



AD HOC DIVERSITY, EQUITY, AND INCLUSION COMMITTEE

FEBRUARY 24, 2022



AD HOC DIVERSITY, EQUITY, AND INCLUSION COMMITTEE

Agenda

- I. Update on At-Large Public Recruitment
- II. At-Large Public Recruitment Subcommittee
- III. Standing Committee Update
- IV. February Diversity, Equity, and Inclusion Spotlight
- V. ARPA Funding and DEI Action Plan
- VI. Public Q&A
- VII. Adjournment

I. AT-LARGE RECRUITMENT: OUTREACH AND MARKETING EFFORTS



Join our Diversity, Equity, and Inclusion Committee

The City of Irvine embraces and celebrates diversity in all aspects of our community and fosters an environment that represents the many different cultures, backgrounds, and perspectives that make up our unique and dynamic community.



cityofirvine.org/dei

AT-LARGE RECRUITMENT: OUTREACH AND MARKETING EFFORTS

انضم إلى لجنة التنوع
والإنصاف

مدينة إيرفاين تؤيد وتحتفل بالتنوع في جميع جوانب مجتمعنا وكذلك تعزز البيئة التي تمثل العديد من الثقافات والخلفيات ووجهات النظر المختلفة لأنها تشكل مجتمعنا الفريد والدائم التغيير.



الموقع الإلكتروني:
cityofirvine.org/dei

加入
“多元、公平和包容”
委员会

尔湾市广纳和欢庆我们社区里所有不同和多元的面向。我们也致力养护一个能代表多种文化、不同背景与观点的环境，来成就这个独特和充满活力的尔湾社区。



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加入
“多元、公平與包容”
委員會

爾灣市廣納和歡慶我們社區裡所有不同和多元的面向。我們也致力維護一個能代表多種文化、不同背景與觀點的環境，來成就這個獨特和充滿活力的爾灣社區。



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Únase a nuestro Comité de
Diversidad, Equidad e Inclusión

La ciudad de Irvine acepta y celebra la diversidad en todos los aspectos de nuestra comunidad y fomenta un entorno que representa las diferentes culturas, orígenes y perspectivas que conforman nuestra comunidad única y dinámica.



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多様性、公平性、包括
性委員会に参加する

アーバイン市は、コミュニティのあらゆる側面で多様性を受け入れ、祝福し、このユニークでダイナミックなコミュニティを構成するさまざまな文化、背景、考え方を表現する環境を育んでいます。



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저희의 다양성, 형평성 및 포
용성 위원회에 참여하십시오

Irvine 시는 커뮤니티의 모든 측면에서 다양성을 포용하고 기념하며 독특하고 역동적인 커뮤니티를 구성하는 다양한 문화, 배경 및 관점을 대표하는 환경을 조성합니다.



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به کمیته عمومی تنوع و
برابری ما بپیوندید

شهر ارواین پذیرای تنوع در تمام جنبه‌های جامعه است و آن را جشن می‌گیرد و محیطی را پرورش می‌دهد که بیانگر فرهنگ‌ها، پیشینه‌ها و دیدگاه‌های متفاوتی است که جامعه منحصربه‌فرد و پویای ما را تشکیل می‌دهند.



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Tham gia Ủy Ban Đa Dạng,
Bình Đẳng, và Hoà Nhập
của chúng tôi

Thành phố Irvine đón nhận và tôn vinh sự đa dạng trong mọi khía cạnh của cộng đồng, và thúc đẩy một môi trường đại diện đa văn hóa, bao gồm cả tính khác nhau, để tạo nên cộng đồng độc đáo và năng động.



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AT-LARGE RECRUITMENT: ANALYTICS



- **Facebook:** Three posts; 6,053 impressions; 3.70% average engagement rate



- **Instagram:** Four posts; 20,443 impressions; 1.26% average engagement rate



- **Twitter:** Four posts; 5,874 impressions; 2.20% average engagement rate



- **Nextdoor:** Two posts; 4,796 impressions



- **LinkedIn:** Three posts; 14,435 impressions; 5.99 average engagement rate

AT-LARGE RECRUITMENT: ANALYTICS



- **Newsroom Article:** 385 page views; 284 unique visitors; 51 returning visitors



- **Webpage:** 600 page views; 467 unique visitors; 89 returning visitors



- **Press Release:** Sent to 19,061 subscribers; 27% open rate



- **Community Link:** Recruitment included in three editions for a total of 42,348

