

CBP Diversity Workgroup May 20th Meeting

Jim Edward – opening remarks: DEI work with Skeo, Diversity Profile, recognized Steering Committee members.

Participants:

- Edgar Freeman - MD DNR
- Alexandra Grayson, intern at CBF, sophomore at Howard University
- Ruby Stemmler, Eco Latinos
- Kristin Saunders, UMCES
- Dia Brown, C-StREAM Intern
- David Goodman
- Alexis Dickerson, CBF
- Carmera Thomas, CBF
- Rico Newman, Maryland Commission on Indian Affairs
- Curtis Bennett – National Aquarium
- Jennifer Kunze, Clean Water Action
- Ashley James – Masonville Cove; Center for a Livable Future at Johns Hopkins
- Hope Cupit – VA
- Rachel Felver, Alliance for the Chesapeake Bay
- Melissa Fagan, CRC
- Amy Handen, NPS
- Noelle Chao, Anne Arundel Watershed Stewards Academy
- Michelle Ramirez, MD DNR
- Malia Pownall, CBF
- Cheryl Riviere, Living Classrooms Foundation
- Tuana Phillips, EPA
- Caitlyn Johnstone, Alliance for the Chesapeake Bay
- Francesca King, CRC
- Ola Davis, Alliance for the Chesapeake Bay

First Presentation

2018-2019 Workplan: what's been accomplished and where are we headed?

Presentation

1. Jim Edward, Tuana Phillips, and Francesca King will provide an overview and status of the Diversity Workgroup's workplan, what we have achieved so far, and where the focus will be for the remainder of 2019. The presentation will focus on action items under the four management approaches in the workplan:
 - a. Enhance Communication and Outreach
 - b. Employment and Professional Engagement

- c. Promote Environmental Justice
- d. Tracking and Assessment

Caitlyn Johnstone [presentation](#) –summarized creation of fish consumption advisory infographic and user guide.

Questions:

- Jim’s question – curious to know if any of you might use with your organization?
 - Michelle Ramirez, DNR – have Latino Engagement summer program. This year doing cooking demonstrations. Doing it with snakehead instead.
 - Francesca – in previous role at South River Federation, we used it as inspiration for developing outreach plan/content with Latino group in Annapolis.

Workforce Development Panel

Francesca, Cheryl, Morgan

Francesca – gave presentation on [CStREAM](#)

Morgan – work with 30 interns each year. 30-35. A lot of them transfer from year to summer. All are paid. Over 15 years, over 750 gardens, 15 rain gardens and 30 rain barrels, and removing debris from local streams. Paid and meaningful employment for youth after school. Community garden in spring. Hands on activities to introduce skills for green career. A lot of college and career preparation. Some going to study landscape, some biology or environmental science, architecture and non-green careers. Through numerous partnerships, interns come into contact with potential careers. Looking to expand – serve 15 public schools in city. A few mentors that work with them, e.g. counselors in school.

Question from Kristin Saunders – what is the biggest challenge for program and if you can talk about how to stay connected to kids?

Morgan – biggest challenge is behavior management. We are not experts at tackling this. Have to work with emotional and social learning. Getting them on pipeline – have guest speakers and also try to get them into programs that suit their needs using connections and partnerships.

Is there a website or requirements? Public high school student, also 9-12th grade. There is an application and interviewing process.

Cheryl Riviere – have a variety of workforce development initiatives. Just completed a solar technician training, 60 city residents. Of those residents, about 30 who are actually working in the industry. One of biggest barriers of being a tech person is transportation. Most jobs are outside of the city. Have another program called Project Serve in which we work with returning citizens. Within first 2 weeks of program we put them straight into work. Go into community and go and clean debris and trash out of vacant lots in city. Also engaging young males and females – feel they don’t see the green industry as something to be attached to. So expose them as much as possible. Have environmental education program and able to sail across the Chesapeake. Go trawling and see creatures. Workforce piece and environmental

education piece in Living Classrooms. We also have a crossroads(?) school from 6-8 and have opportunities to go out in ships and people come in and talk about green careers.

Panel Questions

How does your program define success and what is your biggest challenge to achieving this success?

- Grant funding.
- Placement, jobs, and retention -> indicators for success
- Barriers: literacy and numeracy, transportation, environment outside of the program (communities or household) e.g. may be worried about food or other immediate problem
- Measuring success: have something students are doing after high school. Could be Home Depot, internship, college, Chesapeake Conservation Corps.
- Successes are after the program. Short-term: building awareness, building a reputable program
- Challenge: new program, a lot of facilitation and communication to connect

Specific experience in which you wish program had done something differently:

- Program design is the only thing that is constantly changing. Constantly, we review curriculum to make sure providing best quality of service to program participants. Always evolving
- Reevaluating curriculum and policies, also kids bringing into program, time of activities, pay. Constantly looking at entire program as a whole, on weekly basis meet to talk
- Program started very quickly, would have been benefited from more time to plan. Evaluating constantly. Connecting and staying upfront with the academic institution partners: here is what your relationship with the student is supposed to look like

How do you get people outside of your organization excited about these opportunities?

