



Twin Cities PBS: Diversity, Equity and Inclusion Roadmap Fiscal Year 2020 Report and Fiscal Year 2021 Focus

In 2019, Twin Cities PBS launched a three-year Diversity, Equity and Inclusion (DEI) road map. The goals and objectives outlined are based on extensive feedback collected from surveyed and interviewed staff, managers, Diversity Action Team members, and external DEI partners. The DEI road map focuses on four key business areas:

- **Workforce:** hiring and retention, including systems and policies;
- **Workplace:** fostering a culture of inclusion, diversity, equity, accessibility, learning and development;
- **Content and Communities:** our programs, content, events and partnerships, plus the creation of aligned resources;
- **Board and Community Advisory Committees:** fiduciaries and advisors who steer TPT towards a sustainable future by adopting sound, ethical, and legal governance and financial management policies, as well as by making sure TPT has adequate resources to advance its mission.

While we continue to make strides toward our road map goals, FY20 progress was impacted by the unanticipated and critical duties prioritized to ensure our workforce's wellbeing, safety and productivity during the COVID 19 pandemic and civic uprising following the death in our community of George Floyd. More importantly, the events of 2020 made our work to advance diversity, equity, and inclusion an imperative.

The following information focuses on our internal efforts (Workforce and Workplace) and our Board and Community Advisory Committees. To learn more about our broader content and community engagement efforts, please see the "**Report to the Community 2020.**"

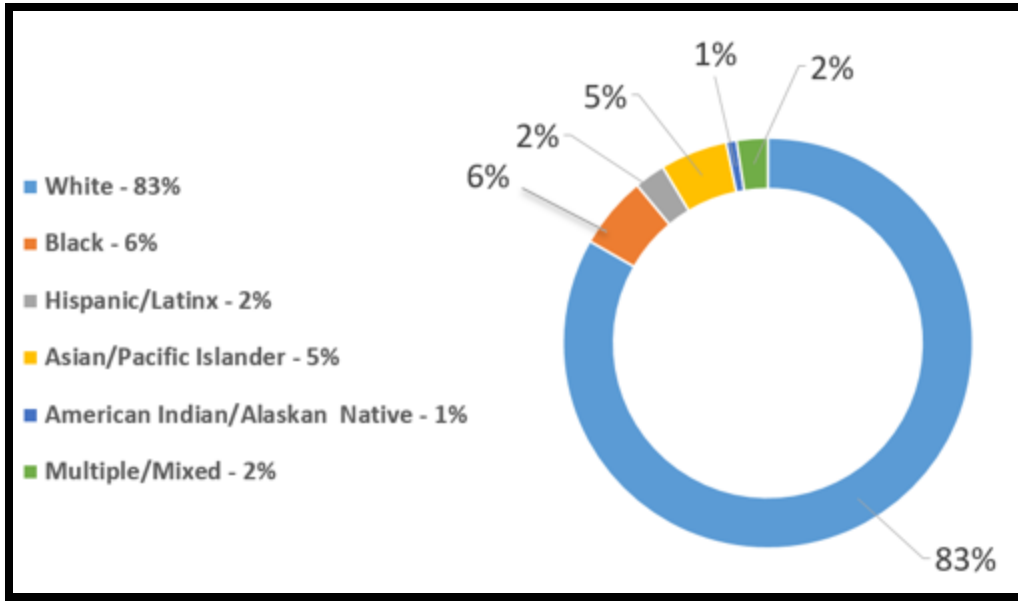
FY20 SUMMARY: WORKFORCE FOCUS

We remain committed to increasing the diversity of our workforce and creating a more inclusive, accessible and equitable culture.

Race: At the end of FY20, our data indicates our staff at 17% racially diverse, with a 2% increase in our racial diversity make-up from the previous year, comprised of a 1% increase in staff who identify as Black and 1% increase in staff who identify as American Indian/Alaskan Native.

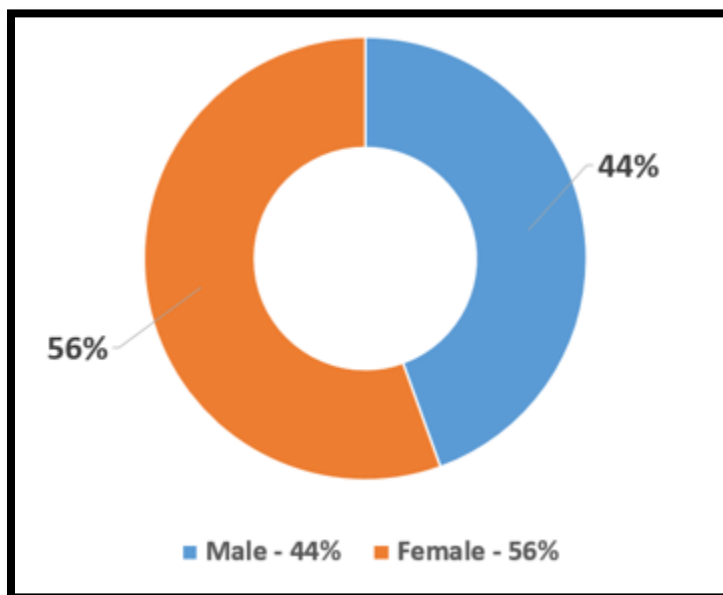
In March 2020, Twin Cities PBS suspended hiring due to COVID-19.

