



# Realizing the Benefits of a Diverse & Inclusive Workforce

Thursday, April 25, 2013

## The Speakers

### Keynote Speaker: Robert W. Livingston, PhD

Robert Livingston is a diversity researcher whose research examines how physical appearance and non-conscious processes influence stereotyping, prejudice, and discrimination. He is also interested in the topic of diversity in leadership. Specifically, he investigates the unique challenges confronting women and minorities in upper management, as well as the conscious and non-conscious processes underlying leader selection. He has received numerous awards for outstanding research and teaching, including the Social Issues Dissertation Award from Division 9 of the American Psychological Association. He is the member of numerous professional organizations and serves on the editorial board of the *Personality and Social Psychology Bulletin*.

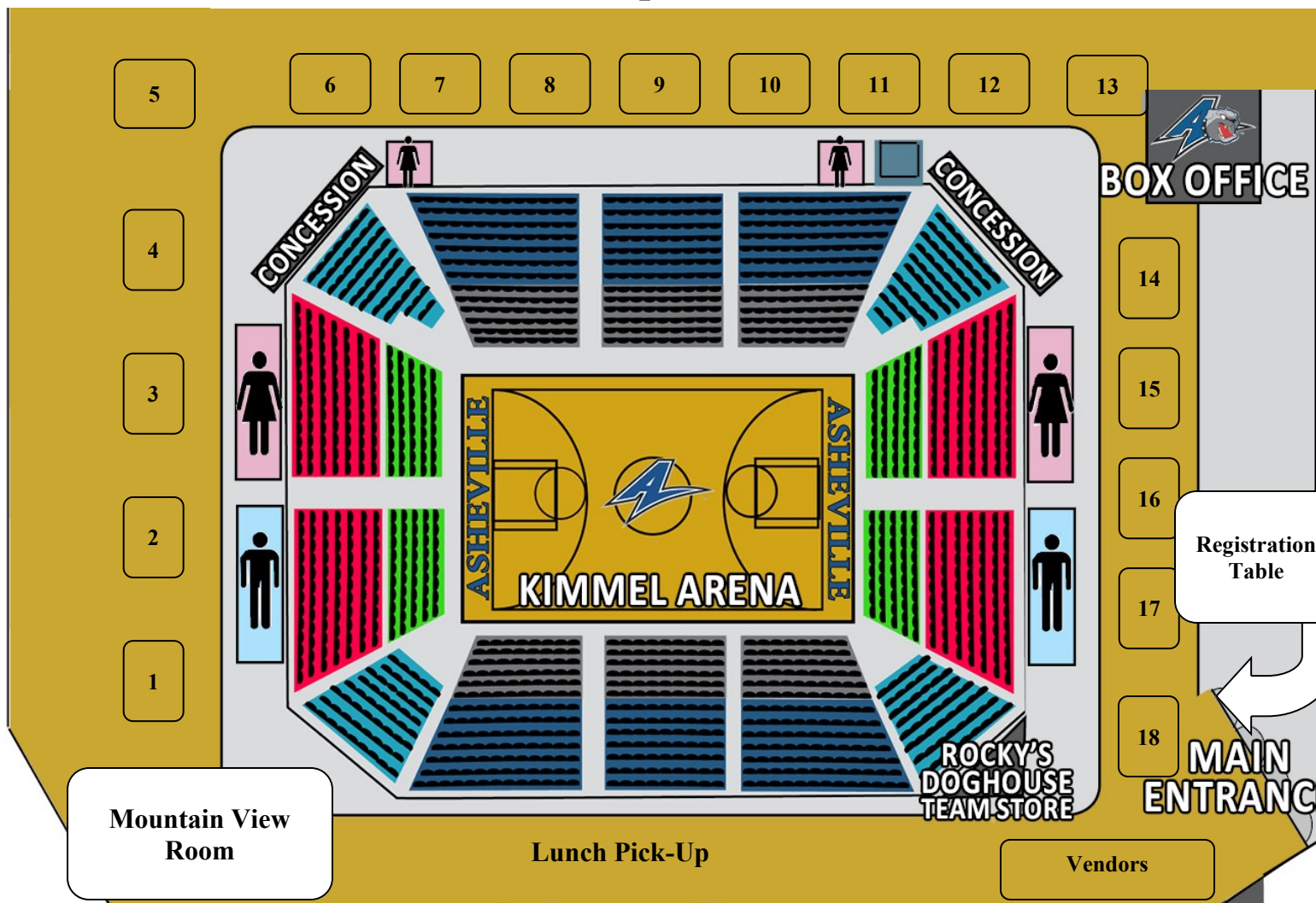
### Tom Tveidt

Tom Tveidt is a research economist who has more than 15 years experience in providing objective and clear regional analysis for public and private decision makers. He is an actively practicing consultant with expertise in regional economic assessment, economic impact analyses, industry targeting and industrial site selection. Mr. Tveidt regularly speaks before business groups, government organizations and public meetings, detailing regional economic trends and issues. As such, his expertise is frequently quoted in newspapers, business journals, and TV news programs.

