



Atascadero
CHAMBER OF COMMERCE

Prepared by the Atascadero
Chamber of Commerce
Diversity Council

— THE —
**DIVERSITY,
EQUITY,
INCLUSION**
— HANDBOOK —

Handbook Sponsor



WHAT DOES DEI MEAN?

DIVERSITY

Diversity is the presence of differences within a given setting. In the workplace, that can mean differences in race, ethnicity, gender identity, sexual orientation, age, abilities, and socioeconomic class.

EQUITY

Equity is ensuring that processes and programs are impartial, fair, and provide equal possible outcomes for every individual. This may mean that certain individuals/groups may need additional resources to reach an equal outcome. In the workplace, this can be as simple as getting compensated fairly for the work provided.

INCLUSION

Inclusion is the practice of ensuring all people feel a sense of belonging in the workplace. Every employee should feel comfortable and supported by the business when it comes to them being their authentic selves. In the workplace, every employee should feel valued.





WAYS TO WELCOME DIVERSITY

Different perspectives in a workplace can directly influence a product, how it's made, who it serves, how it functions, and so on. People with different backgrounds and a variety of life experiences provide fresh new perspectives that will help refine and enhance processes and improve the customer experience.



Inclusion is having a seat at the table,
diversity is having a voice, and
equity is having that voice be heard



RECRUITMENT

Not everyone is created equal and that is great! By hiring with diversity in mind, you will tap into immeasurable talent and skills that will help you grow your business and its success.

EMPLOYMENT WITH PURPOSE AND PASSION

Creating a space where employees can find purpose and passion allows for an employee's diverse background to naturally shine. You can do this by discussing development needs with employees, creating space for team collaboration to share knowledge and ideas, and empowering managers to get to know all employees through positive interaction.

HOW TO EMBRACE EQUITY

JOB APPLICATIONS

Standardize job descriptions so everyone has an equal chance to apply. This includes offering the ability to apply online and an avenue to apply outside of the web. Make sure to be transparent on wages based on each job opening available.

SKILL-BASED HIRING

Skill-based hiring is a viable way to screen top talent. By focusing less on the degree/education and more on skills/experience, this ensures more equity in the hiring process and equals more success for business in the long run.

EQUITABLE BENEFITS

Benefits equity is not just good for your employees, but it is good for your brand as well. Include self-care and mental health opportunities as part of the benefit package, as well as the ability for choice and personalization since not one employee has the same needs as the other.

HOW TO INCORPORATE INCLUSION

Inclusion is beneficial to employee engagement and productivity. It is up to leadership to recognize that different opinions matter. When team members feel included, they are more vested in the product and the outcome, they stay longer, and help leadership promote a positive culture in the workplace.

“

**Inclusion is all about understanding and respect.
Everyone's voice and opinions should be considered.**

”

UNCONSCIOUS BIAS TRAINING

Unconscious biases are stereotypes or assumptions we make based on others outside of our unconscious awareness. Unconscious bias trainings help bring awareness to the idea that we all have unconscious biases and how to ensure we reduce the likelihood that they will influence our decision making in the workplace. Google 'implicit bias test' to find a variety of complimentary resources or visit the Atascadero Diversity Council webpage on the Atascadero Chamber website.

GOAL SETTING, HIRING, RETAINING

Hiring the right people for the job and including them in goal setting is key to retention. When employees feel included in the decision-making process, they more than likely feel part of the team, which increases productivity and decreases employee turnover.

DiversityWorks AT THE ATASCADERO CHAMBER

DiversityWorks is a program composed of educational workshops, seminars, webinars, resources and more. The Chamber's Diversity Council created DiversityWorks to empower OUR business community to celebrate DEI through education and kindness. They refer to this as "Empowering Diversity." DiversityWorks typically offers an educational webinar quarterly and upon request.

