



**METROPARKS  
TOLEDO**

# **Diversity, Equity, & Inclusion**

**VISION TO ACTION**

2023 OPRA Conference



# Felicia Clark

Director, Diversity, Equity and Inclusion

## Education:

University of Toledo, Bachelor of Science (BS)  
in Sociology  
Master's in Business Administration (MBA)

## Favorite things to do:

Decorating and staging houses  
Hanging out with my hubby  
Hiking in National Parks

## Favorite Fun Food:

Kilwin's Dark Chocolate Ice Cream in homemade waffle bowl



# What is DEI?

- **Diversity** is being invited to the party
- **Inclusion** is being asked to dance
- **Equity** is being on the party planning committee
- **Belonging** is dancing like nobody's watching

**DIVERSITY = ALL**

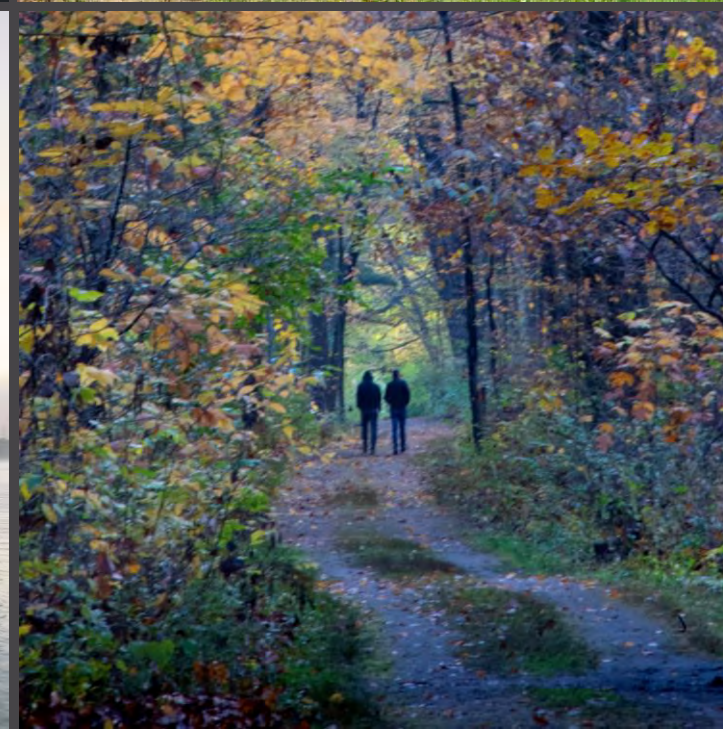
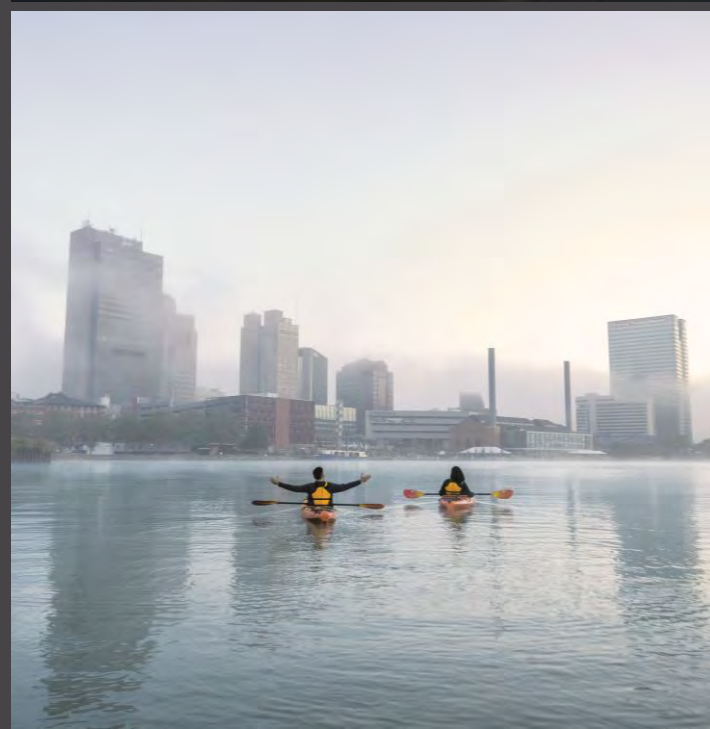
Verna Myers



# Metroparks Toledo

## Mission

The mission of Metroparks Toledo is to conserve the region's natural resources by creating, developing, improving, protecting, and promoting clean, safe, and natural parks and open spaces for the benefit, enjoyment, education, and general welfare of the public.





