

# **SREAP Updates & Commission Recruitment Recommendations**



# SREAP Updates

## Purpose

To help us measure and significantly improve our results with a culturally diverse workforce, businesses, representation and programming through:

- Establishing a work plan and related budget to support the SREAP
- Staff diversity and cultural competency development
- Council and commission cultural competency development and responsiveness
- Reflection of Roseville's diversity in all marketing/branding

# SREAP Updates

## Background

- Follows first Strategic Racial Equity Action Plan (SREAP) created through GARE participation
- Priority Areas: 1) Diversity in hiring and recruitment; 2) Board and commission diversity; 3) Using an equity lens in decision making
- Staff throughout the organization will continue to implement and achieve their *existing* DEI initiatives which are not included in the SREAP work plan. However, staff should make sure they are able to complete the SREAP goals with excellence.
- The community will see impact on their lives as the city implements the third Strategic Improvement (equity lens).
- Main Audience: Intended to guide senior leaders and staff
- Community stakeholders will be engaged and consulted as needed throughout equity and inclusion efforts

# SREAP Updates

## Priority Updates

- Hiring and Recruitment
  - Staff has been working through both gathering and analyzing 2020/21 workforce data
  - Improvements and standardization is being implemented to address data gaps
  - Staff is working to identify tools to assist in ongoing analysis and measurement of hiring data
- Commission Recruitment – Recommendations to follow SREAP Updates
  - Staff has continued to prioritize and identify opportunities and methods to engage stakeholders throughout; stakeholder engagement so far has included staff, community members, and commissioners
  - Data has been reviewed from a variety of sources including two surveys to existing commissioners and prior applicants, LWV report, HRIEC, and internal stakeholder feedback
  - Surveys included Commissioner Demographic Survey and a Commissioner Experience Survey
- Equity Toolkit
  - Finalization of a 12-step equity toolkit is in process, incorporating stakeholder input and identifying future process for implementation
  - Staff leadership are working to understand and apply the toolkit to a future program or initiative
  - Initial planning for future training, communication, and rollout is underway
  - A supplemental Community Engagement Workbook (guide) is being developed to assist with the consideration of stakeholder impact and needed level of engagement

# SREAP Updates

## Ongoing Consideration

- As we continue this work in 2022, staff will continue to consider and prioritize:
  - Communication and Engagement
    - Equity updates are continuing to be communicated through the newsletter, City News emails, HRIEC meetings, and council SREAP updates
    - Opportunities to incorporate key stakeholder feedback are continuing to be identified
  - Timeline
    - Being mindful of the SREAP timeline and quarterly milestones
    - Hiring and recruitment milestones have been shifted back 3 months due to challenges in gathering data; we continue to implement improvements along the way
  - Resources/Capacity/Training
    - Ensuring training and communication is considered and prioritized for staff across the organization to understand improvements and changes to come
      - DEI, IAP2 Community Engagement, Equity Toolkit Analysis,