FY20 Staff Demographics by Race:



Gender: Our staff representation shows 56% of our staff identify as women and 44% of our staff identify as men. It is important to note that this year’s report identifies gender in binary terms: women and men. Many of our systems are upgrading, so going forward we will be able to collect non-binary data, which will allow us to more accurately report on our staffs’ gender.

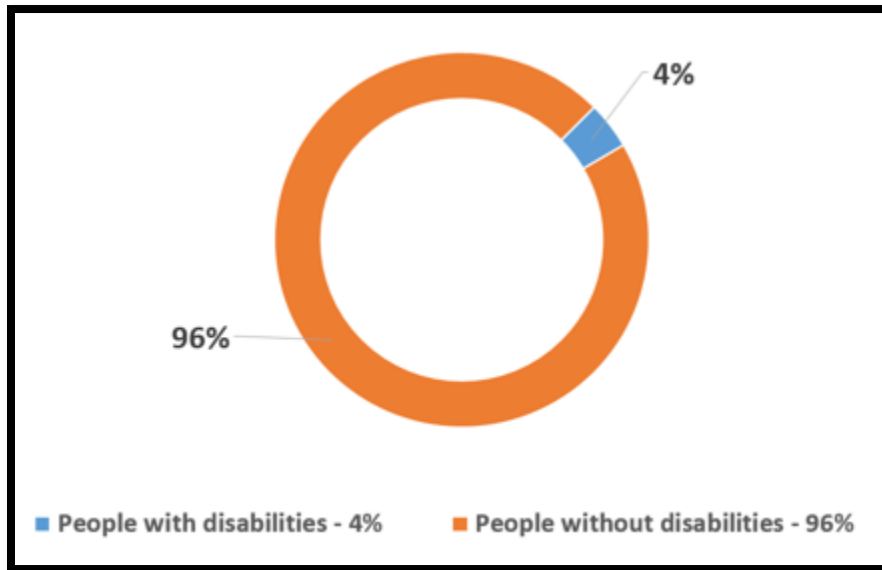
FY20 Staff Demographics by Gender*



* Binary terms due to FY20 systems limitations. In FY21, with system upgrades, more inclusive reporting will be available.

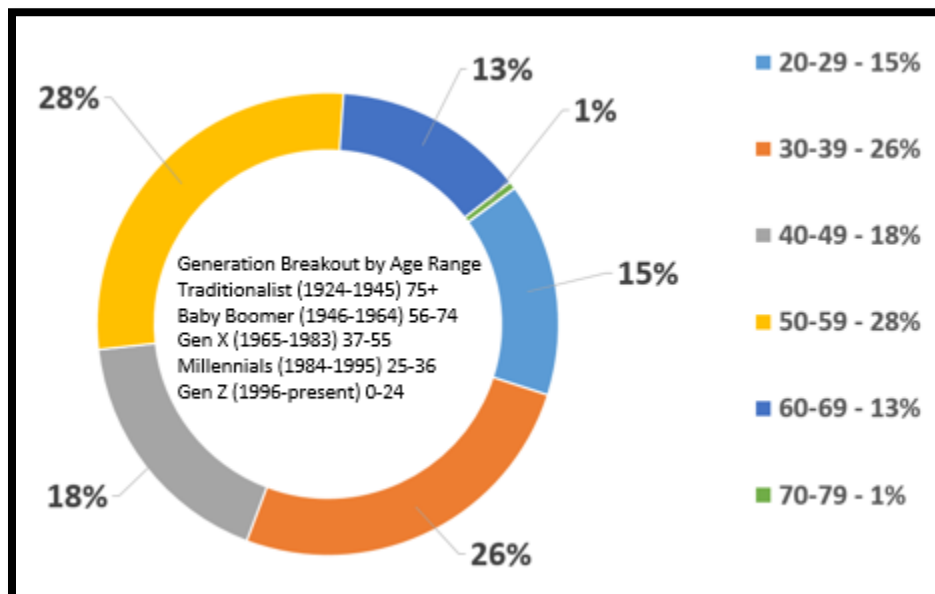
People with disabilities is a self-disclosed metric. Based on staff input, we show a 1% increase over last year.

FY20 Staff Demographics by Disability:



Workforce by age: Twin Cities PBS has five generations in our workforce. In FY20, our Generation Z and Millennial populations both increased by 1%, where all other categories remained without any change.