# Metroparks Toledo

## Vision

Metroparks Toledo will be, in its culture and community engagements, the beacon for conservation of natural resources; diversity, equity, and inclusion; and the activation and promotion of spaces that enhance physical and mental health. The communal pursuit of these aspirations will elevate our region and transform its identity.







# Who Supports Our Levy? Who Do We Serve? What Should We Look Like?

□ Staff

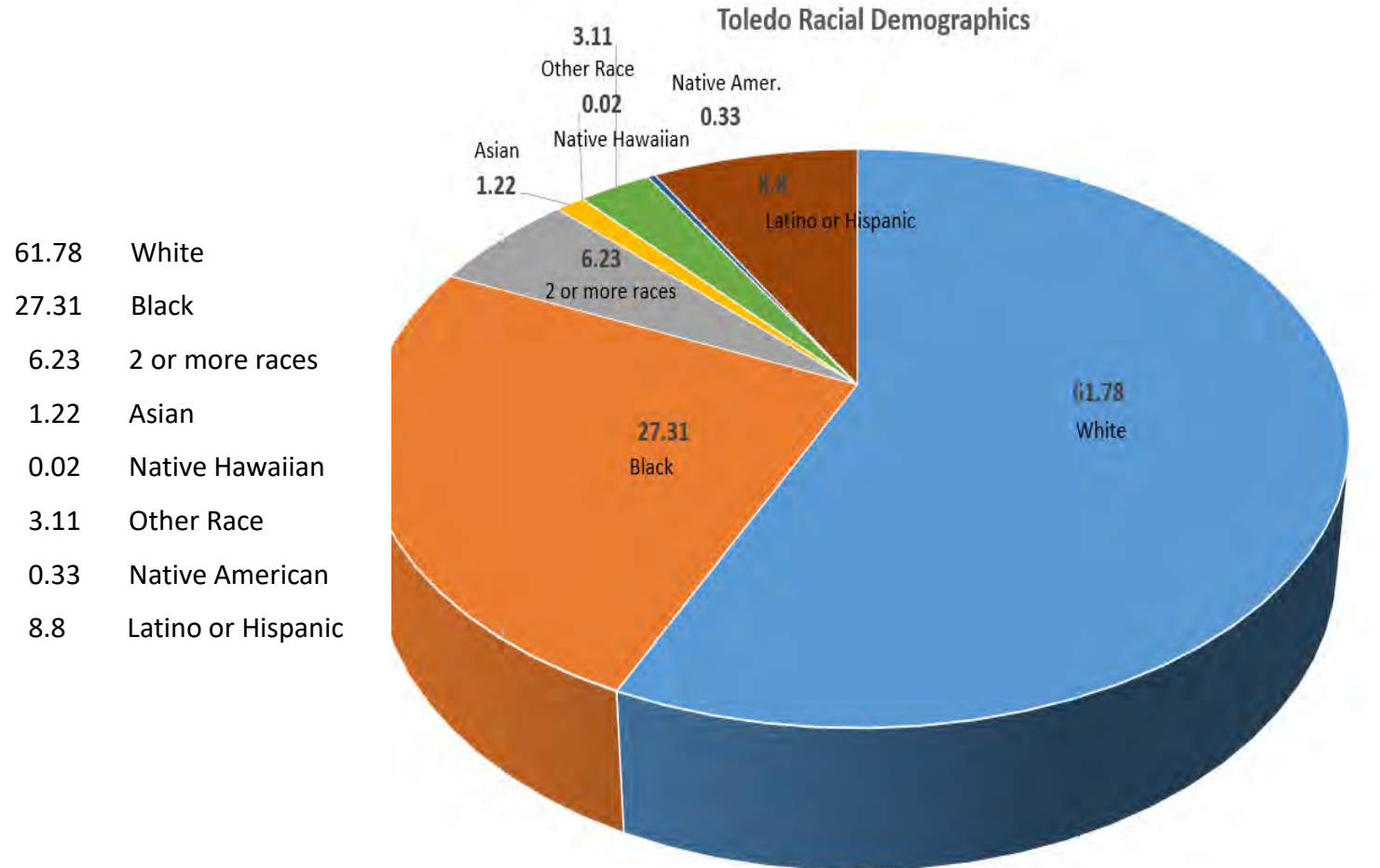
□ Visitors

□ Programming

□ Suppliers

□ Fundraising

□ Volunteers



**Middlegounds**



**Glass City**



**Manhattan Marsh**





# Today's Agenda



What's essential for DEI



Metroparks Internal and External Assessments



Metroparks ERG; LEAF (Leaders in Equity Action Forum)



