



Las Vegas

Agenda Item No.: 50.

AGENDA SUMMARY PAGE
CITY COUNCIL MEETING OF NOVEMBER 15, 2006

DEPARTMENT: CITY MANAGER
DIRECTOR: DOUGLAS A. SELBY

Consent Discussion

SUBJECT:
ADMINISTRATIVE:
Report on the City of Las Vegas Diversity Initiative

Fiscal Impact

No Impact Augmentation Required
 Budget Funds Available

Amount:
Funding Source:
Dept./Division:

PURPOSE/BACKGROUND:

In support of the City mission to provide the highest quality municipal services to our visitors, residents and business community, the City Manager's office initiated a diversity initiative to enhance and expand our relationships with our increasing diverse population. A City Diversity Committee consisting of the City Manager and executives from each department was formed to oversee this effort. They recently attended a two-day workshop held by Guardian Quest who has been a primary provider of diversity and leadership training to MGM/Mirage, Nevada Power and Franklin Covey. Mr. Ondra Berry, co-owner of Guardian Quest, provided the training and will give a brief presentation to the Council about his diversity initiative philosophy and approach.

RECOMMENDATION:

Report only. No action required.

BACKUP DOCUMENTATION:

None

Minutes:

No motion required. A report was given.

CITY MANAGER SELBY reported that the United States is very diverse, with many languages spoken and religions practiced. The Las Vegas population is very diverse as well, and it is causing a population change that is reflected in the City's workforce. He stressed the importance of recognizing and understanding diversity, in order to be able to capitalize on it, to build a stronger workforce, to realize the goal of becoming a world-class city and to adapt to a changing world.

With the aforementioned thoughts in mind, the City's Diversity Initiative was voluntarily started to build upon many practices in place that are mandated by Federal or State law dealing with

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employment, housing and contracting. The approach will be to engage the entire City workforce, from the executive team through the entire organization. With the creation of the Community Outreach Officer position, the City started some external and internal initiatives, including some initiatives more significantly geared toward greater, more focused programmatic and cultural changes in the City. Additionally, the City conducted a confidential employee survey to assess the perceptions of its workforce on issues of diversity. The results are being tabulated and will be forthcoming.

As part of embracing diversity, the City formed a Diversity Committee, which CITY MANAGER SELBY chairs, with representatives from every department. The members recently underwent a two-day diversity training course to become diversity champions, who were subsequently tasked with providing a message in the Diversity Newsletter.

CITY MANAGER SELBY thanked City staff members CLAUDETTE ENUS, Director of Human Resources, GEORGE DORSEY and RAMON TORRES for their leadership in the Diversity Program. He then introduced PUNAM MATHER, MGM/Mirage Senior Vice President for Corporate Diversity and Community Affairs, and ONDRA BERRY, Principal and Founder of Guardian Quest, who were invited to give a brief presentation to the Council on diversity.

MS. MATHER noted that she chairs the Regional Business Development Advisory Council (RBDAC), to which KATHY RAINEY, Manager of City Purchasing and Contracts, also belongs. The RBDAC was accredited by the Legislature with the objective of promoting greater leadership and diversity and greater success in diversity among all the governmental agencies. By her two-year tenure on the RBDAC with MS. RAINEY, she can say that the City is starting from a foundation of real success and competence and confidence when it comes to diversity. She then indicated that the critical elements to success are to define the mission imperative relative to diversity and to declare and dedicate the necessary resources to realize that mission. She also stressed the importance of creating an environment that engages all employees so that they can make a full contribution every day. While private business does not operate the same as governmental agencies, they do face similar challenges with diversity. MGM/Mirage found that it is important to stay ahead of the game and identify the future consumers.

MS. MATHER stressed that understanding diversity is a journey and it is imperative to have in place the infrastructure and the leadership to hold accountable, as well as to define gauges by which to measure success. But the biggest factor that set MGM/Mirage apart and contributed to its success is employee training through the Diversity Champion training program in order to transform the core of employees and engage them as soldiers.

MR. BERRY distributed mirrors to each member of the Council and said that it is important for every employee to believe that he/she is the first and best at what they do and to value them and engage them in the organization. Diversity is about looking at employees as human beings and transforming them to believe that they must become an extension of the organization and for all employees to work together as a team in order for it to grow and become the best.

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MR. BERRY applauded CITY MANAGER SELBY for being ahead of schedule and planning for the future by taking the first steps to understand diversity. CITY MANAGER SELBY thanked the Council for its support of the steps he is taking on diversity.