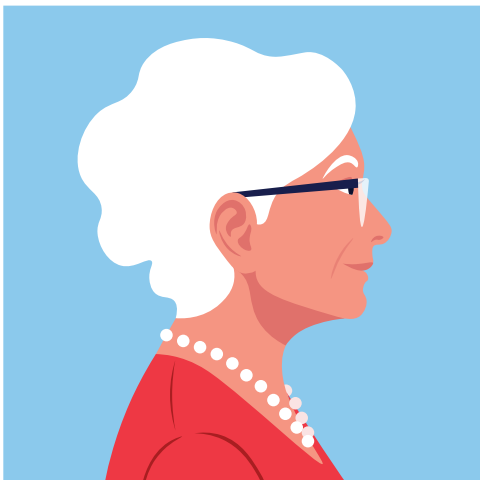


MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

2023 Diversity, Equity & Inclusivity Annual Report





DEI Team Mission

To provide ongoing support to the MEDC where diversity, equity and inclusivity (DEI) is considered standard practice both in the culture we cultivate and through the programs and services we deliver, and capitalize on the quantifiable competitive advantage of DEI to deliver prosperity for all Michiganders.

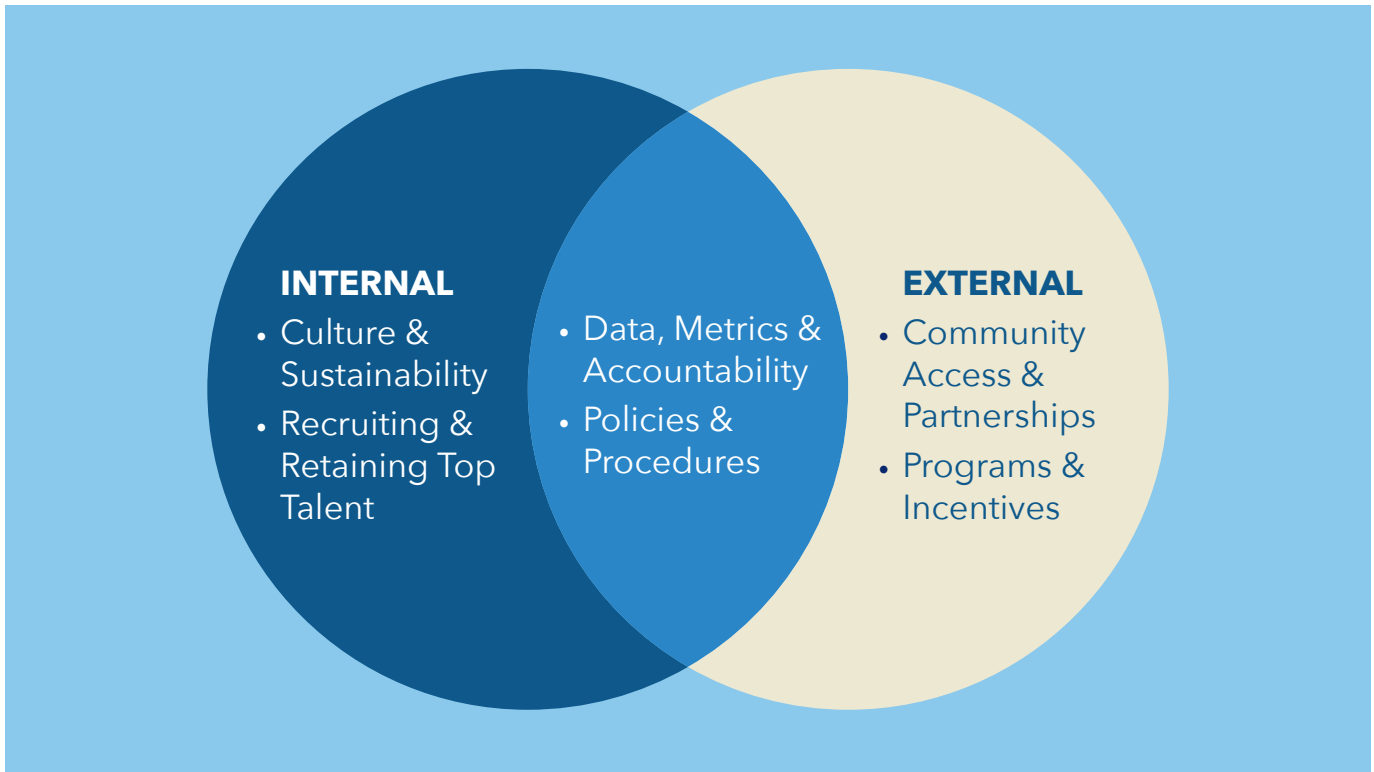
Vision

Making Michigan world-renowned for robust inclusivity and a destination for limitless equitable economic opportunity.

Diversity: All dimensions of human difference

Equity: Providing fair and equitable opportunities based on individual needs

Inclusivity: The culture of belonging that exists when all individuals feel valued, welcomed, and respected