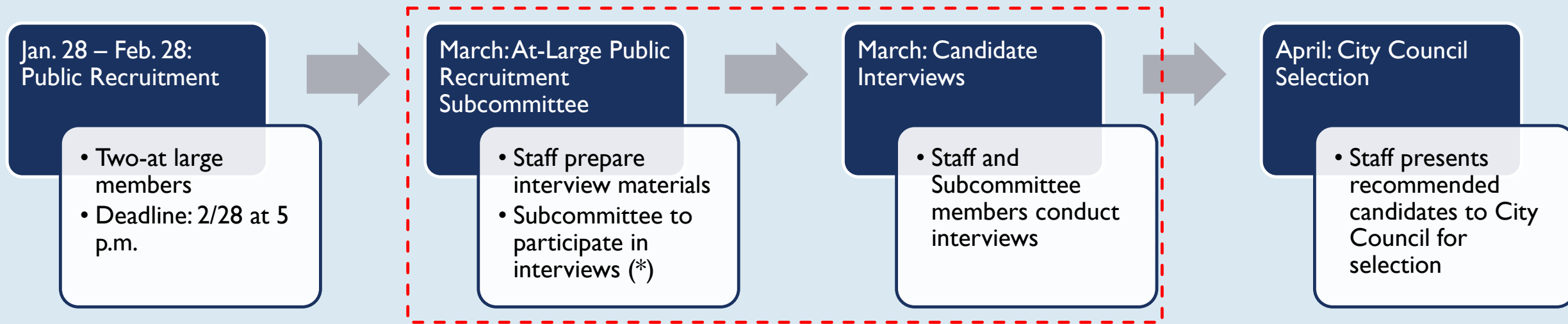


- **OCR:** Quarter-page print ad, and digital banner with guaranteed 40,000 impressions on *ocregister.com*

AT-LARGE RECRUITMENT: APPLICATIONS

- **Number of Applicants received:** 22
- **Average years in Irvine:** 14 (range from 8 months to 40 years)
- **Occupational Fields:** Corporate Training, Education, E-commerce, Federal Law Enforcement, Healthcare, Information Technology, Tourism, Manufacturing, Nonprofit
- **Job Titles:** CEO, Consultant, Executive Director, General Manager, Pharmacist, Professor, Special Agent/Criminal Investigator, Lecturer, Dean, Communications Manager, Manager of Student Equity
- **Civic Experience:** National Diversity Council, Irvine Sports Committee, Irvine Prevention Coalition, Islamic Center of Irvine, Asian Business Association of Orange County, National Conference of Puerto Rican Women

II. AT-LARGE RECRUITMENT SUBCOMMITTEE



▪ Interview Materials

- **Virtual Oral Board Guide:** Establishes interview guidelines and procedures
- **Rating Sheet:** Identifies the core competencies important for the position; Panelists to rate each and give overall score.
- **Interview Questions:** Same set of interview questions used for all candidates.
- **Schedule:** Candidates to receive same amount of time for interview.
- **Applications:** Panelists to receive at-large applications submitted by candidates.

▪ Timing

- **February 28:** Recruitment closes at 5 p.m.
- **March 7:** Interview materials provided to subcommittee for review
- **Week of March 14 – 18:** Schedule interviews for candidates.
- **March 24:** Report status of interviews to DEI Committee
- **April 12:** Present recommended candidates to City Council for selection
- **April 28:** First fully seated DEI Committee Meeting

* Best practice of City Councils, Commissions, and Committees

III. STANDING COMMITTEE UPDATE

- Staff to coordinate an orientation on roles and responsibilities as a standing committee for the full DEI Committee with our City Clerk and City Attorney.
- Public Meeting Protocols: Brown Act
- § Meeting Agenda
 - § Agenda required to be posted 72-hours in advance of the meeting
- § Public Records Act Overview
- City Attorney Drafting Bylaws
- Chairperson and Vice Chair Selection

IV. FEBRUARY DIVERSITY, EQUITY, AND INCLUSION SPOTLIGHT



- The South Coast Chinese Cultural Center hosted a Chinese New Year Celebration February 5-6
- Pretend City Children's Museum recognized Lunar New Year at the museum
- Pacific Symphony held a special concert February 5 in honor of Lunar New Year

