



Being an Inclusive Employer

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Agenda

1

Our communities are changing

Community-level trends to guide your work.

2

Becoming an inclusive employer: Where to start?

Key strategies to guide your organization.



Our communities
are changing.



Which of these population trends is having the most impact on our state?

- An aging population
- Increasing racial and ethnic diversity
- Immigration

Source: Minnesota Compass (mncompass.org)



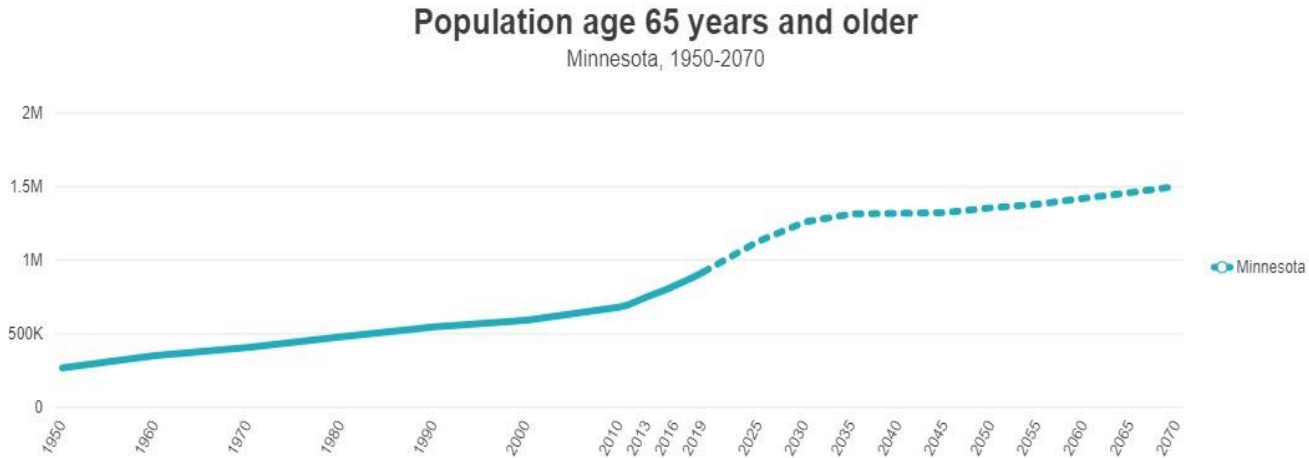
Which of these population trends is having the most impact on our state?

- An aging population
- Increasing racial and ethnic diversity
- Immigration
- All of the above

Source: Minnesota Compass (mncompass.org)



