

NEOGOV

9 Inspiring

DIVERSITY & INCLUSION

Statements that Speak Volumes



THE U.S. DISCUSSION AROUND DISCRIMINATION

and bias has reached a fever pitch not seen in decades. In these extraordinary times, it has become evident that we must confront issues surrounding diversity (or lack thereof) head on in every aspect of our lives, including in the workplace.

As HR leaders in public sector organizations, you are probably already familiar with serving a community that reflects every walk of life. Bearing that in mind, how can we do a better job from the very beginning of the recruitment process to make sure diversity and inclusion aren't just buzzwords, but actual goals for the organization? Prominent and meaningful diversity and inclusion statements are the first place to start to ensure you're speaking the most diverse and qualified candidates' language.

***67% of job seekers** in a Glassdoor survey said that the contents of a **diversity and inclusion statement mattered** to them when applying to jobs.*

Now we'll take a look at some excellent examples of statements that not only hit the mark when it comes to promoting diversity, but also give applicants a sense of the organization's culture and principles. Then, we'll get into the specifics of what makes these examples stand out as well as tips for writing or refining your own organization's statement. (Note: Some statements may be condensed for content.)

9 EXEMPLARY

PUBLIC SECTOR D&I STATEMENTS

TO FUEL YOUR CREATIVITY

MASSACHUSETTS BAY TRANSPORTATION AUTHORITY

"We're a talented, diverse, and dedicated team. The T offers a variety of exciting challenges and growth opportunities. Competitive salaries, healthcare, training programs, tuition assistance, and innovative work/life programs are all part of the MBTA work experience.

We represent a broad range of cultural, ethnic, and religious backgrounds, and we respect the differences of our co-workers and contractors while fulfilling our shared commitment to deliver safe and efficient transportation to the public. The Department of Organizational Diversity/Civil Rights is committed to monitoring the MBTA's EEO policies to ensure that they are applied fairly and consistently."

PORT OF PORTLAND

"Everyone brings unique ideas and talents to work — and we're committed to making sure yours get appreciated and recognized. We embrace diversity, equity, inclusivity and the opportunity to pursue innovation.

We focus on addressing historical inequities and using our resources to make the region we love even better, never forgetting our commitment to all those who live and work near our facilities.

Our mission and values go beyond traditional measures of economic success to include a focus on advancing social and racial equity. We prioritize diversity, equity and inclusion (DEI) for three key reasons: our influence, historical inequities, and stronger results."

PORT OF PORTLAND

CITY OF MINNEAPOLIS

"As the largest and most vibrant city in the state of Minnesota, the City of Minneapolis depends on our purposeful, dedicated and talented employees.

Minneapolis has a large variety of careers for people of all experiences and backgrounds who all come together for a singular purpose—to serve the residents, businesses and visitors of Minneapolis. Find your next job and grow your career while serving the city you love."

MINNESOTA JUDICIAL BRANCH

"The Minnesota Judicial Branch (MJB) is committed to providing fair and equal access to justice. If you share this same commitment, desire a meaningful career serving the public, and want the opportunity to make a difference for your community, consider a career with us.

MINNESOTA JUDICIAL BRANCH

We celebrate and are committed to the principles of diversity and inclusion, and actively seek and encourage applications from persons with diverse backgrounds and characteristics."

CITY OF BOULDER

"Respect is one of our five City Values and we are committed to equity, diversity and inclusion. We celebrate and support our differences across all spectrums, including but not limited to ethnicity, gender, age, disability and sexuality. Through our focus on Racial Equity, our employee benefits, and the many programs resources we offer our staff, we continually strive to weave respect for one another into the fabric of our organization."

KING COUNTY LIBRARY SYSTEM

"King County Library System has a vision of a world where knowledge allows diverse communities to prosper and grow. In order to support this vision, KCLS creates opportunities through meaningful connections by acting as the knowledge sharing center for over 1.4 million diverse patrons.

The King County Library System values diverse perspectives, life experiences, and differences. KCLS encourages people of all backgrounds to apply, including people of color, immigrants, refugees, women, LGBTQ, people with disabilities, and veterans. We are committed to being equitable and fair in providing access to opportunities for all."

COUNTY OF SAN MATEO

"Committed to Diversity - We foster a workforce that's just as diverse as our community. We believe this commitment produces the best results for our organization because our team is empathetic and understanding to our residents' needs and backgrounds."

CHAMBER OF COMMERCE FOR GREATER PHILADELPHIA

"Diversity, Equity, and Inclusion - Striving to make Diversity, Equity, and Inclusion a priority for our region's business community.