Reaching and building with community support

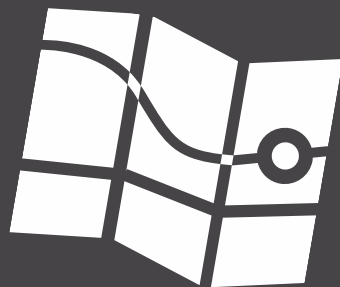


Supplier Program and Creating Staffing Pipelines





# The Essentials are **ESSENTIAL**



- ✓ **Must have board support**
- ✓ **Must have Executive Director and Senior Level Support**
- ✓ **Must have sufficient budget**
- ✓ **Must have owner driving**





# Start with an **Assessment**



Defines your current state



Involves internal and external stakeholders in your DEI journey



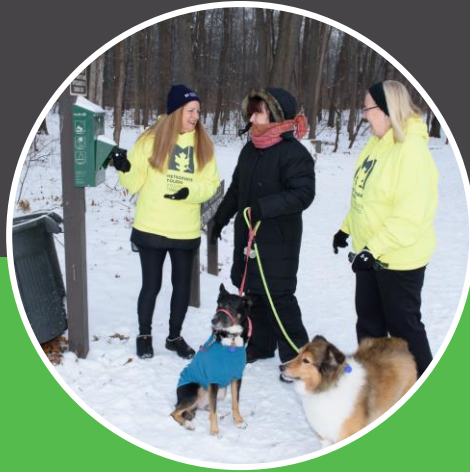
Provides a compass





# Internal & External Assessments

## What's our current state?



### EXTERNAL ASSESSMENT

Executive Director

Volunteers

Community Leaders

DEI



### INTERNAL ASSESSMENT

Staff

Inclusion & Belonging Survey





## Metroparks Truth Statements

- We don't fully understand current barriers to access, and we don't know how to address the systemic inequities that create those barriers.
- We don't fully understand why all community members don't feel welcome at the Metroparks, and as a result we don't know how to be more welcoming and inviting.



## Truth Statements – What We Learned

- Need to see action to believe it's really a priority. – Partnerships need to be more than just asking for feedback – there need to be two-way relationships.
- Park demographics (which are a majority white) vary greatly from local demographics. They're not representative of the overall community Metroparks Toledo serves.



## Truth Statements – What We Learned

- Proximity and access are significant barriers. But it's **not just about physical access; people don't always know if they are welcome and how to “use” Metroparks.**
- The same reality can be experienced differently. – **“Safety” means different things to different people-- Physical vs. Psychological**



## Recommended Shifts



Be willing to share power with community leaders



Participate in community conversations related to broader community issues; listen to learn



Diversify staff so that we are not immune to other cultures.



Survey – target groups and partners representative of key demographics.