# Commission Recruitment Recommendations Overview

## SREAP Priority #2 – Diversity/Representation on all commissions

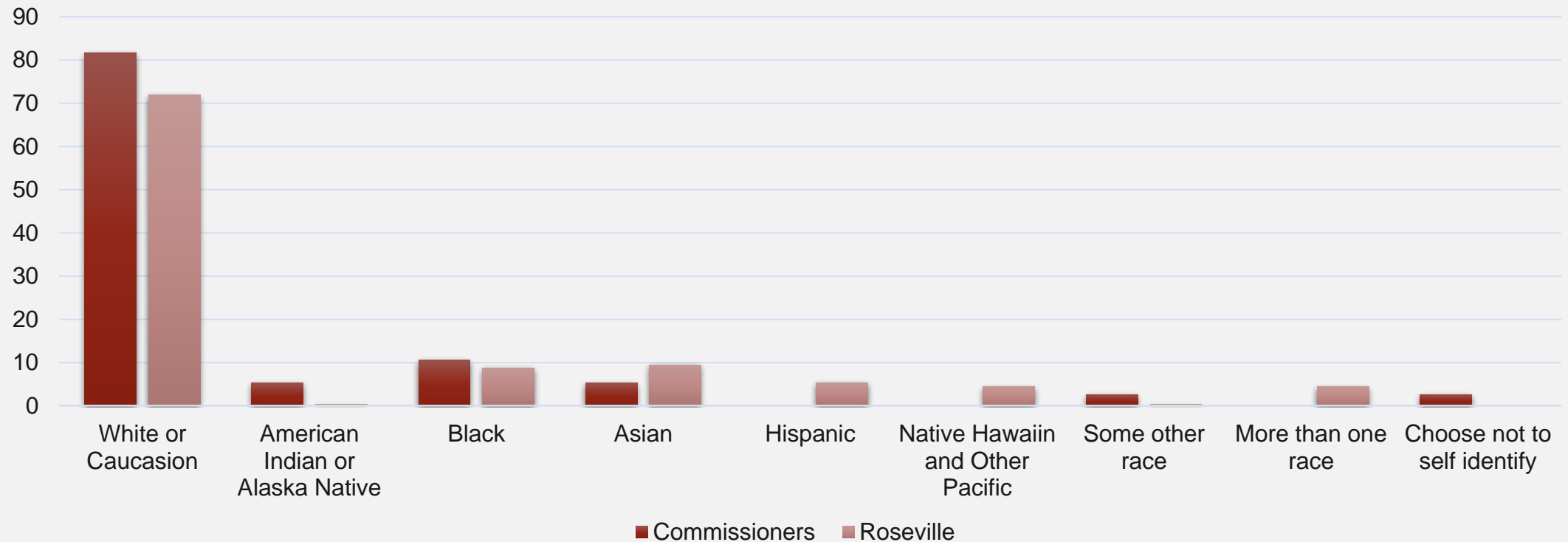
- Spring 2022 commissioner recruitment is underway
- Improvement efforts have included improving the experience of residents in the commission recruitment process and using available data to identify disparities and set target goals
- Areas to be improved in 2022 and beyond
  - Recruitment/outreach/communications
  - Application/interview experience
  - New commissioner orientation/onboarding
- Two surveys were sent to existing commissioners; one included residents not yet appointed to a commission
  - Commissioner Demographic Survey – Q3 2021
  - Commission Experience Survey – Q4 2021