The Chamber positions diversity, equity, and inclusion as critical for business maturation and growth. Our Diversity, Equity, and Inclusion Initiative (DEI) drives economic competitiveness, highlights diverse employee populations, and promotes inclusive growth throughout the Greater Philadelphia region."

AMERICANS FOR THE ARTS (NON-PROFIT)

"Cultural Equity - To support a full creative life for all, Americans for the Arts commits to championing policies and practices of cultural equity that empower a just, inclusive, and equitable nation.

Americans for the Arts recognizes that many existing systems of power grant privilege and access unequally, and that equity is crucial to the long-term viability of both the arts and culture sector and communities-at-large. In keeping with our Statement on Cultural Equity, we are working in the following ways to ensure that everyone has equal access to a full, vibrant creative life, which is essential to a healthy and democratic society."





TIPS FOR CRAFTING YOUR OWN STATEMENT

TONE

Many organizations, if they include a diversity statement at all, lean on the sterile legal language regarding affirmative action and non-discrimination. These statements are not only cold and impersonal, but they give off the impression that the organization is just checking a box and not truly invested in diversity.

Aim for a tone that is more conversational in nature, giving your prospective applicants a sense not only of your organization's desire to cultivate diverse teams, but also key tenets of your organization's culture.

LENGTH

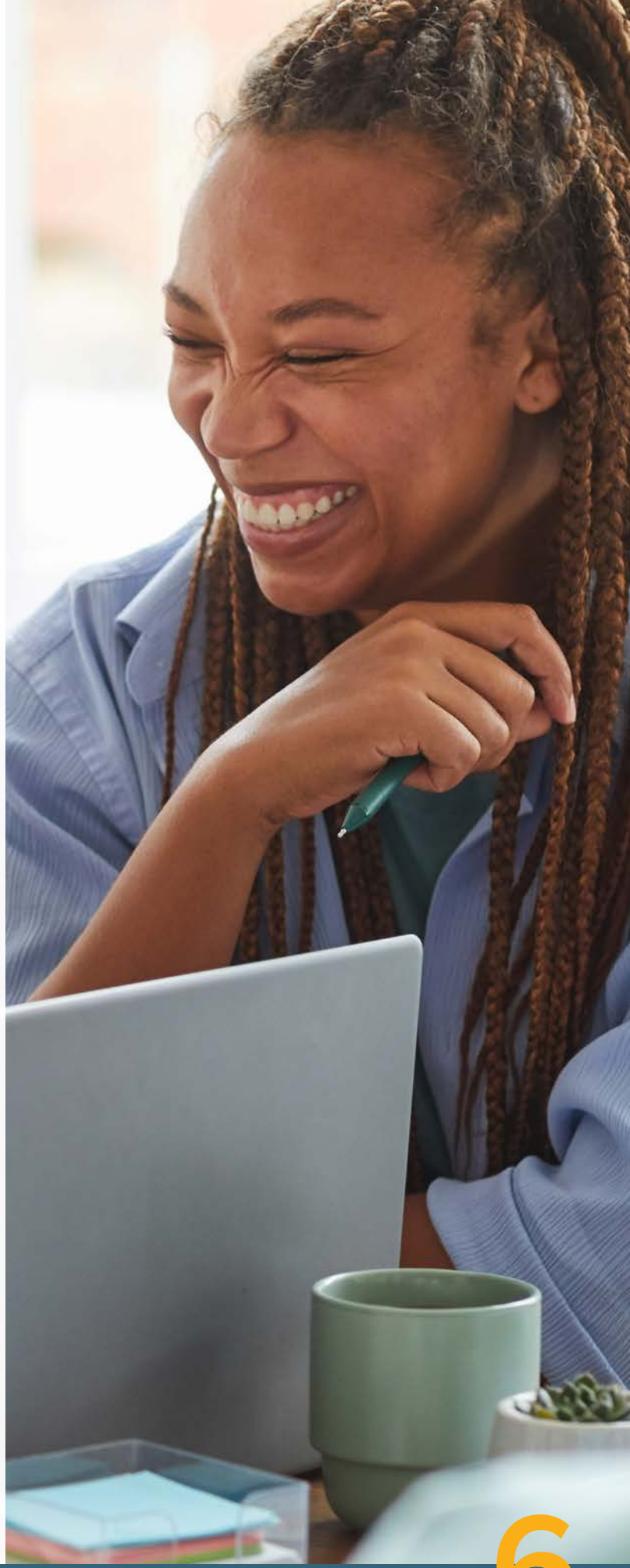
There is no correlation between length and effectiveness when it comes to your diversity and inclusion statement. Whether it's a couple of sentences or multiple paragraphs should be based on your organization's communication style and how or where it will be used. A short and sweet statement (like the County of San Mateo's) can hit all the marks without being too verbose. On the flipside, the Port of Portland dedicated an entire webpage with vibrant images and subsections that cover multiple aspects of how they put their principles into practice.