## Agenda

8:30AM – 9:00AM	Registration
9:00AM – 9:15AM	Welcome - <i>Mountain View Room</i>
9:15AM – 9:35 AM	Tom Tveidt, SYNEVA Economics LLC - <i>Mountain View Room</i>
9:35AM – 10:30AM	Dr. Robert Livingston: “Realizing the Benefits of a Diverse and Inclusive Workforce” <i>Mountain View Room</i>
10:30AM – 10:40AM	Break
10:40AM – 11AM	Marketplace Session 1 - Concourse
11:10AM – 11:30AM	Marketplace Session 2 - Concourse
11:40AM – Noon	Marketplace Session 3 - Concourse
Noon – 12:45PM	Lunch and Networking Opportunity
12:45PM – 1:45PM	Panel of Community Leaders Share Best Practices for a Diverse & Inclusive Workforce <i>Mountain View Room</i>
1:45AM – 2PM	Wrap Up, Next Steps and Evaluation

# Map



## Marketplace Sessions (With Map Locations)

### [1. Strategies for recruiting a diverse workforce – what does it take to become an employer of choice? Ed Katz, PhD](#)

This session will review best practices for writing and placing job postings along with creating new pipelines for a more diverse applicant pool.

### [2. Why diversity matters – a case study – DeWayne Barton and Dan Leroy](#)

Asheville Green Opportunities (GO), has flourished despite the economic downturn. Through a keen vision, tempered by intentional choices, Dewayne and Dan have applied non-traditional approaches in building relationships with corporations and government agencies.

### [3. Implicit bias – what is it? – Frank Castelblanco, DNP, RN](#)

How does bias creep into the work environment and day-to-day relationships? Learn ways to “name it” and reduce its presence in your organization.

### [4. Mini-poverty simulation – a training exercise – Vicki Meath](#)

Participants will take part in a training exercise that will lead to a deeper understand of the challenge of living on a low-income, and the effects of poverty .

### [5. Ouch that stereotype hurts – a training exercise – Phyllis Utley](#)

Learn what a micro-aggression is and how to create a positive work environment in which they can be effectively addressed.

## **6. The art and science of networking – what can you do? Ashley Barriga, MPA**

Trying to find your place in a professional network? Learn and discuss strategies to develop an effective network with invaluable relationships.

## **7. Accountability measurements – what should be measured? Carol Rovello, SPHR**

Tracking outcomes moves organizations toward a more inclusive environment. Participants will learn key measurements that promote equity.

## **8. Ruby Payne's Hidden Rules – a training exercise – Kendra Turner, MPA**

Participants will learn several key principles that researcher Ruby Payne has identified as barriers to promotion and inclusion in non-majority members.

## **9. Building effective diverse teams – what does the research show us? Donna Boone Parsons, MBA**

What is the business rationale for building diverse teams? This session will review the necessary elements for fostering high performing teams with multiple points of view.

## **10. Incorporating privilege awareness into diversity training – Micheal Stratton, MPA, PhD and Mark Julien, PhD**

Does your organization struggle to help employees and leaders appreciate the importance of inclusive workplace policies and existing state and federal employment laws? If so, come learn about how you can leverage a unique exercise that increases awareness of and sensitivity to underprivileged groups as it relates to workplace equity and human rights.

## **11. Filling the pipeline – how to support the education of the emerging workforce - Erika Germer, MPP and Jacquelyn Hallum, MBA, MHA**

Our community depends on a strong pipeline of workers. What can businesses do to support a strong relationship between students and employers in the community? What opportunities are already available in our community?

## **12. Mentoring transformed for 2013 – what are the components? Mary Lynn Manns, PhD**

Mentoring in today's workforce includes women and people of color and is enhanced when learning is reciprocal. Learn best practices for retention, professional development, and successful promotion.