EMPOWERING DIVERSITY

FAMILY FRIENDLY WORKPLACE TOOLKIT

Family-friendly workplaces have a competitive advantage: They are able to attract, motivate and retain employees, improve employee satisfaction, and strengthen productivity. Additionally, research indicates family-friendly employers benefit from reduced employee health care costs, lower absenteeism, and more resilient, happier and healthier employees.

Visit slofamilyfriendlywork.org for a toolkit that includes ideas for child care, flexible work and scheduling, accommodations and support, health benefits and spending accounts, and paid/unpaid leave.

DEI CHECKLIST

DIRECTIONS: Use this checklist to identify gaps in your organization and inform action for DEI through organisational policies and practices. It is not an exhaustive list and should be customized by each organization.

RECRUITMENT AND HIRING

- Remove bias from job descriptions. Wording in job descriptions can impact whether more females or males apply (i.e., research shows that “masculine” adjectives such as “superior,” “competitive,” and “determined,” result in less female applicants). All qualification should directly tie to duties performed on the job.
- Conduct blind resume screening. Gender and ethnicity of names are known to have an impact on resume screening. Removing names can enable reviewers to avoid potential bias.
- Define objective hiring criteria. Get hiring teams on the same page ahead of time to prevent unspoken or subjective criteria from appearing late in the evaluation stages.
- Ask potential hires the same questions. Develop an interview script that is used for each candidate for a certain job. This can help avoid confirmation bias – which is when someone forms an opinion and interprets new evidence as a confirmation of that belief.
- Create more pathways for contractors, temps, and vendors to become full-time employees.
- Allow job candidates to apply online as well as an avenue to apply outside of the web.

PAY

- Do not ask for previous salary history or have applicants name a salary when hiring. If individuals have lower initial salaries, basing wages off salary history can trap them into lower wages and lower lifetime earnings. Create narrow pay bands, as women are less likely to negotiate the first offer.
- Create robust pay equity processes grounded in statistical analysis with annual reviews, including bonuses. Annually evaluate pay data and bonuses – controlling for observable factors – such as level of position, years of experience, and education.
- Inform employees of low, median, and high pay ranges for particular roles. Employees understand why they are paid within the range, managers can discuss with employees why they are at a certain pay range level, and employees can be empowered to ask for raises when they feel deserving of them.
- Publish compensation levels (including bonuses, across all roles and job categories, broken down by race and gender) and pay bands. Doing so, will hold the organization accountable. Further, employees will think the organization is bought into practices given this accountability – which can improve recruitment, morale, organizational commitment and more.

PAID-TIME OFF

- Switch from vacation/sick/holiday pay to paid-time off (PTO). Your employees may have a variety of cultural backgrounds. PTO allows for diversity because it lets employees take time off for holidays and cultural celebrations that aren't recognized by the company as a whole.



CARE AND HEALTH

- Provide paid parental leave and leave for caretaking. Paid parental leave is important to allow new parents to take time off work. It's important that return to work policies create smooth transitions back to work and that there are sufficient lactation rooms for breast feeding/ pumping.
- Support childcare and eldercare. Childcare and eldercare provisions reduce care burdens – which often fall on women and put pressure on professional women.
- Provide health care benefits, and options for insurance packages that cover the specific health needs of women (e.g., gynaecology, maternal health, reproductive health, cancer screens, domestic violence treatment).

FLEXIBLE WORK

- The appropriate flexible work policy should be identified by considering your workplace environment and the needs of employees.
- Ensure the flexible work policy is available to be used by all employees and that managers understand to not punish employees that take advantage of the policy.
- Explore offering flextime, compressed work weeks, job sharing, or remote working to support employees as they face the challenges of a modern life while remaining productive.

PREDICTIVE SCHEDULING

- Create predictive schedules. Unpredictable schedules lead to economic insecurity and routine uneasiness. An increase in schedule predictability leads to happier, healthier employees who are more likely to stay loyal to your business.
- Provide new hires with a good faith written estimate regarding hours per week or pay period and the days and hours of those shifts.
- Provide written schedules at least 14 days in advance.