DEI Focus Areas

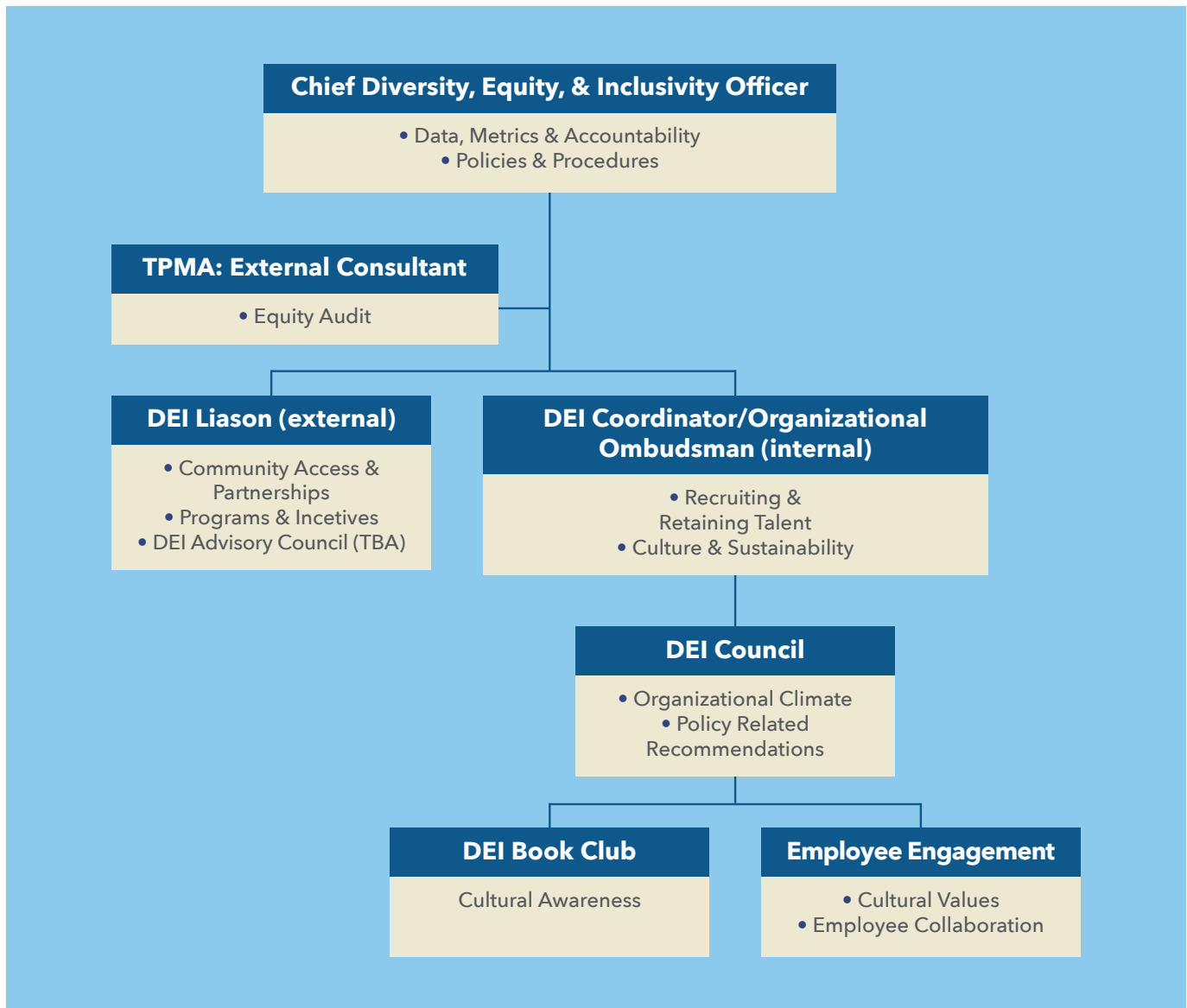
Internal

Culture & Sustainability: *Cultivating and sustaining a culturally competent climate where employees feel empowered and highly engaged.*

Expanding Capacity

This year, the MEDC has expanded the DEI division by hiring a DEI Coordinator/Organizational Ombudsperson, a DEI Liaison, and an external consultant. The DEI Coordinator serves as a project manager for DEI efforts related to internal DEI policy and procedures, as well as conducting DEI trainings. The coordinator oversees the DEI Council and its subcommittees, and additionally collaborates with People Services, HR Policy and Organizational Development for projects that relate to retention, recruitment, culture and engagement.

The DEI Liaison works with our external stakeholders, bringing the concerns of our customers to the DEI Officer. The liaison also oversees the language access plan and DEI related sponsorships. Last, the external consultant works on the organization wide equity audit, which will give the DEI team action steps that push the organization towards the strategic plan and to live out our cultural values.



DEI Council

MEDC has re-established a Diversity, Equity and Inclusion Council consisting of members who act on behalf of the organization to launch and support our diversity, equity and inclusion priorities. The MEDC DEI Council will strive to create an organizational culture and climate in which all staff are engaged, valued, have a sense of belonging and connection with one another and the organization, while feeling empowered to do their best work. The council was established this fall and has since elected leadership to ensure continuity.

Specifically, the Council works to:

1. Helping to connect individual business units to the DEI strategy and work.
2. Examine the organizational climate with a broad definition of diversity.
3. Comment on policy related issues including ways in which current policy strengthens or detracts from the diversity of the composition of the MEDC team or the customers it serves.