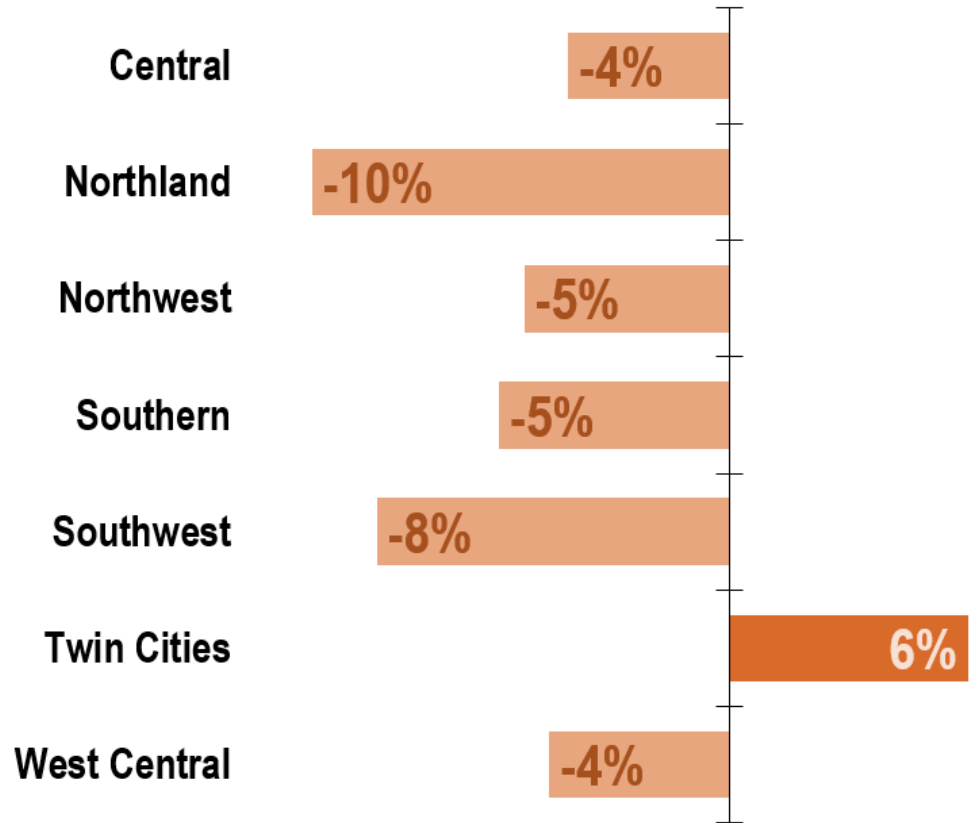
Minnesota's older adult population



COMPILED by
COMPASS 

Source: Minnesota Compass (mncompass.org)

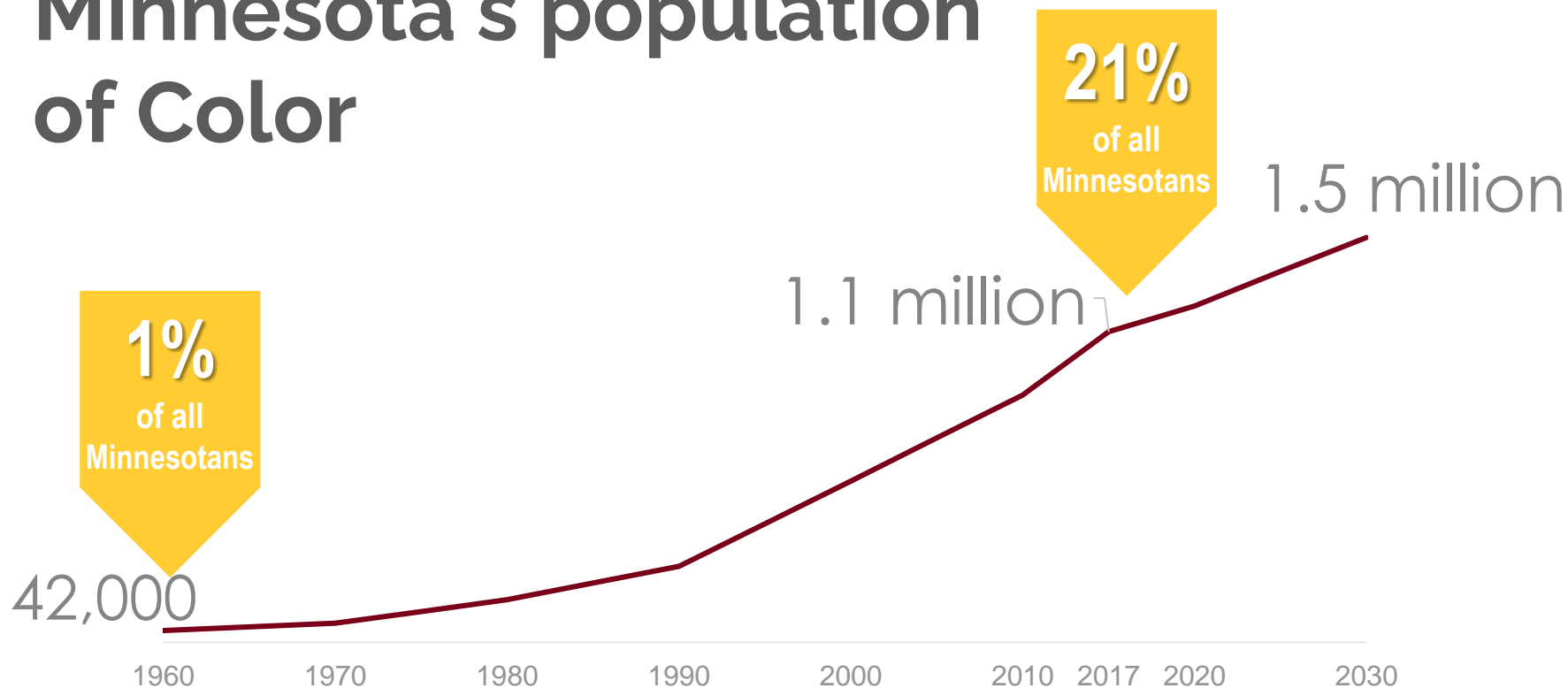
Through 2030
Minnesota's
working-age
population is
expected to grow
only in the Twin
Cities.



