

# Equity Impact

60 Years After the Civil Rights Act of 1964



**McFarland** VILLAGE OF

KRYSTAL JOHNSON  
BEYOND CONVERSATION INTO ACTION

# Let's prepare for today's conversation.



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## *Exercise:*

**Define the word “challenge” in 5 words or less.**

**Define the word “equity” in 5 words or less.**

**Write down 1 challenge you're facing in your current role.**

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# How is Diversity, Equity and Inclusion relevant in government?

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- Policy effectiveness through an inclusive policy making process.
- Commitment to fairness and representation.
- When everyone has access to education, employment and other economic opportunities, economic growth is evident.
- Addressing inequalities and promoting social inclusion provides community togetherness.
- Centering DEI promotes public health and community wellbeing.

# Why is Diversity, Equity and Inclusion so challenging?

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- DEI has become politicized?
- Inclusion work requires honest conversation followed by action?
- Equity work requires change?
- Diversity goes beyond the parameters society has set?



# Diversity, Equity and Inclusion has always been politicized.

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The Civil Rights Act of 1964 & the Voting Rights Act of 1965 prompted “the Southern Strategy.”

- Increase political support among white voters in the south by appealing to racism against Black Americans and later to the anti-ERA movement and the anti-feminist movement.
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The Civil Rights Act of 1964 addressed equality...DEI marks the journey of equity within self, policy and beyond.



The Journey of equity within DEI involves addressing disparities but also actively working to dismantle systemic barriers and biases that perpetuate inequality.



# What's next?



- A meaningful name change?
- System re-evaluation. How has progress been measured?
- Qualitative research data turns into quantitative formulas for future growth.
- Championing change, even when its no longer “popular.”



# Village of McFarland's DEI Journey



1

## Community Buy-In

- Students and community members work with local government to establish and ad hoc DEI subcommittee to address civil unrest in the wake of the murder of George Floyd.

2

## DEI Subcommittee

- The DEI subcommittee begins working with departments on equitable policies and practices, such as the personnel manual.

3

## DEI Committee

- DEI becomes a standing committee. The Village hires an equity consulting firm and conducts an equity institute for staff and co.

4

## DEI Strategist

- The Village creates a role that aligns with organizational values to operationalize DEI within the organization and the community.

# Plans With Action

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Initiatives, become consistent, data is able to fuel decision making and as an organization equity, inclusion and diversity become a part of every aspect of the organization.

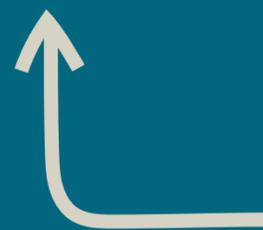
**Forming**  
Addressing problems and proposing solutions.



Building out those solutions, knowing there will be errors with the expectation of potential failures.

**Norming**

Equity initiatives, solutions become second nature. They are engrained within the organization.



*Thank You*



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