# Commission Recruitment Recommendations Commissioner Demographic Survey

## What is your race or ethnicity? (check all that apply)

38 responses

Comparison includes available 2020 Census data

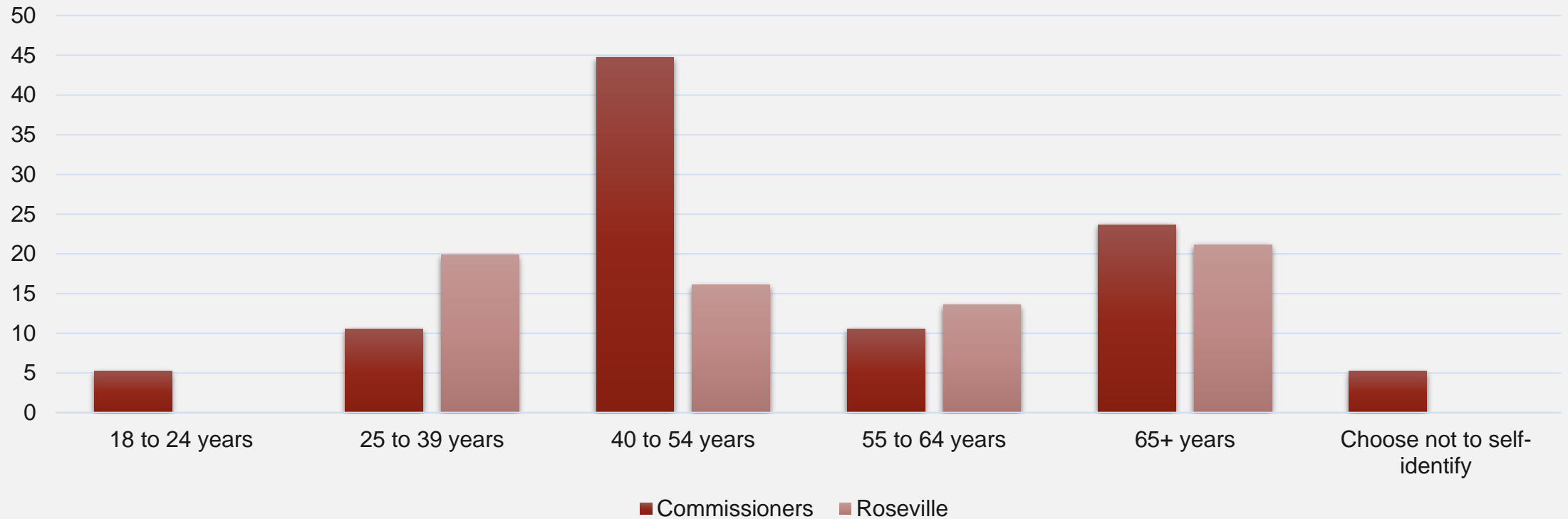


# Commission Recruitment Recommendations Commissioner Demographic Survey

## Which category best represents your age?

38 responses

Comparison uses 2015-2019 ACS data



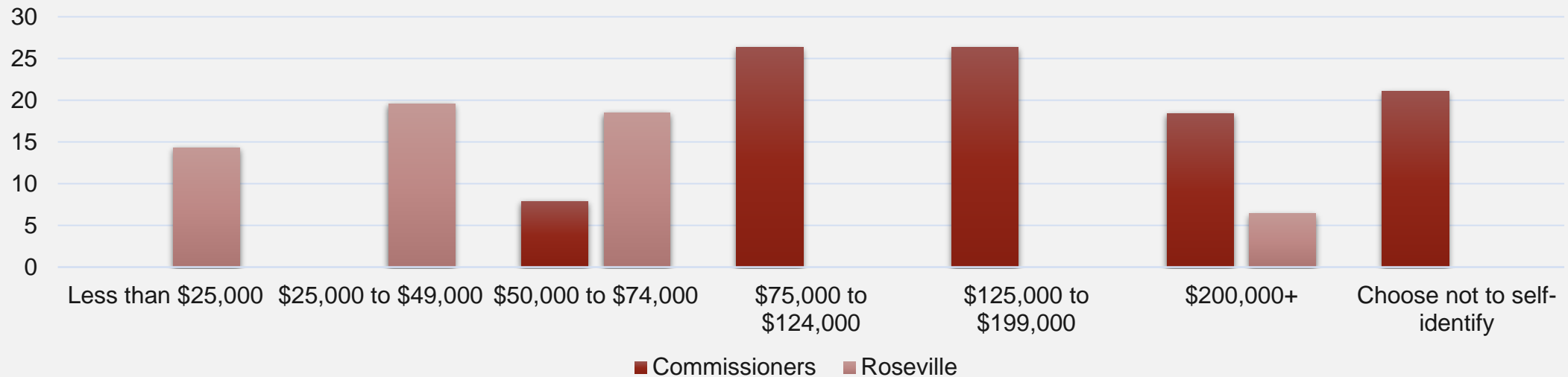


# Commission Recruitment Recommendations Commissioner Demographic Survey

## What was your total household income in the previous year before taxes?

38 survey responses

Comparison uses 2015-2019 ACS data (does not specify before taxes)



**ACS 2015-2019 Data**  
\$75,000 to \$99,999 - 15.4  
\$100,000 to \$149,000 - 17.6  
\$150,000 to \$199,000 - 8.2

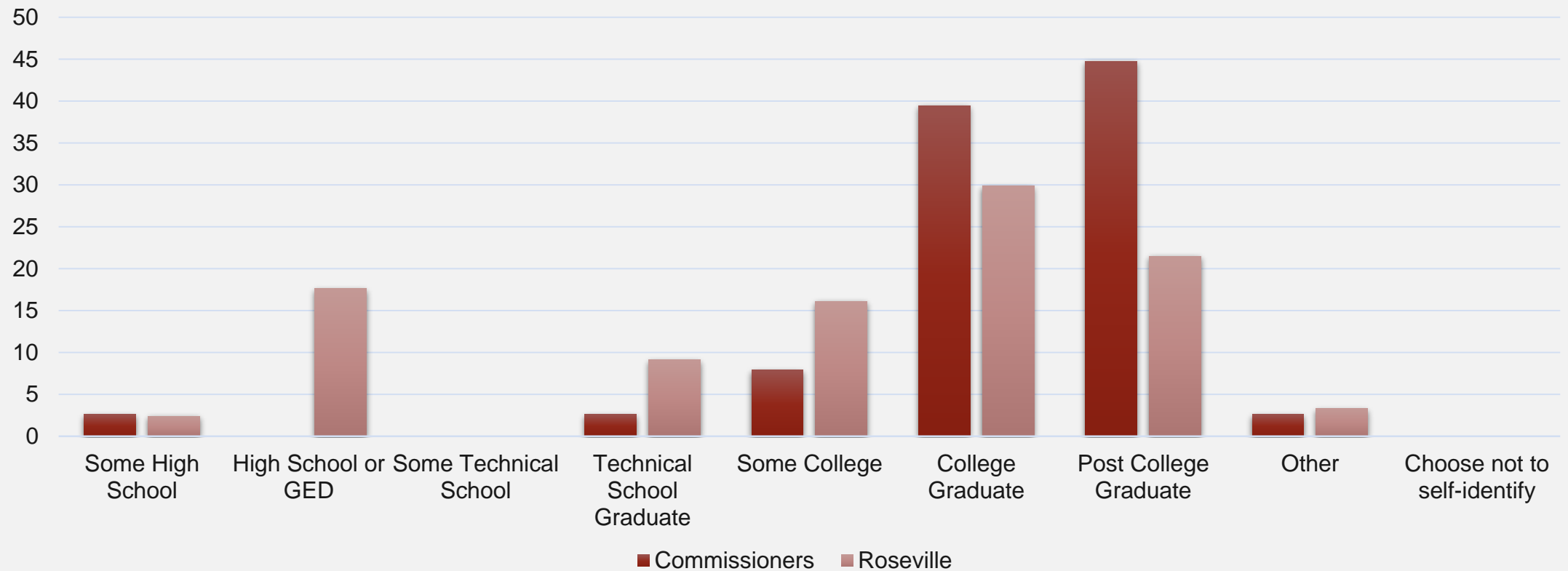
# Commission Recruitment Recommendations

