

# Assessment of Current MEDC DEI Practices

## Methodology

The methodology of this analysis is based on the Environmental Scan and Best Practice Review and MEDC’s overall ability to implement best practices, divided into the internal and external practice domains. The assessment was conducted in November 2023. Since the assessment, MEDC has implemented strategies to improve the assessed scores.

TPMA compared the outlined best practices to MEDC’s current internal policies and practices, which were provided by MEDC when this report was completed, the MEDC Scorecard, programs, services, and focus group responses.

The analysis compared MEDC’s practices to similar organizations, developing a “scorecard” for MEDC to follow. The scorecard provides a quality rating and improvement system for MEDC to implement outlined best practices.



## MEDC Internal Assessment Findings

The scores below reflect a score based on a sliding scale from 1-5, 1 being “inactive” to 5 “accomplished.” The score assessed indicates how MEDC implements best practice standards from the practice domain sections above. The table below defines how TPMA defines the sliding scale rankings. Scorecards are separated into the two domains mentioned above, internal and external practice domains.

### SCORECARD RANKING & DEFINITION

Ranking	Definition
ACCOMPLISHED (5)	MEDC cultivates innovative practices to address DEI in Economic Development and is considered a “best practice” in the industry.
PROGRESSIVE (4)	MEDC executives actively support organizational-wide DEI strategy and share common DEI goals with MEDC partners.
PROACTIVE (3)	MEDC staff and partners actively utilize a set qualitative and quantitative DEI baseline and adjust strategy with key stakeholders and partners to achieve set goals.
REACTIVE (2)	MEDC utilizes tools or resources to implement DEI practices, but actions result in little to no strategy advancement.
INACTIVE (1)	MEDC practices do not actively reflect tools or resources to support DEI strategy.

## Internal Practice Domain Scorecard

Domain	Best Practice	MEDC Score	Reasoning
1) DEI ORGANIZATIONAL COMMITMENT	A) Written DEI statement or commitment of the organization.		TPMA could not locate or identify MEDC DEI statement or commitment when conducting the assessment.
	B) Identification of the organization’s collective perspective, values, and culture.		Although employees have varied definitions of DEI, MEDC does not have an identified sense of values and culture.
	C) Dedicated Staff to deploy DEI initiatives.		MEDC has full-time staff dedicated to improving DEI internally and externally.
2) DEI LEADERSHIP COACHING FOR EMPLOYEES & VOLUNTEERS	A) Visible executive support of DEI initiatives.		Although MEDC has DEI-related goals, employees feel the executive leadership does not reflect or actively engage in DEI initiatives.
	B) Provided DEI-based training for employees and volunteers.		Although efforts are being made to provide DEI training, employees feel that it is not as frequent and prioritized as it should be and is not well communicated with staff.
3) INTERNAL DEI ALIGNMENT	A) Established DEI performance baseline of the organization.		TPMA could not locate or identify internal MEDC DEI goals or performance metrics.
	B) Developed DEI metrics dashboard.		



## External Practice Domain Scorecard

Domain	Best Practice	MEDC Score	Reasoning
1) INTENTIONAL OUTREACH & PARTNERSHIP BUILDING	A) Inclusive advocacy & knowledge distribution practices.		MEDC deploys teams that work with local communities and provides numerous resources online related to equitable economic development. However, employees were concerned about the disconnect between state-level DEI goals and the lack of regional and local DEI initiatives.
	B) Inclusive real estate practices.		MEDC provides the RAP 2.0 Program that addresses Michigan’s community revitalization and real estate development needs.
	C) Holistic neighborhood Development & preservation practices.		MEDC provides the RAP 2.0 Program that addresses Michigan’s community revitalization and real estate development needs.
	D) Holistic talent development & opportunity practices.		Although MEDC recognizes talent and workforce partners, there is no tie between DEI and talent development strategies.
2) EQUITABLE PROGRAMS & SERVICES	A) Accessibility to services & programs.		Although MEDC dedicates staff to promoting tools and resources within underserved communities, some team members feel those resources are underutilized in rural Michigan.
	B) Incorporation of economic resiliency & environmental justice.		MEDC website addresses COVID-19 resources but does not specifically address economic resiliency or environmental justice resources.
	C) Equitable marketing & attraction strategy.		Although MEDC does highlight some local success stories, some employees were concerned about the lack of equitable success stories and the siloed and prioritized marketing strategies between economic development project announcements and local-level inclusion stories.
	D) Holistic small business development & entrepreneurship practices.		MEDC addresses small business development needs, but employees were concerned about the lack of DEI training strategies for small business owners and entrepreneurs.
	E) Access gaps in access to capital/alternative funding.		MEDC provides several gap funding opportunities and has surpassed the “Percentage of assistance to diverse businesses” 35% goal in FY 2022 and FY 2023.
3) EXTERNAL DEI ALIGNMENT	A) Established DEI performance baseline.		MEDC actively engages and updates the MEDC Score Card. However, employees feel the data provided in score card does not accurately reflect real-time values. The MEDC scorecard is difficult to locate for outside MEDC users.
	B) Developed DEI metrics dashboard.		