4. Present recommendations to the Senior leadership team that include strategies, individuals responsible for specific actions, timelines for implementation, and measurable outcomes that reflect continuous improvement of organizational climate and diversity.



This council also has two subcommittees: Employee Engagement and the DEI Book Club. The employee engagement committee is geared towards increasing awareness of the needs of our MEDC staff by working on initiatives like employee collaboration and cultural values. The DEI Book Club is geared towards increasing cultural awareness of our staff so that the MEDC stays culturally competent and can lead with emotional intelligence as we work with our external partners.

Ombudsperson

In 2023, the DEI team developed the framework for its first ever employee ombudsperson. The mission of the ombudsperson is to offer an impartial and independent perspective to conflicts and serve as an additional resource to team members to voice their concerns. The ombudsperson role was derived as a direct result of employee feedback from surveys. The ombudsperson is trained in conflict resolution and can support mediation through a variety of mediums. In 2023, the process was shared with each business unit within the organization to provide awareness.

Recruiting & Retaining Top Talent: *Attract and sustain a skilled workforce at all levels, including leadership, that is also representative of the communities and organizations that we serve.*

IDI Training

The senior leadership team, and a few members of our People Services/HR Policies teams have undertaken the Intercultural Development Inventory (IDI) journey as provided by the Michigan Department of Civil Rights. The IDI is a psychometric instrument based on the Intercultural Development Continuum (IDC). As an assessment tool, the IDI measures an individual's or group's progression along a developmental path of increasing complexity in making sense of and responding to cultural differences. The IDI measures both one's mindset and skillset which allows individuals and groups to better understand successes and challenges related to their intercultural interactions.