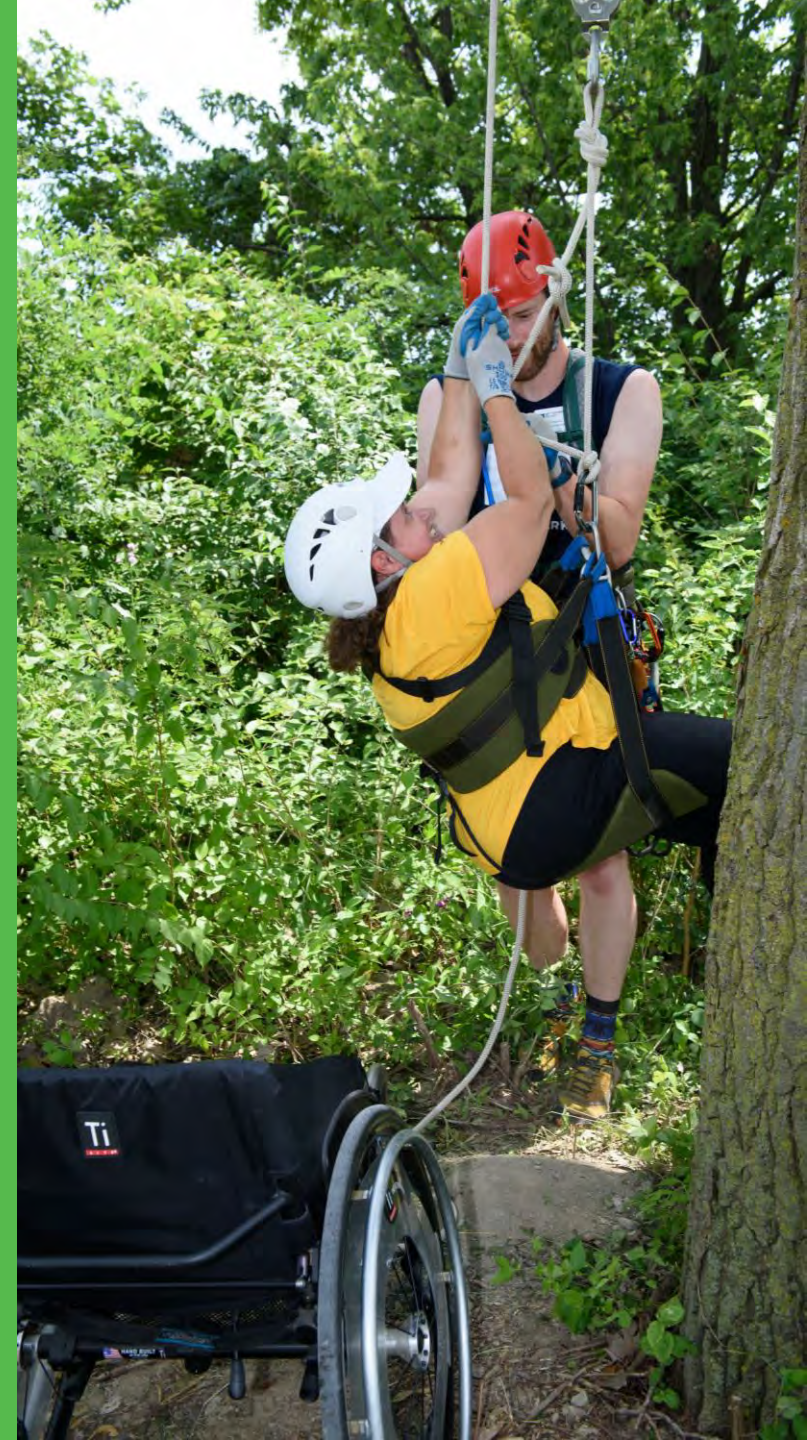




# Staff Assessment **Inclusion & Belonging Survey**

- Invite everyone – Inclusion & Belonging must begin with staff
- Serves as a GPS to define trainings and gaps
- Earn deeper trust and more commitment from their employees

<https://www.youtube.com/watch?v=fpI4wCdDoIA>





# Staff Survey Themes

## Satisfaction

Q: Please indicate how satisfied you are with the following in regards to your experience with Metroparks Toledo?

## For Sense of Belonging, Engagement, and Perceptions

Q: Please indicate how you strongly agree or disagree with the following statements

- Overall I feel Metroparks Toledo is a friendly environment for people with diverse backgrounds.
- I feel welcome at Metroparks Toledo.
- I feel like I can never make a mistake because it may represent the behaviors or abilities of my group.
- Regardless of gender, sexual orientation, race/ethnicity, or ability, every member has an equal opportunity to succeed at Metroparks Toledo.



# LEAF Leaders in Equity Action Forum

- Purpose: Provide ideas and insights as we develop the organization's DEI strategy
- Led by Director, DEI
- Representative from every department
- All staff invited - Experienced and emerging leaders; all levels
- Serves as the foundational engine for staff involvement in organizational equity
- Commitment from members leadership buy-in





## LEAF Work Sessions

- Solution Tree Worksheet
- Created mission and structure
  - Theme and prioritize data collected from staff survey
  - Defined separate outcomes for diversity, equity and inclusion
  - Defined tangible products that help measure progress and results
  - Defined specific activities and resources needed



## LEAF – Defined Outcomes

- **Diversity - #1:** Ensure DEI is integrated in recruitment, talent development, performance management, advancement, and retention strategies.
- **Equity – Outcome #2:** Ensuring access for all by innovating solutions to ensure communities have fair and just access to great parks, spaces, facilities and programs.
- **Inclusion – Outcome #3:** Establish inclusive community engagement by partnering with park neighborhoods, anchor institutions and key stakeholders to advance a better shared future for the region.



# Workforce Development

- Intentional
- Reviewed and Revised Policies
- Reviewed and Revised Job Requirements
- Created Pipelines





# Metroparks *Pilot* Youth Conservation Professional Development Program

- Pilot program
- Agency wide initiative
- Funded by Metroparks Foundation
- All Youth offered seasonal positions
- Mentored by Staff
- 2023 Program will more than double





# Leveraging Partnerships and Involving Survey Participants

- Faith Groups
- Minority Chambers





# Listening & Learning **from Community**

- Be intentional
- Be invitational
- Sit at their tables and listen to learn
- ACT! Be willing and ready for change
- Create a database