## Commissioner Demographic Survey

### What is the highest level of education you have completed?

38 survey responses

Comparison uses ACS 2015-2019 data

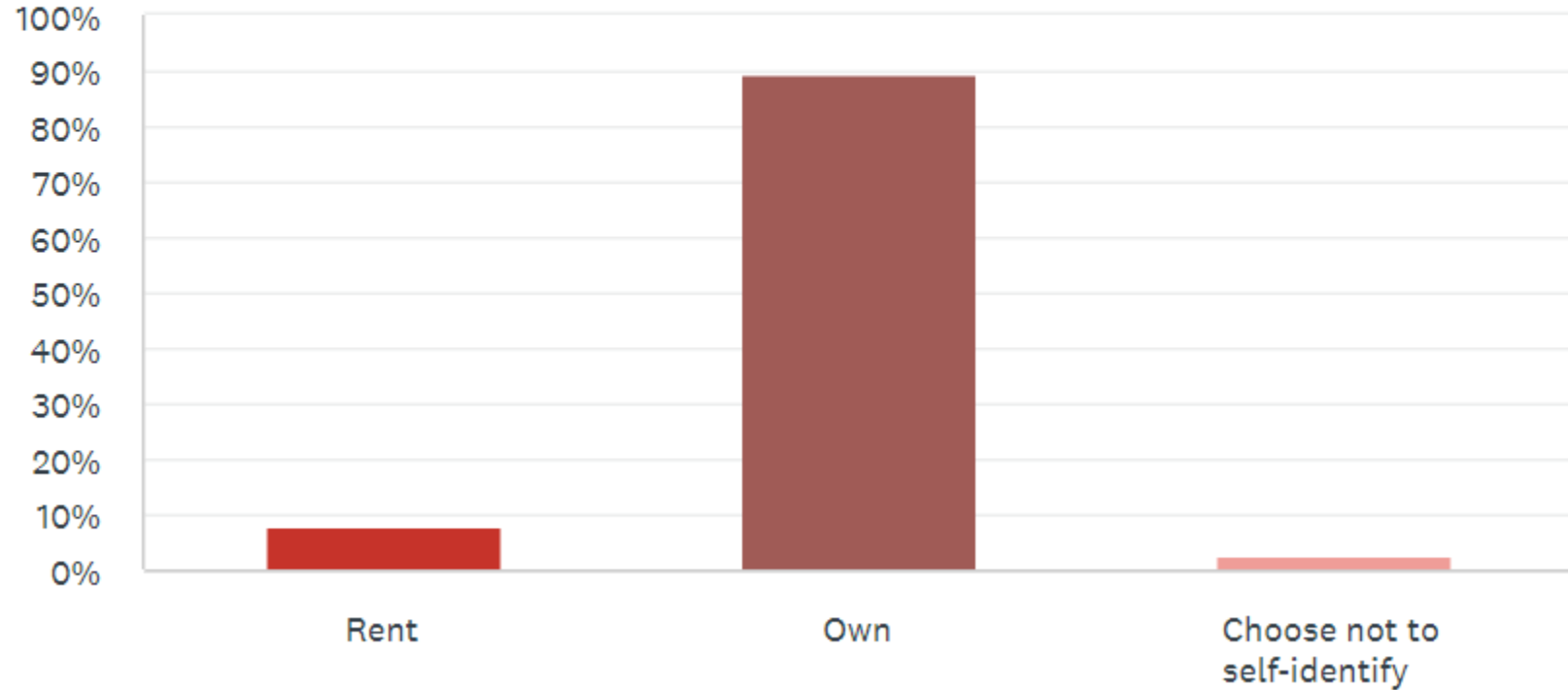


# Commission Recruitment Recommendations Commissioner Demographic Survey

## Do you rent or own?

Answered: 38 Skipped: 0

American Community Survey reports a 65.5% homeownership rate from 2015-2019 in Roseville