- Getting interns out into opportunities. Like Baltimore Greenscape (?) week recently
- Bringing people in to see what we do. Say it is one thing but come in and see it in action that is one way to sell it. Recently police officer helped clean up vacant lot
- People in general really excited about program and building future leaders. Say we are going to be there, facilitating, please tell us if something is not the best

Some of the challenges are reaching out to underserved communities. Could you expand on how you do that? Who are those communities?

- A lot of it is trust. "Another program coming in, OMG". "People come in and promise us all these things and it never happens." Building trust is #1 to open up the dialogue. Have to show consistent presence. Be honest and don't overpromise. We come in as the experts without listening to what the people we are trying to serve are saying
- Most of work in communities is directly through our interns. Look for community stewards that come to us for park that needs fixed up, etc. project that need intern to help with. Try not to give empty promises to community
- How you post the opportunity and where it goes. Be more intentional about that.

What advice would you have for a new program or initiative?

- Listen to whoever you are working with in the program. Rose, thorn, buds activity to understand what students like or don't like and solicit feedback that way
- Find out what the needs are of the community before go in and implement. Find out what community needs to be educated on, instead of making plan and going in. but in active listening skills. Make sure understand needs of community.
- Listen to institutions that are working with. Want to make it easy, attractive, and mutually useful. Be humble, brave, and go for it

Anything else to add about how you intentionally engage with communities? One piece of advice to make substantial difference?

- This is my life work
- Only a few years older than intern, instead of being teacher/student role it is more of a peer role.
- Passionate about issue, important to constantly work to fix society
- Where posting positions and who sharing with
- Not make it that one stop shop. Find those pathways and build pipelines

Questions by meeting participants:

- **Vernice:** Are you all aware of brownfields training program and other program (missed it) led by EPA, targeted to at-risk populations? Have done a lot of evaluative analyses and work to move people to technical side while also helping to restore their community.

Comment by Cheryl: community probably has no idea about this, neither have I heard about. Very interested in learning more

- **Question to Cheryl:** mechanics of how clients are paid?

Answer: two models, 16-19 year olds not paid. But Project Serve where they clean debris and trash, work through a general contractor and bid for contracts through the City and are able to put people to work. Watershed Partnership in Inner Harbor – people in green shirts are Project Serve members

- **How many people are involved?**

Project Serve – 40 members Project Serve is 4 months and do program placement in end

Youth program, Fresh Start – 20 students at a time. Guarantee job at end.

Parks and People: 30 students in school year, and 35 in summer. Bring about 15 new in summer program, but most are returning from school year.

- **In terms of program, is it internal or connecting with partners?**

Cheryl: for job placement, working with partners. All management and academics in house

Morgan: internal and external. After program it is all external

- **Is there a recruiting, screening process?**

Cheryl: for us, have to be referred by department of juvenile services.
For returning citizens, take them in but have to be within 6 months of release

- **Ruby:** worked with CBT to recruit students for CCC program. Students were very excited in Latino community, a number wanted to apply. Only 1 of them finished the application. Found that immigration status was barrier or challenged by other parts of application. Also had an agreement with environmental program for training for landscapers of BMPs. Came up with entire curriculum and put information out and nobody showed up to trainings. Lesson learned: cannot just put a post on website or flyer, need extra effort to get to them and go into community

- **Question about job placement: how build to relationships with companies**

Cheryl: variety of companies. Takes a lot of trust because companies may be hesitant to opening doors. It takes a lot of relationship building with companies as well. Flaga Force has been really great partner.

SKEO PRESENTATION:

Vernice gave overview. Sarah went over timeline of five tasks and survey results.

High level results:

- Room for growth in staff.
- DEI practices will benefit CBP on all measures
- A lot of people in comments brought up need to include DEI in other GITs/WGs' work
- People echo that not enough time, resources, to really devote to this. Swamped with other work

Action: share the survey comments with GIT6

- **Comments:**
 - Share lessons learned with each other, across organizations
 - No control over hiring process. How to approach HR. Hold management accountable, conversation with leadership
 - Institutional biases in job descriptions
 - Need leadership! Self-informed, reflective leadership. Look internally, at HR process, etc. A lot of talking going on, but now time for rubber to hit the road