FY20 Staff Demographics by Age:



Our data insights are still evolving. We know data is critically important in identifying needs and showing progress toward our goals. In FY20, we identified key performance indicators which, with enhanced systems, will better allow us to track insights during FY21.

FY21 LOOKING AHEAD: WORKFORCE FOCUS

Our FY21 workforce focus is to deliver measurable progress as it relates to the recruiting, hiring, retention, promotion and career advancement of staff members who identify as BIPOC and disabled / differently-abled. As such, we will:

- Prepare hiring managers for success: Our managers share a responsibility in creating a fully representative, diverse and inclusive workplace. We are creating new organizational performance standards, as well as providing the learning, development and resources to support them.
- Require greater accountability: We will provide our managers with quarterly reports on progress toward our DEI goals, and will hold managers accountable for their role in hiring practices, ensuring we're hiring the most qualified and diverse candidates.
- Foster ongoing talent development: We will offer opportunities for staff to build additional knowledge, skills and abilities.
- Track retention and attrition: This critical data will illuminate areas of success and areas of opportunity for improvement.

Our commitment to this work must also include focus on accessibility. We will holistically examine our workplace for physical and societal barriers that impede progress and opportunity. In FY21, we will expand our road map to include Inclusion, Diversity, Equity and **Accessibility** (IDEA). We look forward to the developing this in partnership with our new Chief Inclusion Officer.

FY20 SUMMARY: WORKPLACE FOCUS

For Twin Cities PBS to fully serve, support and represent our staff, partners and communities, we must continue to build a more inclusive, diverse, equitable and accessible workplace. We must create a workplace where all employees not only feel valued, but know their contributions, ideas, different perspectives and unique experiences are critical to our mission, vision and values.

As an organization where the majority of our workforce identify as white, there is the potential to have bias and/or miss out on important voices and stories. To identify these behaviors and patterns, in FY20 we focused in these key areas:

- We created a year-long cultural competency cohort comprised of 25 cross-organizational staff members. Via enrichment seminars from an external equity-focused organization, this team learned how to better navigate across difference, recognize bias, understand identity, and build more inclusive relationships with our staff and communities we serve.
- Like many organizations, when COVID-19 hit, TPT needed to quickly modify how we approached our work. We needed to build new tools for working collaboratively in a remote environment, and we needed to make sure our resources were accessible and inclusive. To that end, we designed and launched a new SharePoint platform where all staff can access and share resources anytime from anywhere. This new platform allows for virtual career development through an internal job and project board, shares staff recognition on a "win wall," provides

Yammer Communities where staff can organically connect with others who share similar interests, offers quick links to resources to support work, and various communication outlets.

- In June and July, we held multiple listening sessions and feedback loops for staff to share what organizational actions, support and resources are most immediately needed. These listening sessions will be ongoing in FY21.
- We included IDEA goals on all performance reviews in order for staff to determine where they can lead, learn, and get more involved in our DEI goals and initiatives.

These are only a few key areas of focus in FY20, which also included more than 60 hours of dedicated DEI learning and development opportunities.

FY21 LOOKING AHEAD: WORKPLACE FOCUS

Our success depends on a sustained cross-organizational effort with continued increased skills and capabilities to achieve our goals.

- Focusing on our hiring managers as our next learning cohort to ensure we can make measurable progress towards our IDEA objectives in recruiting, hiring, retention and career development and advancement.
- Developing Employee Resource Groups (ERGs) that offer additional internal leadership, resources and support for our employees.
- Building better talent pipelines through new student programs and through stronger community connections.
- Evaluating our retention and attrition insights to better inform how to retain our talent and identify opportunities.
- Exploring policies, such as our holiday schedule for more inclusive options, and volunteering policies to increase staff engagement in our communities.
- Continuing important IDEA training for our staff, leaders and Board.

And, in FY21, we look forward to advancing IDEA strategic goals in partnership with our new Chief Inclusion Officer.

FY20 BOARD AND COMMUNITY ADVISORY COUNCIL DEMOGRAPHICS

Board Members

Board Demographics by Race:

5% Asian / Pacific Islander
10% Black / African American
10% Latin | a | o | x
75% White

Board Demographics by Gender:

50% Females 50% Males

Community Advisory Council (CAC) Members

CAC Demographics by Race:

11%	Asian / Pacific Islander
23%	Black / African American
11%	Latin a o x
5%	Two or more races
50%	White

CAC Demographics by Gender:

44%	Females	56%	Males
-----	---------	-----	-------

DEI ROAD MAP: WHAT WE WILL ACHIEVE BY THE END OF 2021

In closing, when we launched the three-year road map, the desired outcomes of our work included, but were not limited to:

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

We're still on our journey and remain focused, determined and dedicated to achieving these outcomes.