Source: Minnesota Compass (mncompass.org)



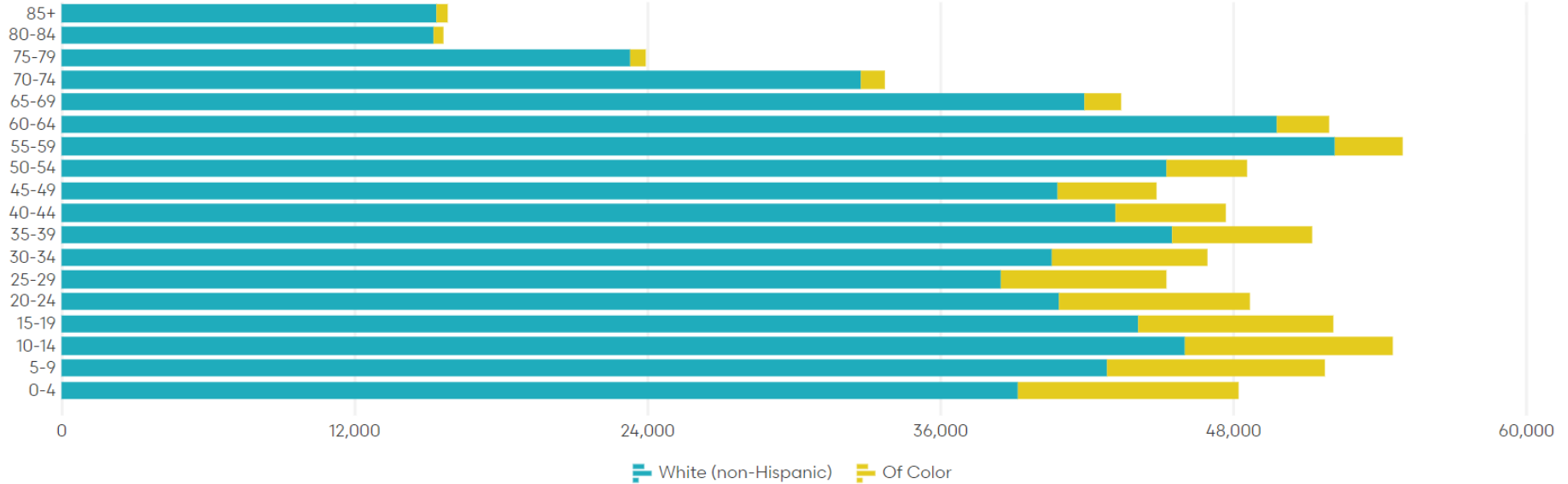
Minnesota's population of Color



Source: Minnesota Compass (mncompass.org)

