



Twin Cities PBS: Diversity, Equity and Inclusion Roadmap Report and Employee Demographics

EXECUTIVE SUMMARY: THE WHY BEHIND OUR DIVERSITY, EQUITY AND INCLUSION ROADMAP

With the growing on-air, online and on-the-ground reach of Twin Cities PBS (TPT), our content and communities have never been more diversely interconnected. In order to ensure TPT can fully support our staff and our communities we must broaden our strategic diversity objectives and accountabilities. This includes our hiring practices and retention efforts, ongoing learning & development programs, and cultural competency skill building to fully embrace inclusivity and equity issues that face our organization, our partners and our communities.

TPT's *Diversity, Equity and Inclusion Roadmap* is focused on four key business areas **Workforce, Workplace, Content and Communities, and Board and Community Advisory Committees**. Our initial objectives are based on extensive feedback collected from surveyed and interviewed staff, managers, Diversity Action Team, key partners, as well as our collaboration with Team Dynamics DEI consultants assisting with this roadmap.

Our ultimate success depends not on any singular project or department, but on a sustained effort across our entire staff, board, community advisors, partners and vendors. Following are the initial goals.

DEI ROADMAP: WHAT WE WILL ACHIEVE BY 2021

This work will lead to:

- Established diversity, equity and inclusion metrics to assess our effectiveness against our DEI objectives;
- Assessed TPT systems, policies, organizational culture, and intercultural competencies for bias with specific needs identified and measurable progress made;
- Established increased ownership, commitment and accountability to DEI objectives by TPT in our planning processes and performance management systems;
- Development of better cultural understanding and relationships within the communities TPT serves; and,
- Development of new diverse business partners and vendors through our increased DEI efforts.



WHERE WE'RE STARTING

Transformative work requires intentional time, committed resources, deliberate attention and opportunities to practice. In FY 2019, we focused on four key organizational objectives. Within each goal are specific tactics that cascade by department.

ORGANIZATIONAL DEI GOALS FOR 2019

- Affirmative steps to reflect diversity of our community in all of our work, media and events.
- Measurable goals and assessments in recruiting, maintaining and developing a diverse workforce.
- Demonstrable steps and results to be inclusive and diversify the pool of people and businesses with whom we work
- Affirmative steps and results in assuring diverse representation on our Board of Trustees and Community Advisory Council.

2019 SUMMARY OF ACCOMPLISHMENTS TOWARD GOALS (WORKPLACE AND WORKFORCE FOCUS)

- DEI Roadmap: Approved, launched and data indicates positive momentum with 3.3% increase in racially diverse hires (nearly 17% overall - with goal of 30% by FY22)
- New on-air (TPT Now) recruiting created in multiple languages
- Annual compensation assessment completed - with new tiers for career advancement created
- In partnership with the University of Minnesota, did an assessment / audit on all recruiting processes to identify potential barriers or bias. Analysis received and working on next steps.
- Offer staff nearly 200 hours of compliance, technical, wellness, diversity, and compensation, and on-the-job training and development
- Diversity Action Team (DAT): offered 14 staff learning programs (18 hours). Updated and achieved new DAT goals to:
 - Build internal awareness and understanding around our differences and shared experiences;
 - align learning opportunities to TPT's strategic plans, TPT content and/or are current topics that are meaningful to our staff;
 - Provide a minimum of eight (8) staff learning opportunities; and,
 - Increase staff attendance or reach at DAT events (average 40 people).

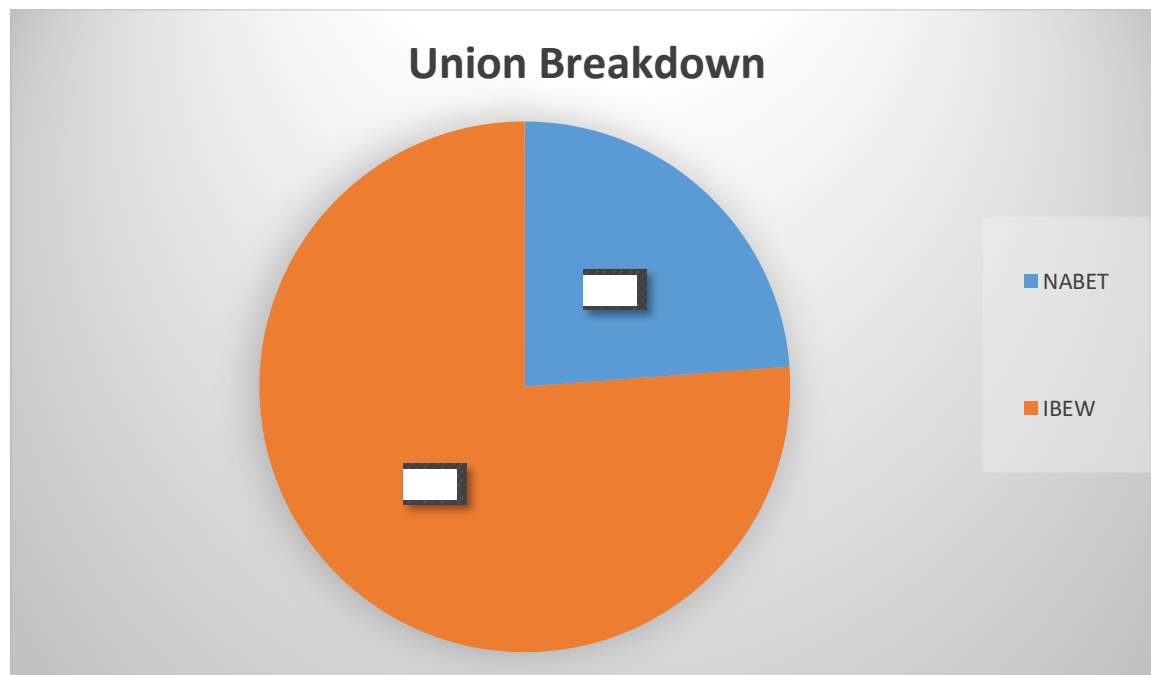
DAT also created an impact survey to assess topic knowledge and value. One staff member who attended the LGBTQ session stated, "There are so many ways to express who we are today. It takes a lot of listening and respect to gain a deeper understanding, but on the other person's terms. The Platinum way of treating people." This was a direct impact from the session.

Achieving greater diversity, equity and inclusion is core to our mission to “enrich lives and strengthen our communities through the power of public media.” We are committed to creating an inclusive workplace that promotes and values diversity, equity and inclusion. The following demographic information focuses on our internal staff. To learn about our broader community engagement and programming, please see the **“Report to the Community 2019.”**

TPT EMPLOYEE DEMOGRAPHICS

This represents 199 regular full time and part time employees, including our call center team, as of August 2019. The average tenure of a TPT employee is 9.6 years.

By Generation	By Ethnicity (End of 2021 Diversity goal is 30%)
03 Traditionalists (1924-1945) 61 Baby Boomers (1946-1964) 81 Gen X (1965-1983) 50 Millennials (1984-1995) 04 Gen Z (1996-present)	01 American Indian / Alaskan Native (.05%) 11 Asian (5.5%) 08 Black or African American (4%) 07 Hispanic or Latino (3.5%) 06 Two or more races (3%) <u>166</u> White (83.4%) 199 Total (16.58% racially diverse)
By Gender	By Gender (Leadership only)
121 Females 78 Males	38 Females (64.4%) <u>21</u> Males (35.6%) 59 Total



Union membership represents 21 regular full and part time employees.