

AUSTIN ALLIANCE FOR WOMEN IN MEDIA

JULY LUNCHEON 2020

TOPIC: DIVERSITY

PANELISTS:



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The logo for the Austin Alliance for Women in Media, featuring a stylized white 'W' with a pinkish-red outline, positioned above the word 'AUSTIN' in a grey serif font. The entire logo is enclosed in a white square border.

AUSTIN

- Defining the terms involved with the discussion of Diversity as it applies to the work place.
 - Diversity: everything that makes you who you are physically such as race, gender, size, etc.
 - Race: part of the spectrum of diversity
 - Inclusion: what we do that impacts how you feel about who you are
 - Equity: the opportunity you have based on who you are (diversity) and how we make you feel (inclusion)
- Diversity in the work place provides diverse experiences and perspectives that can ultimately benefit the organization.
- Where to start when wanting to develop a Diversity Program?
 - Start by looking “inward”; Minorities often times, look at leadership, types of clients your company works with, organizations you support in order to see if there is opportunity for them in that space. Where is your company going to hire new employees? Are they looking at a diverse group of sources (schools)? What are companies doing on their website, social media platforms, etc. to show diversity?
 - Hire someone to take on the responsibility of developing a diversity program (pay them).
 - Invite employees of color to contribute and help shape the program.
 - Create policy and practice the policy
 - Make sure you are interviewing minorities for every open position
 - If you feel like you’ve exhausted all avenues and have come up short, then an option would be to get your organization involved with E4 Youth. This is a local organization in Austin that goes to underprivileged communities and connects youth with professionals.
 - Middle and upper management should look at converting skill sets from other industries.
 - Also, now that virtual communication is more prevalent, look outside of your community and to other markets that have a more diverse population.

- Code Switching
 - Defined: When someone of a diverse ethnicity has to alter the way they represent themselves and communicate to a more mid-Western / European standard to appeal to the majority in order to advance personally and professionally in the work place.
 - In order to counter this leadership can encourage employees to speak in their native tongue with those that share their culture and language. Leadership should communicate to all that this is welcomed in the office space and that it is not something that should be frowned upon or made fun of.
- “Black Lives Matter” and “All Lives Matter” are synonymous, although “All Lives Matter” is taking a more passive approach. “Black Lives Matter” is the same approach but with action, purpose, and focus.
- Instead of going to the Black Lives Matter mural in Austin to take your IG photo, walk over to one of the Historical sites in Austin located by GSDM and the Grove. This sight is devoted to history of the African American and Hispanic cultures that first inhabited some our most popular areas in Austin. Educating yourself is more impactful and respectful than posting a pic showing your support on social media.
- Podcast Suggestion : Brené Brown Shame & Accountability