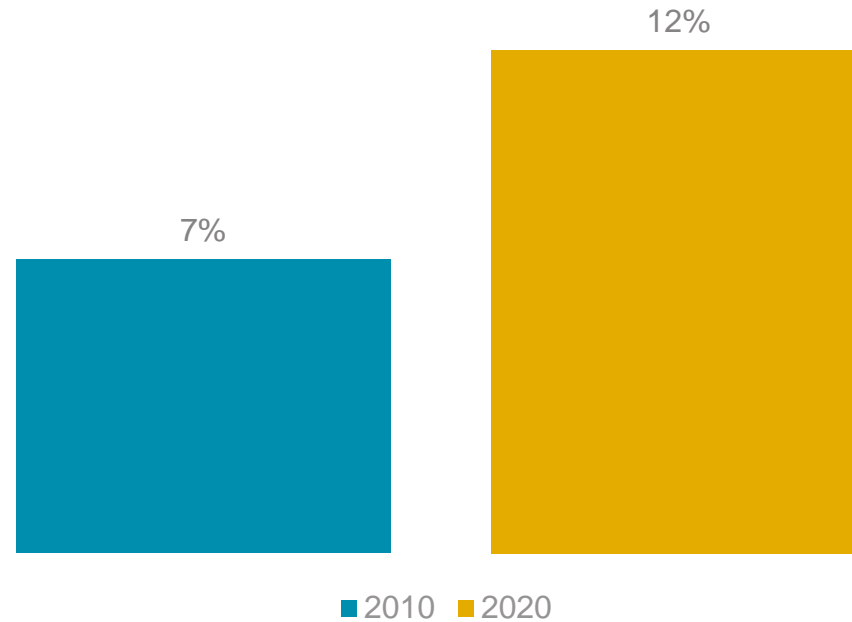
Population by age and race

Central region, 2020



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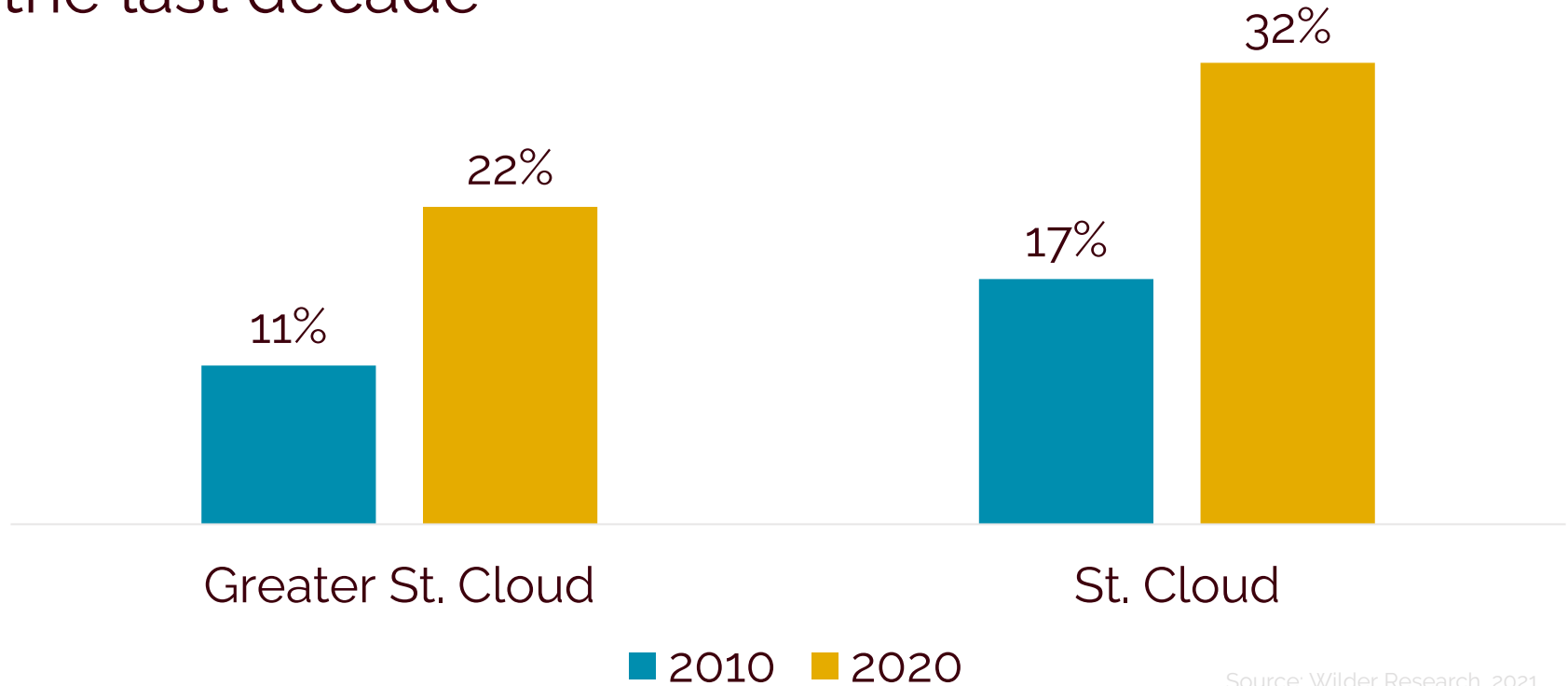
Central Region's population of Color