# Listening to Learn





# Supplier Diversity

## Increasing Spend with MBEs

- Contractor diversity with accountability

**10% Contractors**  
**10% Subcontractors**  
**10% Workforce**

- Monthly Roundtables with Metropark Budget holders and community leaders





# Create Partnerships

## Ohio Minority Supplier Development Council





# Lead Your Community



## SPONSORS





# Toledo's Best **DIVERSITY CAREER FAIR**

Come join us at

## Toledo's 1st Annual Diversity Employment Day Career Fair

**Monday, May 9 | 1 to 4 p.m.**

Toledo Museum of Art, Glass Pavilion  
2444 Monroe St., Toledo, OH 43620

Meet with  
**TOP**  
employers

### KEYNOTE SPEAKER

**Ana Brown**  
*Deputy Chief for Diversity,  
Belonging and Multicultural  
Affairs, BGSU*

### AGENDA

*Improving Workplaces with key speakers:*

**Melinda Goetz**, Director of DEI &  
**Les Thompson**, Chief HR Officer (*ProMedica*)

**Leah Maguire**, VP of Inclusion and Diversity &  
**Paula Russell**, Senior VP/Chief Human Resources  
Officer (*Owens Corning*)

For more information and to register for the morning session visit  
[MetroparksToledo.com/diversitycareerfair](https://MetroparksToledo.com/diversitycareerfair)

**FEATURING** Special panel & roundtable discussion  
8:30 to 11 a.m. for HR and DEI professionals

Metroparks Toledo  
Toledo Museum of Art  
Toledo Lucas County  
Public Library  
ProMedica  
MercyHealth  
Hylant  
Lathrop  
La-Z-Boy  
SJS Investments  
Signature Bank  
Lucas County  
Owens Corning  
PNC Bank  
And More!





# SUMMIT & CAREER FAIR

SECOND ANNUAL | MARCH 15, 2023 | 10AM - 3 PM

## JOIN BRIAN CHAMBERS, CEO, OWENS CORNING DEAI PROFESSIONAL PANEL

Organizations supported by their C-Suite around Diversity Equity Access and Inclusion is a first step to drive real change in Toledo. Join CEOs, HR and DEAI professionals of public and private companies as they share best practices and take action to support change.



VP and principal advisor to the Executive Leadership Team on diversity, equity, and inclusion for the Obama Foundation

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McMaster Theatre | Lucas County Public Theater | 325 N Michigan St | Toledo, OH

MARCH 16TH

SPONSORS:

3  
EVENTS

REGISTRATION REQUIRED



DIVERSITY EQUITY ACCESS INCLUSION  
ALLIANCE OF NORTHWEST OHIO

SAVE  
THE  
DATE

MARCH  
15TH -16TH

# SUMMIT & EXPO 2023

2ND ANNUAL

RESUME  
BUILDING

MEET  
PREMIERE  
EMPLOYERS

& MORE



March 15th | 10am-3pm  
McMaster Theatre  
Lucas County Public Library  
325 N. Michigan, Toledo Ohio



WHAT TO  
EXPECT

DEAI summit is an opportunity for HR/DEI professionals to share best practices and gain knowledge on how to diversify their workforces. A special panel with CEO's will share key insights on why DEAI initiatives are imperative to business strategy.

1

3

March 16th 9am - 5pm  
Glass City Convention Center  
401 Jefferson Ave., Toledo, Ohio

2

## SPONSORS:



Career Fair is designed for employers who have diversity recruitment initiatives that target diverse populations. This event will offer a platform for employers to meet and interview skilled and professional candidates.



Minority Supplier Conference is a full-day conference designed to boost spending with minority- and women-owned businesses, launch new vendor partnerships and increase the number of successful underrepresented small business suppliers.

GROW WITH US

# Strategic Plan

## Strategy

- Develop and Retain
  - - Create career paths for underrepresented individuals
  - - Enhance onboarding to ensure it supports and promotes DEI
  - - Ensure underrepresented staff feel included and belong50% more participants in youth program (8 total)

## Target

- Established a mechanism for regularly identifying and working with individuals

## Metrics

Promotion and retention rates of underrepresented staff

# DEI – Integrated; It's Metroparks DNA

It's Metroparks DNA – Critical for our health and growth

The organization's core – Leads and embedded in the Strategic Plan

DEI is everyone's role – in every Development Plan





# Our Allies

Metroparks Board of Park Commissioners



Executive Director



Chief Outreach Officer





# Final Words for your DEI Journey

**Be the  
Change!**

**Share Best  
Practices &  
Collaborate**

**Read, Read  
Read**

**Listen  
to Learn**

**The Work  
Never Ends**

**Just  
Start!**



# Final Words from Dave Zenk



**DEI is all about  
Humanity**

**Thank You!**



# Questions?