Implicit Bias Training

In compliance with the Governor's Executive Directive ([ED 2020-09](#)), the entire organization completed the Implicit bias training offered through the state of Michigan in July 2023. Additionally, per the Executive Directive, all new hires are also required to take the implicit bias training. Due to the unique nature of the MEDC, utilizing the same system as other state departments for the training was extraordinarily difficult. To that end, the DEI team, in coordination with Organizational Development, was able to package the training specifically for MEDC staff to take at their opportunity and provide a way to track completion, which was not possible previously.



External

Community Access & Partnerships: *Develop and amplify partnerships with underserved communities to create meaningful access to opportunity and trust.*

Language Access

MEDC is dedicated to providing equitable services and access to those services for all Michiganders. The development, application, and updating of a language access plan is meant to provide a framework for MEDC to take reasonable steps to provide meaningful access to individuals with limited English proficiency by:

1. Removing language barriers.
2. Improving customer service.
3. Providing guidance for department staff.
4. Providing high-quality communications for linguistically diverse audiences

In 2023, the DEI team was able to finalize its Language Access Plan and begin translation of its vital documents. Additionally, in collaboration with the Marketing and Communications team an externally facing [DEI page](#) was created to provide direct access to request translation, in addition to providing visibility to MEDC DEI efforts.

Programs & Incentives: *Evaluate current and existing MEDC programming with an equity lens to ensure equal access to opportunity across the State.*

Both

Data, Metrics & Accountability: *Collect comprehensive demographic data and develop metrics to provide accountability to guide MEDC to be a best-in-class economic development organization.*

Consultant Work:

In June, the MEDC contracted with TPMA to support DEI efforts. The consultant is charged with conducting an environmental scan and a best practice review, providing MEDC program recommendations and assisting the organization in creating a DEI toolkit and strategy/roadmap.

To date, TPMA has focused primarily on MEDC's internal DEI practices. Through meetings with several business units the team will provide a summary of findings by the end of the calendar year. These findings will contain score cards for MEDC as it relates to DEI best practices. Beginning in the calendar year 2024, TPMA will shift its work to an external focus and work to identify key partners we should be aligning with and recommendations for a successful outreach strategy in addition to looking at potential barriers to accessing MEDC programming.

Policies & Procedures: *Strengthen all policies and procedures both internally and externally to align with DEI values.*

Procurement

The MEDC revised its procurement policy effective October 1. This policy will contain allowances for "Strategic Focus Points" which will provide extra points and incentives for underserved communities, and organizations that are supporting those communities. Implementation of this new policy will increase transparency and provide MEDC with more data as to the number of bids received and who we're receiving them from. As of November 30, 2023, the MEDC has launched a newsletter through GovDelivery that informs any interested stakeholders of current procurement opportunities with the organization. The initial launch saw a 39% unique open rate, whereas the standard high performing email marketing campaign may typically see a 20% unique open rate.

A Look Ahead

Throughout calendar year 2023, the MEDC has successfully launched new programs meant to serve our underrepresented populations including the Smart Zone Support Hubs in addition to technical assistance through the State Small Business Credit Initiative and. As well as steadfast commitment to those already in place like the Build MI Communities Program. In calendar year 2024, MEDC will launch a grant program specifically for underserved small businesses throughout the state.

For 2024, the DEI Team in conjunction with the DEI council has committed to the development of a DEI dashboard to provide transparency around DEI activities and established key performance indicators. Additionally, the team will conduct at minimum of 4 DEI related trainings that will directly connect to the employee experience and how we serve our customers. Finally, a large focus for the year will be the implementation of recommendations provided by the consultant regarding both our internal DEI efforts and our external programs and services. While 2023 served as a year of capacity building and infrastructure building, 2024 will have a strong focus on implementation and driving key performance indicators and creating a sense of belonging for all MEDC employees.