ADDITIONAL STRATEGIES FOR MANAGERS

- Frame diversity initiatives around the business case / facts relating to business imperative.
- Make clear that bias and feelings of exclusion are universal.
- Make sure trainings are not framed as attacking/preferential to a certain group.
- Avoid tokenism, which inflates bias towards minorities and creates division.
- Comment on employees' work performance, not their appearance.
- Don't allow talking over others. Extraverts and those with position of power often shut down others by interrupting and talking over them, and often the brilliance of women and introverts is muted when this is permitted.
- Reflect regularly on questions such as: what is the gender, race, ethnicity, and ability of your internal teams? Who are you providing leadership options to? Who leads internal meetings? When are key business decisions made and who is present at those meetings? Who are you providing travel, training, or speaking opportunities to?

WHAT'S NEXT? EVALUATE OPERATIONS AND CREATE A PLAN

- Review your policies, procedures, and practices to ensure they provide opportunities for all employees, free of systemic barriers.
- Evaluate the diversity of your leadership team, with the goal of establishing an organization that is reflective of the customers you serve.
- Revise your mission statement to include guiding principles specific to diversity, equity, and inclusion.
- Engage with those who have embraced leadership roles in local inclusion efforts to share best practices.
- Create an internal committee or task force with a focus on inclusion.

This checklist was aggregated from the Berkeley Hass School of Business, mitrefinch.com, squareup.com, Lincoln Chamber of Commerce, and Forbes.

DEI PLEDGE

The Atascadero Chamber of Commerce believes there is no room for discrimination of any kind in the workplace. As a community builder, we are dedicated to making intentional, actionable strides to ensure our city is one of increased equity and inclusion.

We invite you – business leaders – to join us in our pledge of responsibility and accountability. Now is the time to use our influential voices to foster workplace environments that demand fair treatment, resources, opportunities, and advancement for all.

THE PLEDGE

As business leaders dedicated to implementing change, we pledge to be:

- ✓ **LEADERS** responsible for ensuring there are no barriers based on economic position, gender, race, creed, age, sexual orientation, gender identity, national origin, disability, or any other characteristic.
- ✓ **LISTENERS** who recognize in order to create workplaces representative of the diversity in our community, we need to actively identify opportunities for meaningful, honest conversations to take place.
- ✓ **EDUCATORS** committed to providing permanent policies, resources and education for our employees and ourselves on unconscious bias, equity, discrimination, and diversity.
- ✓ **ADVOCATES** who will use our positions and voices to address issues of racism, oppression, bias in both our community and place of business.
- ✓ **CHANGE-MAKERS** united in this pledge to hold ourselves accountable as we take action to remove the systemic barriers that prevent all employees from feeling equally respected, supported, and valued.
- ✓ In addition, I pledge to review and **adopt 3 or more of the policies and practices** offered by the DEI checklist herein.

PLEDGE SIGNATURE AND PROMOTION

I pledge to be part of the solution; to implement practices and policies reflective of the changes we seek. We can and will do better – as business leaders, individuals, and as a united community.

SIGN THE PLEDGE

Visit the Diversity Council webpage on the Atascadero Chamber website to sign the electronic pledge. Once you sign, your name will be published as a DEI Business Leader on the Chamber's website and will be provided with a window cling that promotes your business as a DEI Committed Workplace



*Graphic
subject to
change*

ATASCADERO CHAMBER OF COMMERCE DIVERSITY COUNCIL

The Atascadero Chamber of Commerce Diversity Council is dedicated to *empowering OUR business community* to celebrate diversity through education and kindness. The Council is working on gaining a deep understanding of multiple aspects of diversity and inclusion with each other as a group. They welcome committed and engaged speakers and community members to work with them and seek mutual support. This will empower the Atascadero business community by fostering awareness of diversity, equity, and inclusion in the workplace and ripple out to every aspect of one's life.

The Diversity Council meets 4:30 -5:30pm on the third Tuesday of the month. For more information or to join the conversation, please visit atascaderochamber.org.