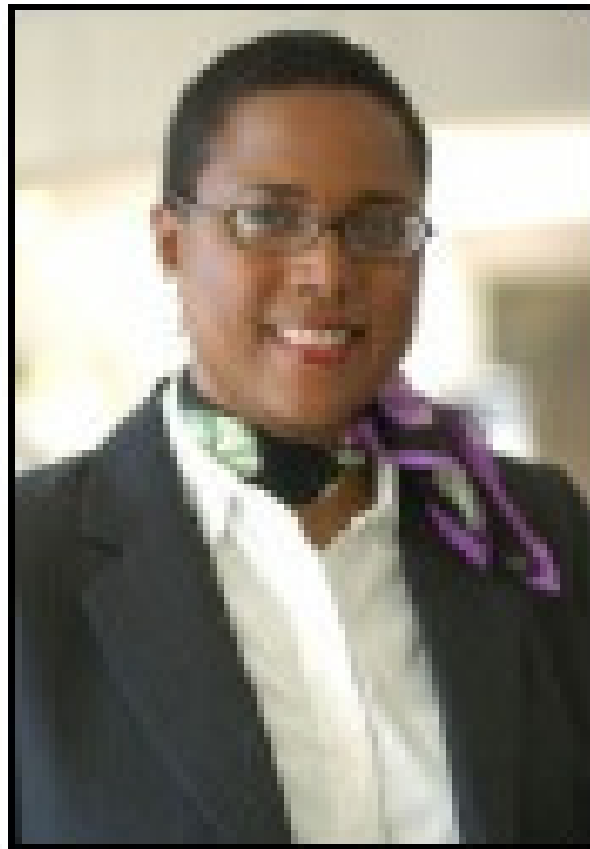


Marcella David



A close-up photograph of a pair of weathered, brown hands gently cupping a small, vibrant green seedling with four leaves. The seedling is growing out of a mound of dark, rich soil. The background is a blurred, dark expanse of soil, creating a sense of depth and focus on the hands and the young plant. The lighting is soft, highlighting the texture of the skin and the freshness of the leaves.

Fostering a Climate that Embraces Diversity

Iowa Business Council
Pella, Iowa
Tuesday June 12, 2007

Today's topics

- ▣ Iowa's diversity reality;
- ▣ Strategies for effective diversity leadership;
- ▣ The business case for diversity in education;
and
- ▣ Business partnerships in the community in support of diversity efforts.

▣ Prof. Marcella David

*Special Assistant to the President for Equal
Opportunity and Diversity & Associate Provost for
Diversity*



The University of Iowa

Who am I?



- ▣ Marcella David
 - Forty-something
 - Grew up in Queens, New York City
 - Grew up attending Mets games at Shea Stadium
 - Studied engineering in college
 - Is a lawyer and law professor
 - Is an administrator
 - Likes cats (owns three)

Iowa's Diversity Reality

IOWA IN 1995

- ▣ **Total population: 2.84 million**

IOWA IN 2006

- ▣ **Total population: 2.98 million**

While the national population change from 1990-2000, 13.2%, was the largest in history, Iowa's population change over the same period was about 4%.

Iowa's Diversity Reality

IOWA IN 1995

▣ Percentage white: 95.1

IOWA IN 2006

▣ Percentage white: 91.0

Iowa's percentage increase in minority population since 2000, over 97%, places it 8th in rank of states with minority growth.

Iowa's Other Realities

- ▣ Over 500,000 Iowans are 62 years of age or older
- ▣ Young Iowans are leaving the state at a rate higher than population growth can sustain

The Obvious Conclusions

- ▣ Iowa's workforce is changing
- ▣ Iowa's consumer base is changing
- ▣ Iowa's business case for incorporating diversity and multiculturalism into business strategies is of vital importance.

Strategies for effective diversity leadership

- ▣ Understand your own strengths (and weaknesses) as a diversity leader
- ▣ Send a clear message of your diversity priorities
- ▣ Hold leaders in your organization accountable for complying with non-discrimination laws and for advancing your diversity goals
- ▣ Provide continuing opportunities for people in your organization to build diversity competencies

Diversity Concepts

- ▣ Diversity means difference
- ▣ Discrimination means sorting along differences
- ▣ Discrimination is invidious when it sorts among characteristics we view as unfair, often because we can't change them (such as race, or gender) or because we shouldn't have to (such as religion or political beliefs).