Source: Wilder Research, 2021



Greater St. Cloud's population of Color doubled in the last decade



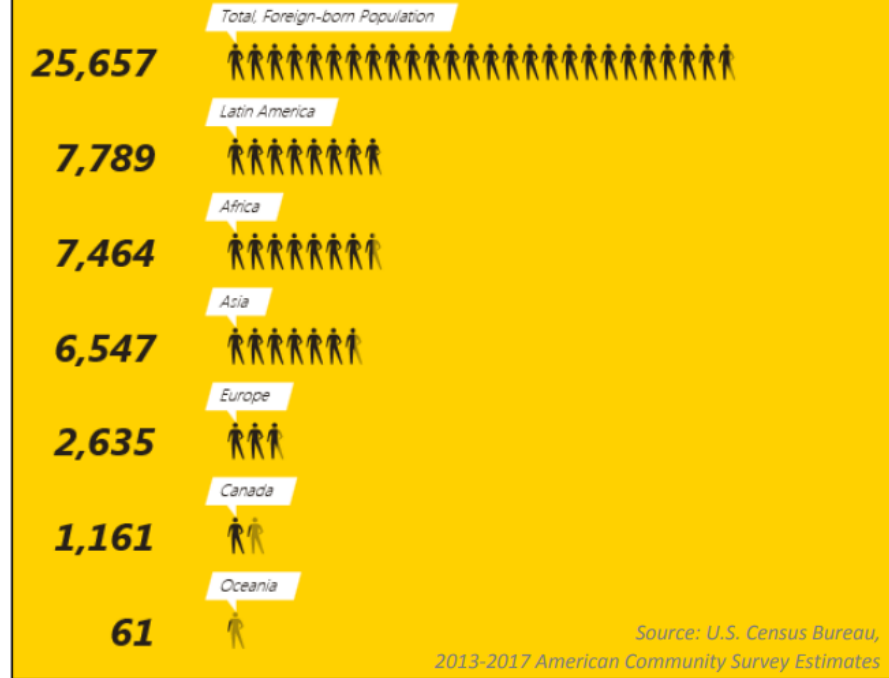
Source: Wilder Research, 2021



The number of immigrants in the region increased by 43.4 percent from 2010-2017.

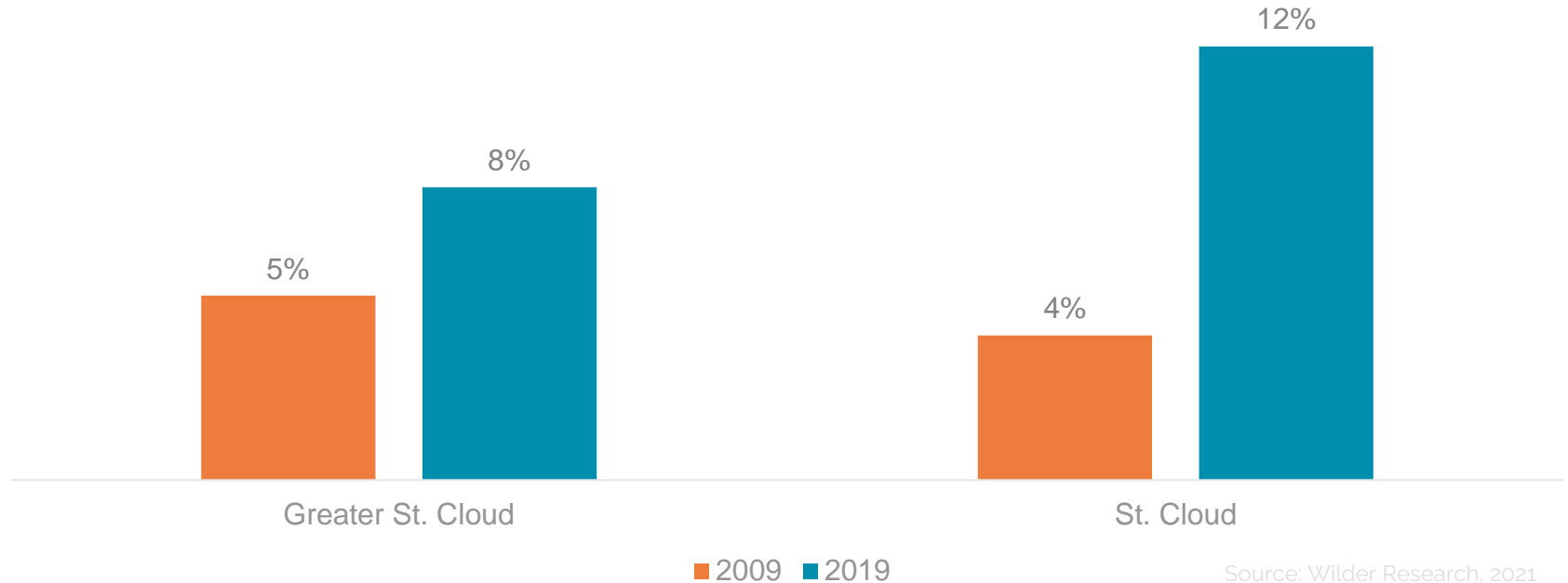
There are approximately 15,500 available immigrant workers, about 3.9 percent of the central region's workforce.

