

Dane County Regional Airport

Equity and Inclusion Plan (EIP) - 2017

Executive Summary

This plan identifies the goals, objectives, plans, and actions the Dane County Regional Airport (DCRA) will pursue regarding efforts to improve all forms of equity and inclusiveness. These methods will be used to advance the relevance, visibility, training, impact, and response of DCRA employees as well as airport partners including: vendors, suppliers, contractors, consultants, tenants, and customers. This plan will help to ensure that all services are attainable and employees and partners can thrive. The overarching goal of this plan is to ensure that we recognize the diversity of our organization, build upon the strength of inclusion, and ensure that our services are accessible to all.

There are four core development areas: Organizational Engagement, Collaboration, Innovation, and Assessment.

Organizational Engagement

Strategies and actions in this section will ensure that DCRA continues to evaluate, measure, and implement key operations regarding equity and inclusion to ensure that provided core services facilitate and encourage the diverse customers we serve.

Objectives in this development area are:

1. Ensure leadership oversight to EIP program.
2. Monitoring and measurement of program strategies and tactics.
3. Engage all departments regarding EIP core development areas.

Collaboration

Vendors, suppliers, contractors, consultants, tenants, and customers are key constituents for DCRA. To ensure success, it is necessary to include the DCRA EIP as appropriate for projects, work assignments, building or land leases, or other DCRA business that may contribute to any audience that may be affected by the EIP. Partnerships with those that directly and indirectly serve DCRA customers are important in the delivery and execution of the DCRA EIP program. Sharing EIP resources, access tools, or innovation or assessment techniques will complement and enhance DCRA programs and allow our services to reach a broader audience while ensuring that we engage our new and changing communities.

Objectives in this development area are:

1. Assess, measure, and ensure business partner collaboration regarding the EIP program.
2. Continue to expand and develop community collaboration and outreach programs.

Innovation

Providing technology driven and supported innovations are essential to communicating and engaging the diverse customers DCRA serves. Current, evolving, and emerging changes in social trends, communication methods, and recruiting strategies drive the necessity for systems and programs that ensure equity, inclusivity, relevancy, and the reduction of cultural bias.

Objectives in this development area are:

1. Evaluate, monitor, and research current and future technological innovations to support and improve EIP program.
2. Ensure that all printed, electronic, and audio materials engage all audiences served by DCRA.
3. Ensure that current and future customer support programs directly support EIP.

Assessment

The senior leadership team will be directly responsible for ensuring a commitment to EIP strategies. In coordination with departmental supervisors and organizational partners, DCRA will measure current programs, assess future strategies, and ensure that program goals and objectives are met.

Objectives in this development area are:

1. Ensure EIP program goals, objectives, strategies, and tactics are appropriate, reasonable and effective.
2. Ensure all aspects of EIP are executed across all divisions as appropriate.
3. Ensure that senior leaders are engaged in EIP program.
4. Ensure employee participation, education, and engagement in EIP where appropriate and available.

Strategies / Tactics Matrix

Opportunity	TIER 1 (Beginning)	TIER 2 (Emerging)	TIER 3 (Advancing)	Measurement Actions
Organizational Engagement				
1. Develop leadership oversight of strategies			Completed – tactic in action.	Review / ensure leadership engagement in program annually
2. Develop EIP program strategies and tactics template			Completed – tactic in action.	Review strategies and tactics annually
3. Measure feasibility /Develop tactics for diversity of individuals on hiring panels	Investigation phase – leadership team			6-month reporting on progress, annual measurement of success
4. Research feasibility of expansion of publication of position openings	Investigation phase – leadership team			6-month reporting on progress, annual measurement of success
5. Ensure that DCRA budgets incorporate necessary funding if appropriate and necessary for EIP program	Investigation phase – finance department			Annual review and measurement during budget preparation
Collaboration				
1. Continue to engage business partners with Federal Aviation Administration and Wisconsin Bureau of Aeronautics – ACDBE /DBE requirements		Monitoring phase – finance department		Annual review and reporting

2. Continue/expand community education programming		Execution phase – marketing department		Annual review and reporting
3. Continue/expand Community Outreach and Resource Education programming with Madison Police Department		Execution phase – marketing department		Annual review and reporting
4. Continue/expand business leaders education programming		Execution phase – leadership team		Annual review and reporting
5. Ensure that public input sessions include outreach and support attendance to underrepresented and underserved populations as appropriate.	Investigation phase – admin department			6-month reporting on progress, annual measurement of success
Innovation				
1. Social media management		Monitoring phase – marketing department		Annual review and reporting
2. Website translation		Execution/testing phase – marketing department		Annual review and reporting
3. Translation of routine customer support materials	Investigation phase – marketing department			Quarterly review, updates, review, and reporting
4. Research additional customer support programs	Investigation phase – marketing department			Annual review and reporting

5. Measure success/possible expansion of current customer support programs		Monitoring phase – marketing department		Annual review and reporting
Assessment				
1. Develop a timeline for annual leadership review of EIP program goals, objectives, strategies, and tactics	Investigation phase – leadership team			6-month reporting on progress, annual measurement of success
2. Appoint a senior leadership team member to manage EIP programs.	Investigation phase – leadership team			6-month reporting on progress, annual measurement of success
3. Ensure DCRA policies and procedures incorporate EIP goals/objectives where appropriate	Investigation phase – leadership team			6-month reporting on progress, annual measurement of success
4. Measure employee participation in current/available EIP related training courses	Investigation phase – leadership team			6-month reporting on progress, annual measurement of success