

Engaging Leaders in the Diversity and Inclusion Journey – Webinar

Diversity Workplace Webinars

In an effort to continue to promote Diversity Best Practices in our professional community, the Partnership's Diversity Committee offers a Webinar Educational Series. The Webinars are presented by the Diversity Committees of the Greater Des Moines Partnership and the Central Iowa Society for Human Resource Management (CISHRM).



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Engaging Leaders in the Diversity and Inclusion Journey – Webinar

This session focuses on best practices to garner middle leadership commitment to diversity and inclusion initiatives.



Today's Panelist:

- 1- Jacquie Easley
Director , Community and Diversity Services
Mercy Medical Center – Des Moines
2005 Greater Des Moines Partnership Diversity Award Recipient

- 2- Kerry Funke
Senior Human Resources Consultant
Nationwide Insurance
2007 Greater Des Moines Partnership Diversity Award Recipient

- 3- Rona Berinobis
Director or Workforce Inclusion
Wellmark, Inc.
2010 Greater Des Moines Partnership Diversity Award Recipient



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Our facilitator today is Ben Stone.

Ben Stone is the current chair of the Central Iowa Society of Human Resource Managers (CISHRM) Diversity Committee and the owner of RPO Consulting.



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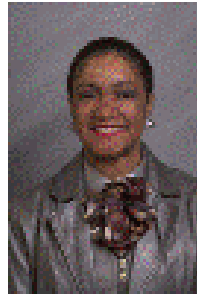
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Jacquie Easley - Director, Community and Diversity Services

Mercy Medical Center Des Moines



Jacquie is Director, Community & Diversity Services for Mercy Medical Center and immediate past Chair of the Greater Des Moines Partnership Diversity Committee.

Jacquie is Chair of the newly formed Regional Workforce Investment Board, which oversees the planning and programming for workforce development for seven central Iowa counties.

Elected in 1990, Jacquie was the first African American female to serve on the Des Moines School Board, the largest school district in Iowa. She served two terms, held the office of President, and was unanimously appointed by the School Board in 2000 to fill a vacancy.

Jacquie has been widely recognized for her community involvement including Business Record's, "Woman of Influence", Metro Women's Network, "Woman of the Year," Dollars and Sense Magazine's "Outstanding Business and Professional Award", Iowa Jaycees Outstanding Young Iowan, YWCA Woman of Achievement, Outstanding Service to Youth by Zeta Phi Beta Sorority, Judge Luther Glanton Award for Outstanding Public Service and "Outstanding Community member" by the Junior League of Greater Des Moines.

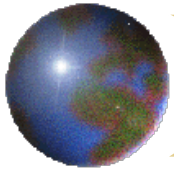
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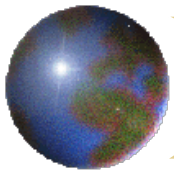
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LEADING OUR DIVERSITY EFFORTS

- ❖ Diversity Committee Early Activity
 - ❖ Gathered relevant data
 - ❖ Researched best practices
 - ❖ Surveyed staff using focus groups
 - ❖ Identified deficits
 - ❖ Developed plan for improvement
- ❖ Committee reports to Mercy's Board of Directors



LEADING OUR DIVERSITY EFFORTS

✚ Mercy Diversity Committee

✚ Comprised of physicians and staff

✚ CHARGE:

- To oversee development of a plan to assure that diversity is an integral part of the culture, infrastructure and business strategy of Mercy.
- To oversee development of a plan for assuring an open and participative environment in which all employees can perform to their fullest potential.
- To oversee establishment of a plan for developing programs and services that increase Mercy's ability to attract, support and retain a workforce that reflects the diversity of our community.

Diversity At Mercy

CEO Statement:

Mercy Medical Center is strongly committed to diversity all levels of the Mercy organization and in our community. our mission, values, and traditions firmly embrace inclusion, acceptance, and compassion. Mercy is actively participating and responding to the unique and diverse needs of our patients, families, visitors, students and employees.

Dave Vallinga President, Chief Executive Officer and Chief Diversity Officer.

Organization

Mercy Diversity Council
Recruitment
Affirmative Action
and Compliance

Community

Sponsorship of
Community
Organizations
and Events
Volunteer Efforts
Community Relations
Financial Assistance

Jacquie Easley

**Director, Community and Diversity
Services**

643-8238



**GREATER DES MOINES
PARTNERSHIP**

Patients and Families

Interpretation Services
Cultural Competence

Employees

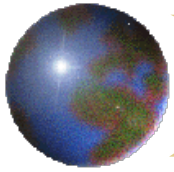
DREAM
Committee
Diversity Events Training

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HOW WE ENSURE SUCCESS

- ✦ Measure and report results (metrics) on multiple criteria
- ✦ Build diversity into organizational processes (Human Resources, Education, Patient Care Delivery, Communications, Core Values)
- ✦ Include diversity in our planning, from department plans and goal setting, to the Strategic Plan

Kerry Funke - Senior Human Resources Consultant Nationwide Insurance

Kerry has over 30 years of experience in Human Resources. Her background includes extensive work as an HR Generalist and she has also specialized in compensation analysis and design, benefits and recruiting. She currently works at Nationwide and has been employed there since 1988. At Nationwide she also provides support for and coordination of Nationwide Diversity initiatives.