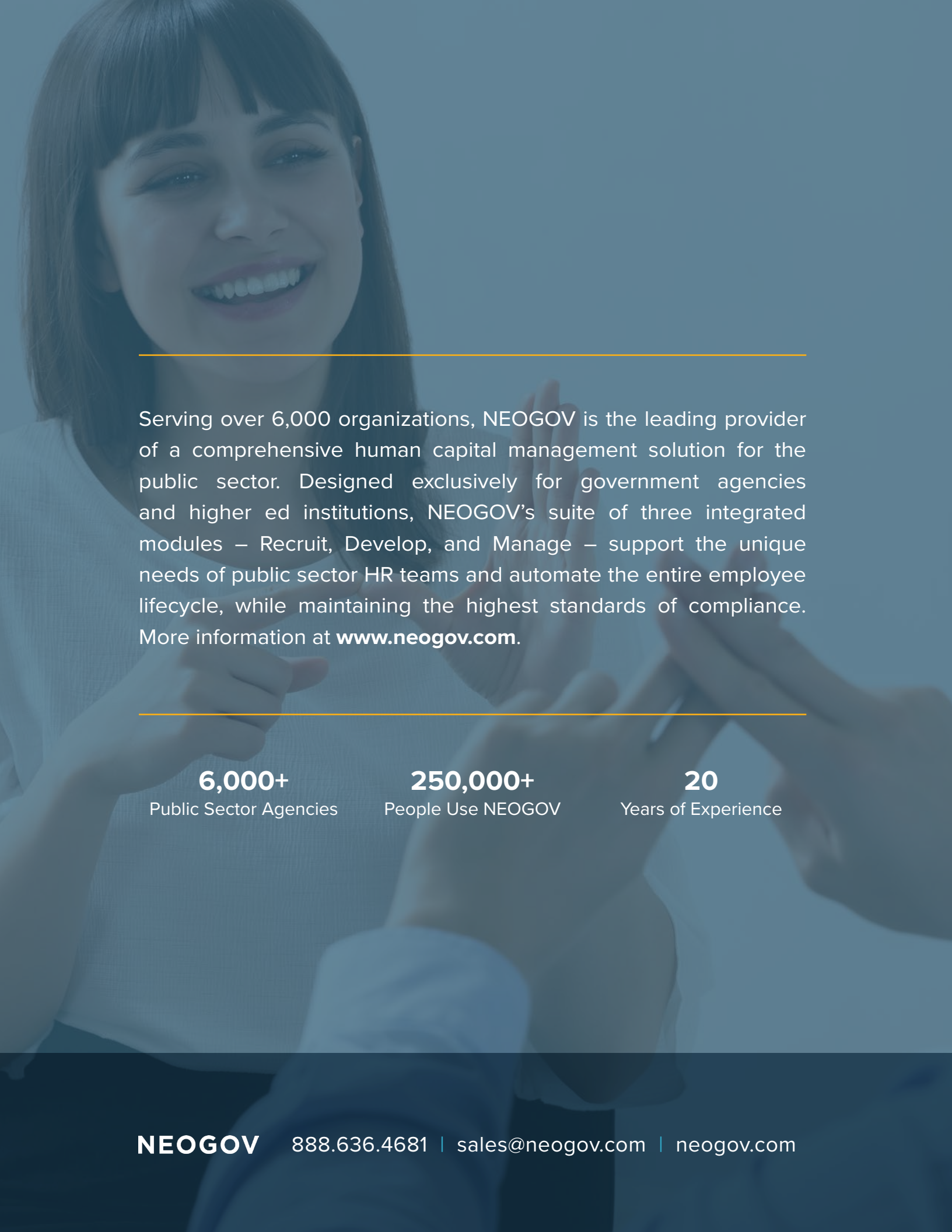
USAGE

Your statement can be used on the About page of your website, on your Careers page, within individual job postings, and anywhere else that makes sense. Wherever you put it, make sure that it's front and center for all candidates to see. Employees should see it too. Adding it to your onboarding portal demonstrates that your commitment is more than just lip service during the recruiting phase.

AUTHENTICITY

Whether you focus on how diversity is proven to foster greater innovation, the benefits of collaboration by people of different backgrounds, or the necessity of reflecting the community in which you serve, your choice of words should convey conviction.





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6,000+
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250,000+
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20
Years of Experience

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