Place of Birth for the Foreign Born Population, Central Minnesota, 2017



Source: DEED, 2019

St. Cloud foreign-born residents more than doubled since 2009



Source: Wilder Research, 2021



Minnesota's growing
diversity is an
economic asset.
But there is work to do.

Sources: Policy Link, 2014; Minnesota State Demographer's Office, 2009; Federal Reserve Bank of Minneapolis, 2021



Minnesota's Employment Opportunity Gap



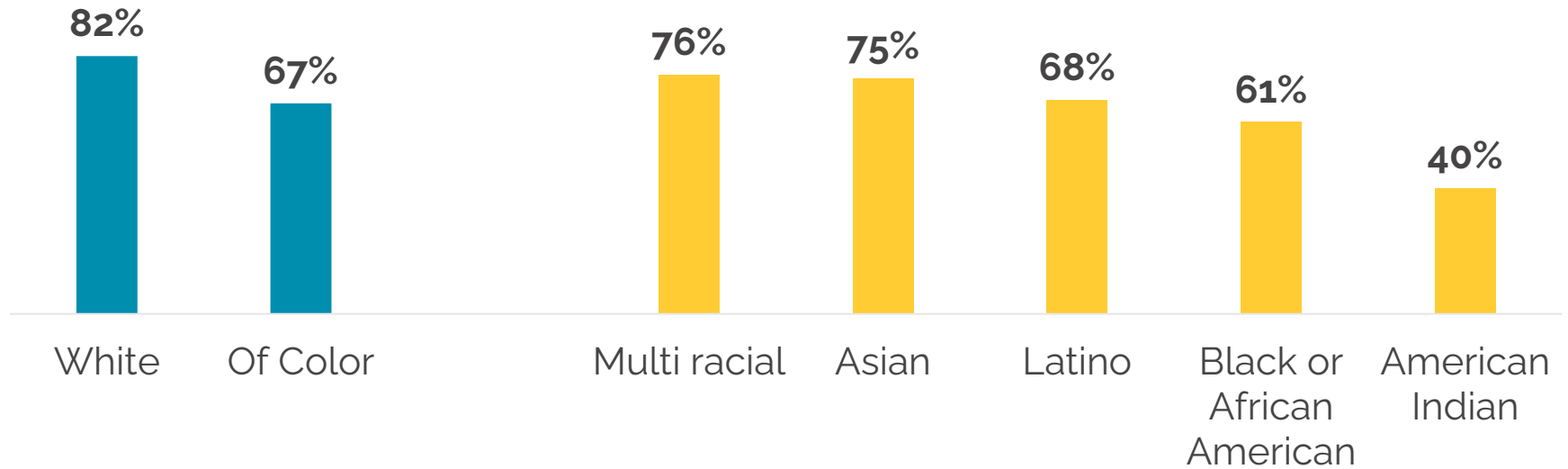
Minnesota among states with the largest employment gaps by race/ethnicity

45	Minnesota	10.1%
46	Pennsylvania	11.6%
47	Montana	11.7%
48	North Dakota	12.1%
49	Wisconsin	12.2%
50	South Dakota	22.7%

Source: Minnesota Compass (mncompass.org)