## **13. Beyond Black and White— Michael Carter, M. Div, BCC**

Many in our culture still define diversity as simply a "Black/White" issue. This session, including a 9 minute video, explores the many facets of diversity and the challenges that result from resistance in workplace to change.

## **14. Using contracts and vendors as a way toward equity – Rich Munger, PhD**

Participants will learn the basics for how performance measures can be inserted into contracts as a way to encourage contractors and vendors to promote a more diverse and inclusive workforce.

## **15. Culturally Sensitive Conflict Resolution – Kathryn Liss, MA**

What needs to be in place so that everyone feels included and respected and that an acceptable resolution can occur? This session will introduce the basics of effective and inclusive conflict resolution skills.

## **16. HR basics – transparent and fair policies - Amy Davis, MA, SPHR**

How can you create transparency and fairness in the workplace? What policies should every organization have? Participants will leave with templates for key policies.

## **17. The Power of Habit (by Charles Duhigg) and the Diversity Connection - David Carr**

Understanding the power of our habits and the resistance to change can be the key to better behavior and moving beyond the status quo. Participants will learn to challenge and change bad habits so that it makes a difference in your organization.

## **18. Common space assessment – a training exercise – ZaKiya Bell-Rogers, BSW**

A "Common Space" assessment prompts you to look at your organization with fresh eyes so that you can create a more welcoming and inclusive work environment. You will leave with the tools to perform this assessment in your organization.

**Committee Members:**

David Carr  
 Amy Davis, MA, SPHR  
 Lisa Eby, MBIostatistics, MSW  
 Erika Germer, MPP  
 Jacquelyn Hallum, MBA, MHA  
 Kathryn Liss, MA  
 Deborah Miles  
 Sarah Nunez  
 Jennifer Strudwick  
 Derrick Swing  
 Sarah Thach, MPH  
 Phyllis Utley  
 Ami Worthen

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**Presenters:**

Ashley Barriga, MPA  
 DeWayne Barton  
 ZaKiya Bell-Rogers, BSW  
 David Carr  
 Michael Carter, M. Div, BCC  
 Frank Castelblanco, DNP, RN  
 Amy Davis, MA, SPHR  
 Erika Germer, MPP  
 Jacquelyn Hallum, MBA, MHA  
 Mark Julien, PhD  
 Edward Katz, PhD  
 Dan Leroy  
 Kathryn Liss, MA  
 Robert W. Livingston, PhD  
 Mary Lynn Manns, PhD  
 Vicki Meath  
 Rich Munger, PhD  
 Donna Boone Parsons, MBA  
 Carol Rovello, SPHR  
 Micheal Stratton, MPA, PhD  
 Kendra Turner, MPA  
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**Panel Members**

**Scott Burnette is the Fire Chief for the City of Asheville.** Burnette began his career as a firefighter for the City of Asheville Fire Department in 1995 and worked his way through the ranks till his promotion to Fire Chief in November 2009. Chief Burnette has a Masters Degree in Executive Fire Service leadership and is a graduate of the National Fire Academy's Executive Fire Officers Program. The City of Asheville Fire Department has seen a 100% increase in female and minority applicants through creative diversity recruitment initiatives.

**Robert Doudrick is the Station Director for the USDA US Forest Service Southern Division** and oversees all Station operations in 13 southern states with over 400 employees. SRS conducts basic and applied research to investigate and find solutions in many natural resource arenas, from forest management to hydrology, recreation to wildlife, and from urban forests to energy. He has served in Forest Service units in Missouri, Minnesota, and DC as well as being a Legislative Fellow for Congressman Charles Taylor.

**Jane Fernandes is the Provost and Vice Chancellor for Academic Affairs at UNC Asheville.** Fernandes is the past vice president and provost at Gallaudet University, an institution for deaf students, in Washington, D.C. As an academic leader and educator of national prominence, her life's work—creating inclusive academic excellence in education at all levels—has taken her from Hawaii to the Atlantic seaboard. Since her arrival at UNC Asheville in 2008, Fernandes has chaired the Diversity Action Council which works to systematically address equity and inclusion at UNC Asheville.

**Susanne Mincey is a Human Resources Business Partner for the Triad West Region with Wells Fargo Banking.** Mincey began with Wells Fargo 28 years right out of college in the Personal Banker Trainee program. For the last 25 years, she has been an HR Manager supporting various lines of business within Wealth Management and Community Banking. Her current role is HR Business Partner for our Triad West Region includes all retail stores and business banking teams from Burlington West to the state line.



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