

City of Gainesville Diversity Work Plan

This work plan should be completed by Directors and who do not report directly to a Charter Officer.

Name: Margaret Crawford
Title: Communications Director

Department: GRU Communications
Date Completed: 11/17/15

I. Introductory statement describing your department/division.

A. Based on the demographics of your department, list any diversity issues specific or unique to the areas in your span of control.

This type of profession is dominated by females, which can be an issue, but currently I have two males in my department of five staff members.

B. List any barriers or other concerns you have for your entire span of control.

Currently I would consider my department somewhat diverse in age, race and gender.

II. What were your efforts to address diversity issues in the area(s) under your span of control in the last (evaluation) year?

A. List recruitment efforts/strategies employed for issues identified above.

I listed open positions in trade pubs targeting African Americans.

B. List Retention and Personnel Development Strategies you employed.

Staff members are required to include professional development objectives in their goals and objectives. Regarding retention, I make a concerted effort to encourage employees to make improvements that make them more promotable. For example – I make sure that all staff members are trained on all of the duties of the department – some maybe more expert than others in certain area, but they all have an opportunity to learn.

III. Were those efforts successful?

A. Why/Why Not?

I have replaced one staff member with female who was the most qualified candidate and the best fit for our department. In that regard it was successful, as for increasing diversity – this hire did not increase our diversity. It remains the same.

B. How did you measure your efforts?

The measurement of these efforts will be based on the employees reaching their professional development goals and remaining with the company. All of my employees reached their professional development goals set for 2015.

IV. What were your efforts to make employees aware of the benefits of diversity?

A. List your efforts here.

These efforts are based on conversations. As the communications department, our job is to communicate with a diverse audience. Therefore we have to make certain that the material we are presenting is diverse. And the best way to achieve that is by using a diverse creative staff.

V. What were your Women/Minority-Owned Small Business efforts last year?

A. List your efforts here?

We worked with two ad agencies, both of which are women-owned small business.

B. What can you do differently next year to improve?

We can seek other ways to support minority-owned businesses.

VI. Your Component of the Overall Departmental Strategic Plan

Your Department Head will work with his or her direct reports to develop a Departmental Strategic Plan to address diversity issues this evaluation year. In this section you will outline your assignment for the department's overall Strategic Plan. You will use this component as the basis for the Diversity objective on your Performance Evaluation Plan.

List one or more components of the overall Departmental Plan outlined by your Department Head in the appropriate sections below. You might not have an element in each of the areas.

A. Recruitment Strategies

*Attend industry events and scout for potential candidates
Advertise in trade pubs targeted to minorities*

B. Retention Strategies

(1) Professional Development for all Employees

Continue to require in goals and objectives

(2) Strategies to Foster an Environment of Diversity and Inclusion

Continue to stress that our audience is diverse as it relates to our job function, so our staff must be diverse or we cannot do a good job of reaching our audience.

B. Women/Minority-Owned Small Business Strategies

Continue to work with small women-owned business

Research potential minority-owned businesses that we can partner with

C. How will you measure your department's success?

1. *Staff diversity – as measured by HR*
2. *Achieving professional development goals*
3. *At least one contract each of these: women-owned, small or minority-owned business*