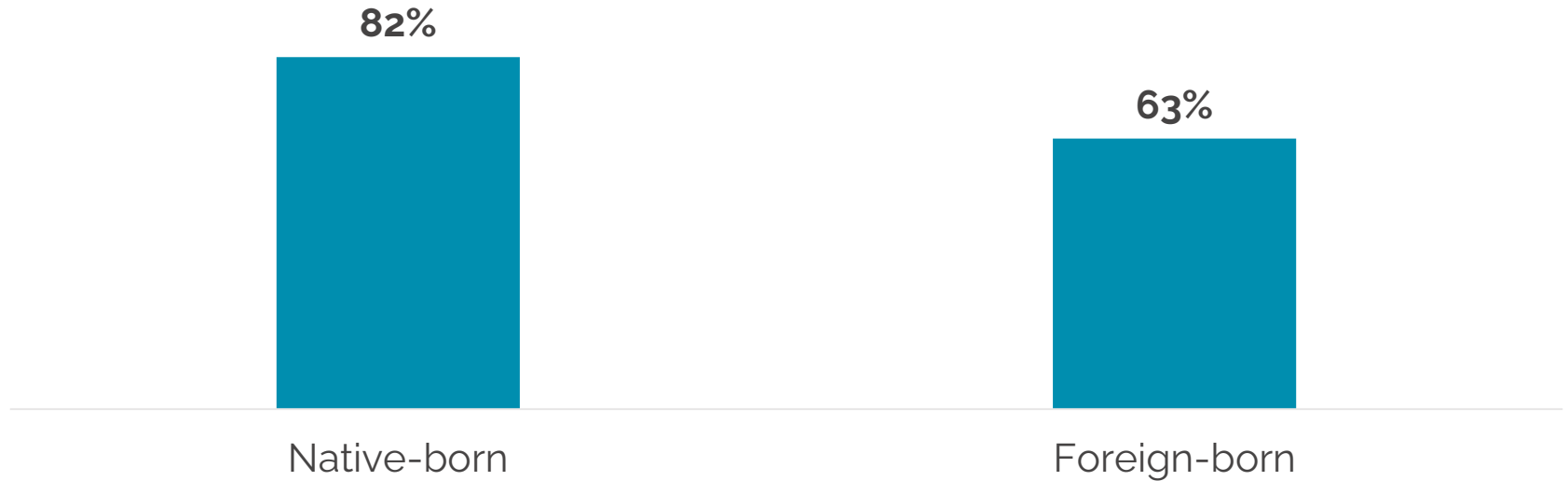
Greater St. Cloud residents age 16-64 who are working by race/ethnicity, 2015-2019



Source: Wilder Research, 2021



Greater St. Cloud residents age 16-64 who are working by nativity status, 2015-2019



Source: Wilder Research, 2021



Minnesota's economy and growth relies on understanding how to support workers that have traditionally been marginalized—it now relies on being more inclusive.

Source: Policy Link Report, 2014



Greater St. Cloud

Stories Behind the Numbers

I went to school a couple times as a single mom...it was a struggle for me. I went, I dropped out. I went, I dropped out. Now, I don't even qualify for financial aid. I have so many barriers in my way when I'm not able to go to school. It's like, what opportunities do we have? If I had the funds, I WOULD go to school to get a degree"

-African-American Greater St. Cloud resident

Some company leadership is welcoming to all kinds of people, but the managers are not, and those managers are not held accountable. So top leadership is good at many companies, but the accountability is missing for untrained front-line managers.

-Somali Greater St. Cloud resident

We're people too. We're not normal, but we would like to be able to have a chance out in society. But, how can we make employers understand the ways that people with disabilities can contribute?

-Greater St. Cloud resident with a disability

We can say that X-percentage of Black folks in St. Cloud are employed, and X-percentage are not, or underemployed, right? But we're not getting that full story. So [name removed] left her job not because it was a horrible job, not because she found another job. It was steeped in racism and anything that would be breaking her down as a person instead of lifting her up as a professional.

-African American Greater St. Cloud resident

Source: Wilder Research, 2021



Where do we
start?



As you work to
become an
inclusive
employer...



