

City of Gainesville Diversity Work Plan

This work plan should be completed by Department Heads, Directors and Managers reporting directly to a Charter Officer.

Name: Erik A. Bredfeldt
Title: Director

Department: Economic Development/Innovation
Date Completed: November 16, 2015

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.

The unique characteristic in the Economic Development and Innovation Department is that it is a Department of one (Director) with sharing of one staff support position in the City Manager's Office. Many of the Department's activities are externally focused and intended to assist those in the community seeking to improve their economic/financial well-being through business and economic development and/or entrepreneurship.

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

No barriers per se however there is very limited span of control due to the size of the Department.

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.

Consistently the focus of the Economic Development and Innovation Department is to assist those seeking support in the community (external customers) regardless of their status (race, ethnicity, gender, etc.) with services provided by the Department. In addition, even for those services that may not be directly provided by the Department, the Economic Development and Innovation Department Director finds a way to assist. In addition, for projects worked on from a team vantage point (internal working groups), the Director works with all employees regardless of their status in the organization.

B. List Retention and Personnel Development Strategies you employed.

Same as reported in A above.

III. Were those efforts successful?

A. Why/Why Not?

Efforts working with external and internal customers/teams were successful in terms of touching a wide cross section of the City regardless of status in an effort to assist folks in pursuing their economic development goals and objectives. Efforts this year on behalf of the Veteran's and City Job Fair were successful.

IV. How did you measure your efforts?

Efforts are measured in terms of successful projects completed (businesses formed, assignments achieved) and ultimately in terms of improving prospects for the City's tax base and labor force.

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

A. List your efforts here.

The chief efforts of the Department in this context is to lead by example in terms of working with a wide and diverse group of individuals in achieving results.

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

A. List your efforts here?

There were many proposed projects that were facilitated through efforts of the Department primarily through the First Step process and in some cases through business counseling relative to navigating the City's regulatory regime. There is a large project worked on that seeks to address the potential for small and minority owned business contracting on the construction front.

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

Continue small business development efforts across the board to emphasize establishment, growth and maturation in the community.

VI. Departmental Strategic Plan

Work with your direct reports to develop your department's overall Strategic Plan to address diversity issues this evaluation year. Your plan should address the strategies listed below. You will use this strategy as the basis for your Diversity objective on your Performance Evaluation Plan.

A. Recruitment Strategies

I do not anticipate any position additions to the Department at this time however recruitment strategies will be pursued if there are opportunities to do so in the context of reorganization that may occur in the upcoming budget process or in terms of provision of additional staff.

B. Retention Strategies

(1) Professional Development for all Employees

I will be supportive of training opportunities for shared staff support when/if sought by the employee. I will attend EO/HR courses when appropriate.

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

I will attempt to lead by example in terms of both working with internal and external customers.

C. Women/Minority-Owned Small Business Strategies

As per above, continue small business development efforts across the board to emphasize establishment, growth and maturation in the community. In addition, should any opportunities arise to contract with limited available budgetary resources, evaluate at that time.

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

Review results related to work completed over course of fiscal year '16 regarding work and contracting with external clients.