Diversity Concepts

- ▣ Culture is a learned set of shared interpretations about beliefs, values and norms, which effect the behavior of a relatively large group of people.
- ▣ Cultural Competence is the ability of an organization and its personnel to understand the impact of cultural variables in its daily operations and utilize the contexts to enhance satisfaction and productivity.

Areas of Cultural Competence

- ▣ Values and attitudes
- ▣ Communication styles
- ▣ Community/consumer interaction
- ▣ Physical environment
- ▣ Policies and Procedures
- ▣ Cross-cultural traditions

Sending a Clear Message of Diversity Priorities

- ▣ The Business Case – value added
- ▣ The Compliance Message
- ▣ Beyond Tolerance to Acceptance and Understanding

An inclusive work environment responds to these questions . . .

- ▣ Does your organization have a stated mission to have an inclusive and respectful environment?
- ▣ What are the leadership and management practices present in units and geographies?
- ▣ What are the major demographic groups that make up your workforce?
- ▣ What are the major demographic groups that make up your client base?
- ▣ How well are specific needs (as people and as performers) being met?

Adapted from Sirota Survey Intelligence

Diversity in Education

▣ Iowa Promise

“Diversity, broadly defined, is essential to the educational experience and central to all parts of the University’s mission. A diverse learning environment . . . helps members of the University community to challenge stereotypes and develop complex critical thinking skills; better prepares them to become active citizens and leaders; and equips them to live as members of an international community. . . .”

Diversity in Education

“We therefore embrace our responsibility to create a welcoming environment for all members of the community, including underrepresented faculty, staff, and students; persons with disabilities; lesbian, gay, bisexual, and transgendered persons; persons of disadvantaged socioeconomic status; and nontraditional and international students .”

University Goal

- ▣ Top Ten Public Research One Institution
- ▣ “To promote excellence in education by increasing the diversity of the faculty, staff, and students.”

Diversity strategies

- ▣ Increase underrepresented faculty, students and staff
- ▣ Internationalize our student body and our students
- ▣ Gender equity
- ▣ Climate where everyone can succeed

Next Step – Looking beyond the Ivory Tower

- ▣ Because Iowa demographics make that a compelling goal
- ▣ Because no one institution can control the climate of your community



Community Conversations

• BUILDING A COMMON VISION •

You're invited to join a conversation with leaders from the Cedar Rapids community and The University of Iowa. Together, let's explore our common goals, potential partnerships, and University of Iowa resources.

1-2 p.m.: Reception

2-3 p.m.: Dialogue

1-4:30 p.m.: Information booths

Panelists include:

- William (Bill) Hood, former director, Harambee House
- Ellen Daye-Williams, principal, Grant Wood Elementary
- Karl Cassell, executive director, Jane Boyd Community House
- Mike Hogan, executive vice president and provost, The University of Iowa
- Marcella David, special assistant to the president for diversity and associate provost for diversity, The University of Iowa

Share your ideas and get information about education and employment opportunities, health care programs, cultural diversity resources, and more. Come join the conversation!

Refreshments. Door prizes. Free child care.

For child care arrangements, accommodations, or more information, please contact Laura McLeran at 319-335-0011 or laura-mcleran@uiowa.edu.

Individuals with disabilities are encouraged to attend all University of Iowa-sponsored events. If you are a person with a disability who requires an accommodation in order to participate in this program, please contact Laura McLeran in advance at 319-335-0011.

Community Conversations

• BUILDING A COMMON VISION •

Saturday, June 30, 1-4:30 p.m.
Jane Boyd Community House
943 14th Ave. SE, Cedar Rapids



Be remarkable

OFFICE OF EQUAL OPPORTUNITY AND DIVERSITY
202 JESSUP HALL
IOWA CITY, IOWA 52242-1316



Thank you for your time and attention

- ▣ Diversity is reality. Increasing globalization of communications, trade, and labor practices connects us all. Any part of the world can affect people everywhere. Considering our increasing diversity and interconnected issues, working together is the best strategy for accomplishing our goals.

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