1.

Know the difference between diversity, equity, and inclusion.

Diversity
Differences

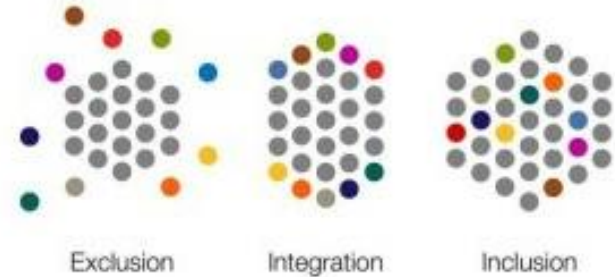
Equity
Justice &
Fairness

Inclusion
Sense of
Belonging

Source: Extension Foundation Impact Collaborative, 2022



Mistaking
representational
diversity for
inclusion poses a
distinct challenge to
leaders.



Source: Catalyst, 2016; Image Source: Extension Foundation Impact Collaborative, 2022



Think of a **time**
you have felt
included.




Write down a few
words that come to
mind when you
think inclusion.




INCLUSION


Employees experience inclusion when they:



Are valued for their unique qualities.



Feel a sense of belonging in their workplace.




Are recognized for their specific contributions.

Source: Catalyst, 2016




EXCLUSION


Employees experience exclusion when they:



Are devalued,
ignored, or
dismissed for
their unique
qualities.



Feel singled out
or like outsiders
because of their
differences.



Feel
disconnected
from their
colleagues.

Source: Catalyst, 2016



2.

Know your external and organizational workforce.

Key Questions

- Who makes up your external workforce?
- Do community demographics align with the demographics of organization? Of your leadership? Why or why not?
- Who is not being hired into your organization? Why?
- Who is/is not being promoted within your organization? Why?
- Who is choosing to leave your organization? Why?

Your organization cannot chart a path to inclusion without knowing where you're starting from.



Source: Catalyst, 2021; Image Source: Extension Foundation Impact Collaborative, 2022

3. Listen.

Listen to applicants and employees about their needs, current barriers, and how they need to be supported.

01

Ensure meaningful participation, voice, and leadership in your organization.

02

Cultivate a culture of curiosity and allyship where all employees can lead inclusively.

03

Source: Catalyst, 2016 and 2021



4. Innovate.

Promote authentic action.

01

Evaluate current practices, policies, and operations. Do they promote or hinder inclusion?

02

Develop a vision, strategy, action plan, and metrics. Evaluate and reflect.

03


Learn from each other.

04


Source: Catalyst, 2016 and 2021




5. Commit to the journey.



Don't get discouraged; change seldom happens in a day.



Take responsibility and hold yourself accountable for making yourself and your workplace more inclusive.



If inclusion is to take root within an organization, leaders must be able to manage the good, the bad, and the ugly of their employees' day-to-day experiences.

Source: Catalyst, 2016 and 2021



Resources

[Allyship and Curiosity Drive Inclusion for People of Color, Catalyst Foundation](#)

[Getting Real About Inclusive Leadership, Catalyst Foundation](#)

[Minnesota's Tomorrow: Equity is the Superior Growth Model, Policy Link](#)

[Greater St. Cloud Equity Dashboard, Wilder Research](#)

[The Importance of Immigration in Central Minnesota Hennepin County Career Pathways Program](#)

[Seattle King County Equity Impact Tool](#)

[Closing Racial and Gender Gaps, Federal Reserve Bank of Minneapolis](#)

[In the Shadow of the Boomer's, Minnesota State Demographic Center](#)

[Diversity Equity and Inclusion Extension Foundation Impact Collaborative](#)

[The Structural Racism Remedies Repository | Othering & Belonging Institute, Berkeley](#)

[St. Cloud State University Community Anti-Racism Initiative \(C.A.R.E.\)](#)

[Create CommUNITY](#)

[Catalyst Foundation Vital Signs Tool](#)

[ICMA Equity and Inclusion Toolkit](#)

[Center for Economic Inclusion](#)

[Charities Review Council DEI Toolkit](#)

[Minnesota Compass](#)

[Racial Equity Resource Directory](#)

[National Equity Policy Atlas](#)



What **actionable insights**
are you taking with you?





Thank you

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