# Commission Recruitment Recommendations


## Commissioner Demographic Survey

38 out of 42 eligible commissioners completed the survey in August/September 2021

- 28.95% have lived in Roseville 0-5 years; 44.74% here 20+ years
- 51.43% live east of Snelling and north of Hwy 36
- 89.47% identified as homeowners; 7.89% renters
- 42.11% Female and 50% Male
- 44.74% are 40-54 years old; 78.95% are age 40+
- 7.89% make below a household income of \$75,000; 34.21% below \$125,000
- 84.21% college graduates
- 81.58% white; 21.05% BIPOC\*
- 26.32% learned about commission opening on city website; 23.68% city newsletter; 10.53% council or commission member

## Commission Recruitment Recommendations Commission Experience Survey

21 survey responses from current commissioners and 9 commission candidates not yet appointed from 2019 through 2021

Out of 5 stars  1 not very satisfied to 5 very satisfied

- 4.1 star average rating on overall application experience
- 3.9 star average rating on commission interview experience
- 3.4 star average rating on onboarding/orientation experience
- 4.6 star average rating on overall commissioner experience

# Commission Recruitment Recommendations

## Commission Experience Survey

- **Overall Application Experience Feedback – 4.1 stars**
  - “I think the questions asked when interviewing were simple, had nothing to do with the position, and finally, while I may have not have been the pick for the position – you could tell who the board liked and knew by how questions were asked during the interview process.”
  - Others mentioned the need to clarify role and expectations of being a commissioner; criteria used in decision making
- **Commission Interview Experience Feedback – 3.9 stars**
  - “Interviews should be private. It is very intimidating.”
  - “Not sure what I was getting judged on”
  - Better structure, clarity, and consistency with interview questions

# Commission Recruitment Recommendations

## Commission Experience Survey

- **Onboarding/Orientation Experience Feedback - 3.4 stars**
  - “Assign a “buddy” (which is a person who has served on the commission for some time) to each new commissioner to acclimate them into the position.”
  - More information on meeting protocol; background of commission
  - Social event to meet and get to know other commissioners
- **Overall Experience Serving as a Commissioner Feedback – 4.6 stars**
  - “I feel good about the opportunity to use my skills and background for the City’s benefit.”
  - “A short biography of the other commission members would be helpful, work experience and other financial experience (finance commission).”
  - “I’m not sure about the level of influence we actually have on the decision making by the City. It sometimes feels like we are just there to listen to the plans that already in place. Not sure how to change this.”
  - Even with opportunities for improvement, the data shows a general satisfaction with experience serving as a Commissioner

# Commission Recruitment Recommendations

## Candidate Experience Improvements for 2022

### Recruitment – Tasks Underway by Staff

1. Establish target goals of reducing racial, rent/own, household income, and education disparities in commission representation
2. Seek out and use referrals from external facing staff, council, commissioners, community leaders
3. Emphasize, update, and target communications; leverage current resources regarding commission opportunities (newsletter, website, email, social media, city digital signage, ).

### Interviewing – Pending Council Approval

1. Hold separate (public) meeting for candidate interviews; no cameras; pre-schedule interviews; and better standardize structure and possible interview questions
2. List of possible questions and role of commissioner to be sent to candidates prior to the interviews

### Orientation/Onboarding – Improvements Underway by Staff

1. Revamp orientation to include ethics, meeting protocol, expectations, and breakout groups to meet-and-greet and introduce workplan items
2. To occur virtually
3. All commission chairs assign a buddy for mentorship of new commissioners



# Commission Recruitment Recommendations

## Additional Recommendations/Considerations

- Reduce terms from 3 years to 2 years
  - Active commissioners may be reappointment up to 2 additional terms (to still total 6 years)
- Remove policy item regarding a possible requirement for twice the number of applications for commission openings
  - While intended to be inclusive, this policy sends the wrong message to the candidates that do apply.
  - Given recruitment challenges, in general, it is expected some recruitment seasons will be lighter/heavier than others
- Consider commissioner stipends in 2023 budget
  - Supports equity goals
  - Values time, guidance, experience, and expertise of residents
  - May help with recruitment
  - Could help assist with childcare or transportation expenses
- Consider childcare/public transportation reimbursement



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Questions?

**THANK YOU**