

City of Gainesville
Diversity Work Plan
Parks, Recreation and Cultural Affairs
Administration/Support Services Division

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

Name: Michelle Park
Title: Assistant Director

Department: Parks, Recreation & Cultural Affairs
Date Completed: 11/12/2015

Introductory statement describing your department/division. The Administration/Support Services Division supports the entire department. The department Director is Steven R. Phillips. He is assisted by an Executive Staff Assistant currently Glenda Walton-Tucker is a Tempforce employee working on a temporary basis. The Division is overseen by Michelle Park, Assistant Director, who reports to the director. The division includes the Marketing Team, Volunteer Program Coordinator, Partnership and Development Coordinator, the Administration Program Coordinator and the department Timekeeper. These functions support every division and area within the department in some capacity. Our mission is to provide excellent customer service to fellow staff and the public all towards advancing the department's Vision to be seen as the keepers and hosts of the places where parks, recreation and culture meet, offering memorable experiences for all.

I.

A. **Based on the demographics of your department, list any diversity issues specific or unique to the areas in your span of control.** The Administration/Support Services Division is diverse with 2 males, 7 females, a variety of age ranges from late 20's to early 60's with 30's and 40's in between. Ethnicity-wise we are diverse as well with two African Americans, one Hispanic in an interim position and one European (Italian). Currently the Volunteer Program Coordinator is vacant with an AA Female goal and staff believes there will be a large number of females applying based upon the results of a previous Temporary Volunteer Coordinator position that was advertised last summer yielded several highly-qualified female candidates of which all have been contacted and encouraged to re-apply for the permanent fulltime position.

B. **List any barriers or other concerns you have for your entire span of control.** We work closely with HR and EO to make certain we expand advertising efforts to recruit a large and diverse pool of applicants. At this time there are not any barriers or other concerns due to the diversity of the division. However, when vacancies occur, recruitment plans are developed with HR and EO to achieve success. The department is committed to recruiting and hiring the most qualified individuals.

II. **What were your efforts to address diversity issues in the area(s) under your span of control in the last (evaluation) year?** Within the past 24 months there has only been one vacant position that was a female AA goal. To achieve the goal of having a large, pool of qualified applicants, the recruitment plan included women's professional organizations on the local, state and national level. The AA goal was achieved and a female African-American was hired in February 2014.

A. **List recruitment efforts/strategies employed for issues identified above.** Individual recruitment by the Assistant Director was added to the job posting. She who sought out female and minority applicants

encouraging them to apply. She sent the job announcement to colleagues across the country, peers at UF and other organizations in Alachua County. The department participates in the City-wide Job Fair, UF and Santa Fe Intern and Job Fairs, provides mentoring programs to youth in after-school and summer camps, HeatWave Summer Teen Program and other teen programs, in an effort to promote the concept of working in the field as a career.

B. List Retention and Personnel Development Strategies you employed. Each staff person in this area is asked to identify their training and development goals and together plans are created that target certain conferences, workshops, city training programs, and other developmental strategies. The assistant director meets monthly with each employee and discusses any challenges, concerns, changes, ideas and more, for achieving these goals and other goals identified during the annual performance review or as ideas come up during the year. All staff is encouraged to identify professional development opportunities to participate in annually.

III. Were those efforts successful? Yes I believe they were successful.

A. Why/Why Not?

The individual recruitment for female and minority applicants resulted in hiring a minority female for the Partnership and Development Coordinator. Her expertise is in fundraising and development but she had to acquire the knowledge of the parks, recreation and cultural profession. Since hiring, she has attended two national conferences, one for parks and one for fundraising and two state conferences of each profession. She has also co-presented at a state conference on the success of a citizeninvestor fundraising project.

B. How did you measure your efforts? Staff evaluates success throughout the year and sets new goals and objectives for the next year. In addition, the department has created a Diversity Team with PRCA that provides assistance with leading diversity discussions, internal surveys, and new training programs for all PRCA staff. Follow up surveys will be conducted in the future to benchmark progress.

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

A. List your efforts here.

As mentioned above the department has a Diversity Committee who conducted a survey to determine what do our employees want to know about diversity, how they think the department is doing to embrace diversity, and to share information about the benefits of a diverse workforce. The committee developed a workshop schedule using videos and encouraged all employees to participate. They held individual meetings with employees from each work site. The Admin/Support Services division was one of the first to participate.

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

A. List your efforts here? Our area does not have many contracts. However the Program Coordinator in Admin/Support Services is responsible for processing contracts and they have become familiar with the list contractors on the city's EO website. There are a few contractors on the list that have been awarded contracts

this past year.

B. What can you do differently next year to improve? Staff will utilize the list of Women/Minority-Owned Small Business contractors by notifying them of upcoming contracts they may be interested in bidding on. As contracts come through from managers, they will be asked how they solicited the bids in an effort to increase the number of bid opportunities for Women/Minority-Owned Small Businesses. She will also meet with the EO person who represents this area to learn what other efforts can be achieved to increase the overall numbers.

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

Continue to work with HR and EO to locate listings and organizations to post vacancies to meet Affirmative Action Goals.

B. Retention Strategies

(1) Professional Development for all Employees

Continue to provide support and professional development and training

- National Recreation and Park Association – membership, conferences and training
- Florida Recreation and Parks Association – membership, conferences and training
- Gainesville Corporate University
- Special assignment training for departmental staff
- Florida Public Relations Association
- Professional Grant Writers Organization
- National Fundraising and Development Organization
- Support and encourage the use of the 4 C's recognizing outstanding employee customer service!

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

- Update staff regularly on the importance of, and efforts made to address our departmental diversity including progress toward the departmental Diversity Action Plan.
- Encourage participation in the Department's Diversity working group sessions.

C. Women/Minority-Owned Small Business Strategies

- Our contract processor will require an explanation for each contract being submitted of how they recruited Women/Minority-Owned Small Businesses to submit bids.

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

Continue to evaluate with the director and management team our progress. Ask for assistance and advice from HR and EO on continuous improvement in our efforts to recruit the largest diverse pool of candidates for all positions.