cityofirvine.org/deispotlight

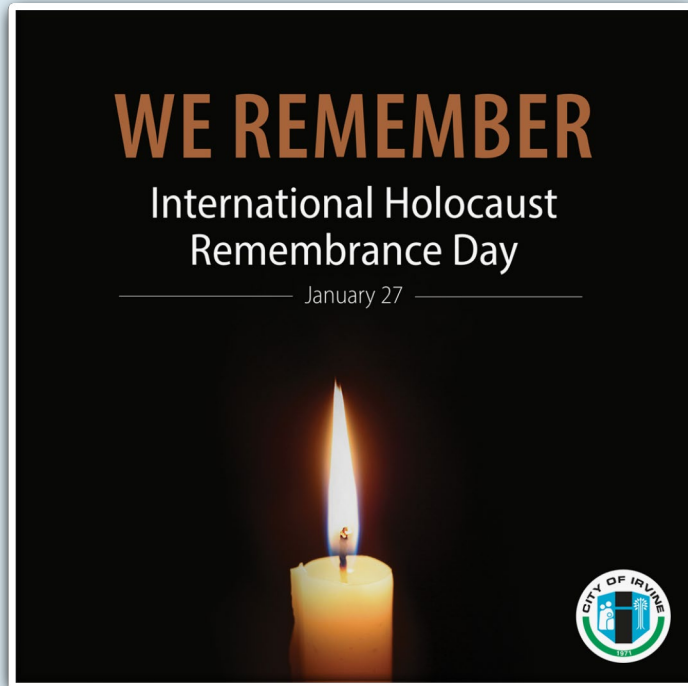
IV. FEBRUARY DIVERSITY, EQUITY, AND INCLUSION SPOTLIGHT



cityofirvine.org/deispotlight

- Founders Day celebration at Christ Our Redeemer Church
- History of the Tuskegee Airmen and Lt. Col. Robert J. Friend
- *Great Park 52nd Street: Jazz and the Photography of William Gottlieb*
- #WomenWhoPlay Jazz Virtual Play Series from the Lilly Theatre Company
- The Orange County Fair Board Pan African flag
- UCI Black Thriving Initiative
- Irvine Valley College Espresso'Self!

IV. FEBRUARY DIVERSITY, EQUITY, AND INCLUSION SPOTLIGHT



- International Holocaust Remembrance Day, January 27, marks the anniversary of the liberation of Auschwitz-Birkenau in 1945
- Holocaust Museum L.A. and the United States Holocaust Memorial Museum
- UCI Libraries is one of 50 U.S. libraries selected to host the traveling exhibition "Americans and the Holocaust"

cityofirvine.org/deispotlight

American Rescue Plan Act (Irvine Recovery Plan)



ARPA Funding (\$56 Million)

The spending plan for the \$56 million allocation aligns with the City's five strategic priorities:

1. Quality of Life (\$26 M)*
2. Natural Environment (\$4.1 M)
3. Traffic and Mobility (\$8.8 M)
4. Fiscal Strength (\$14.5 M)
5. Organizational Excellence (\$2.7 M)

Quality of Life*:

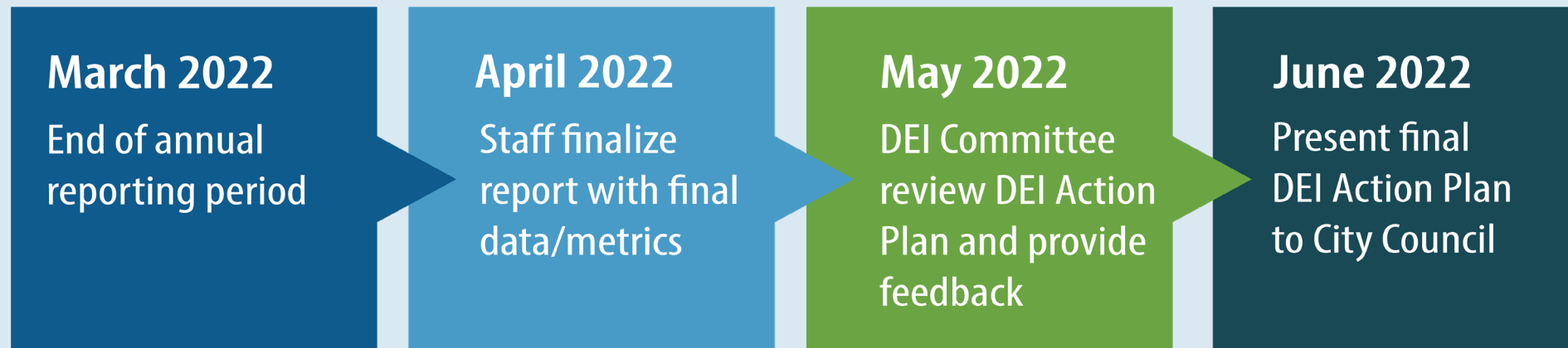
1. Assistance to Vulnerable Families and Small Businesses (\$5 M)
 - Planning/Implementation: Funding will provide assistance to vulnerable populations and small businesses impacted by the pandemic.
2. Multi-Language Outreach & Events (\$450,000)
 - Planning: Coordination with local CBO's on translation and cultural competency, increase outreach efforts and special events. Creation of promotional materials (website, print, and social).
3. Community Events (\$400,000)
 - Planning: Community Services is developing a process and application to provide assistance for Irvine-based organizations to host new and more diverse community events; and provide additional cultural and/or neighborhood-based events.
4. DEI Action Plan (\$200,00)
 - Planning: Funding to be allocated in consultation with DEI Committee to implement Action Plan.



IRVINE RECOVERY PLAN
FUNDING FRAMEWORK



V. DEI ACTION PLAN: NEXT STEPS AND TIMELINE



AD HOC DIVERSITY, EQUITY, AND INCLUSION COMMITTEE

VI. Public Q&A

VII. Adjournment – Next meeting March 24, 2022

- 4th Thursday of every month
- 5-6:30 p.m.
- Zoom



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