Kerry was one of the original members of the Central Iowa Works Financial Sector Board. She also serves on the Greater Des Moines Partnership Diversity Committee and on the Attraction and Retention Committee.

Kerry has a BA from Iowa State University in Sociology, and has received the SPHR and CCP designations.

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Shadow of the Leader

Nationwide Executives are sponsors of
All Associate Resource Groups:

All Women

Asian Awareness

Color Me Excellent

Latino Connection

Military

Rainbow PRIDE

Special Needs Network

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Leadership Awareness

Meeting Objectives:

- Awareness of who the groups are and purpose and role.
- Education of how they support the business strategy.
- Call to Action.

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Managing Inclusion

Training that provided Managers tools that enabled them to create the kind of inclusive environment in which
all employees
regardless of race, gender, age, disability, sexual orientation, language or culture
can perform their best work.

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Efficacy Training for Associates

Efficacy training provided participants skills and strategies to accelerate their professional development and help them achieve career aspirations.

Sessions were conducted for:

Professionals of Color

LGBT

Women

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Leader Accountability

All managers have the following performance objective:

Make decisions and initiate action to ensure that systems, policies and leaders leverage the capabilities and insights of individuals with diverse backgrounds, styles, abilities and motivation.

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Business Unit Councils

Business Unit Councils include associates from all levels at Nationwide.

They provide insight and recommendations that are related to and in support of our business strategies.

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RACE Exhibit

Nationwide was the presenting sponsor for RACE – *Are we so different*

Nationwide Managers took their teams to the RACE Exhibit and held reflective discussions.

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Participation in Community Boards

Nationwide leaders are encouraged to get involved in the community.

Nationwide leaders are representatives on over 30 Des Moines Boards of organizations that provide emergency, basic and stabilization needs to the Des Moines community.

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Results and Recognition

- Nationwide was selected as the winner of the 2010 SHRM Diversity award.
- Nationwide is recognized by the Employer Support of the Guard and Reserve (ESGR) as a 5 Star Employer.
- In 2010 Nationwide did over \$1.6 million in business with 8 diverse suppliers based in Des Moines.

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Rona Berinobis - Director of Workforce Inclusion

Wellmark, Inc.



Rona is the Director of Workforce Inclusion for Wellmark Blue Cross Blue Shield and has been with the company for 16 years. Since 2008, in collaboration with Chairman and CEO John Forsyth, she has led Wellmark's diversity and inclusion initiatives. In this role, Rona is responsible for developing and facilitating comprehensive strategies for leveraging diversity and inclusion for the workforce, workplace and marketplace to maximize organizational effectiveness.

Before moving into her current role, Rona was the Director of National Accounts for Wellmark. She has extensive experience in health insurance sales, account management and marketing. Rona's expertise is in strategic development, coaching and consulting and crafting innovative solutions to align with a client's cultural and environmental needs. Prior to joining Wellmark, she held sales and marketing leadership roles with United Health Care and Mercy Health Services.

Rona holds a Master of Arts degree in Leadership from Bellevue University and a Bachelor of Science degree in Psychology from Upper Iowa University. She's secured designations as a Certified Health Consultant and Professional of the Academy of Health Management. Rona is the Vice-Chair of Wellmark's Inclusion Council. She has been appointed to the Blue Cross Blue Shield Association Diversity Alliance Council, is the Chair of the Greater Des Moines Partnership's Diversity Committee and serves on the Board of Directors for the Iowa Asian Alliance.

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An Independent Licensee of the Blue Cross and
Blue Shield Association

- Starts at the top
- Clarifying mission, value and goals
- Linking the business case

A grayscale background image showing a city skyline at night with lights reflecting on water, and a group of people in the foreground, some looking towards the camera.

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An Independent Licensee of the Blue Cross and
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- Reinforcing the value
- Frequent awareness and communication
- Thought sharing

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An Independent Licensee of the Blue Cross and
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- Accountability
- Performance goals
- Leading by example

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Questions?



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**Thank you for attending today's webinar.
Please complete your evaluations.**

Diversity Recruitment & Retention

Thursday, February 24th, 2011 at Noon.

Presenter: Nu Huynh.

To register online you may go to our calendar in our website:
DSMpartnership.com

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