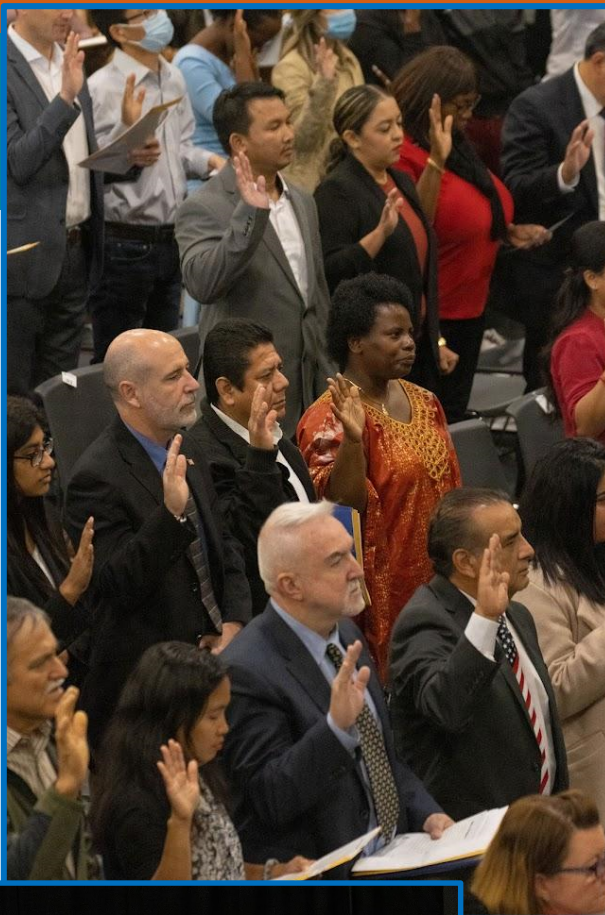
## International Festival OF Holland

Connected to & growing with the wider world



September 30, 2023  
Holland Civic Center Place





Collaboration with U.S. District Court:  
Western District Court of Michigan,  
U.S. Citizenship and Immigration  
Services, including Holland Public  
Safety Honor Guard, Holland Public  
Schools, and the staff & cooperation of  
the Holland Civic Center Place team.

Next Year's Date  
September 12, 2024

## Building a Culture of Learning



Sponsorships of  
Cultural  
Organizations

Navigating Difficult Conversations  
Under construction



# “Internal” Work

The City of Holland is committed to ongoing action to advance areas of equity in our workplace. We aspire to create the greatest opportunity for our employees to grow, and by extension provide excellent and equitable services for our community.



- Baker Mackenzie – Diversity & Inclusion Assessment
- Key Indicators Regulatory, Foundational, Intermediate, Comprehensive.  
Key competencies:
  1. Definition of DEI
  2. Value Proposition of DEI Metrics
  3. DEI Strategy & Resources
  4. DEI Leadership
  5. DEI Embedded in our Culture

# WORKPLACE INCLUSION

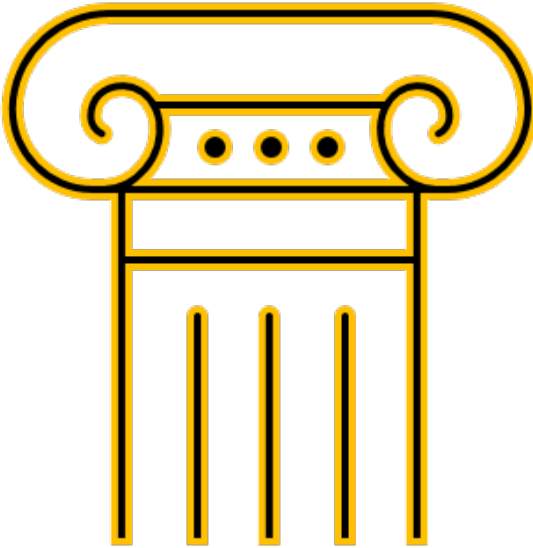
**Building a workplace culture in which a mix of people can come to work, feel comfortable and confident to be themselves.**



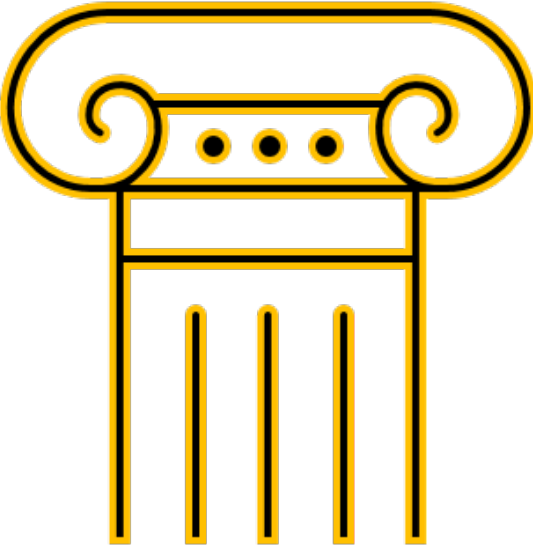
email: [dei@cityofholland.com](mailto:dei@cityofholland.com)

# DEIA PILLARS OF PRACTICE

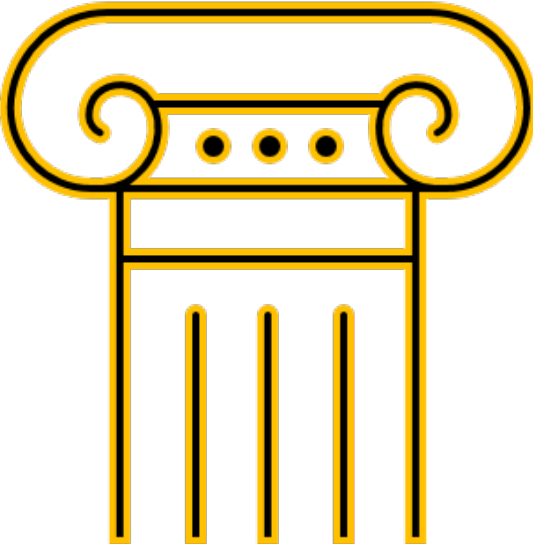
Communication



Cultivate Learning



Customer Service Excellence  
In Equity



- Opportunity and access to government services
- Build a culture of learning
- Operationalize Diversity, Equity, Inclusion, & Belonging
- Human Relations Commission: Build Community learning platform
- International Relations Commission: Bridge Building/Cultural Exchange
- Holland Youth Advisory Council: Leaders of Leaders



# Questions

