

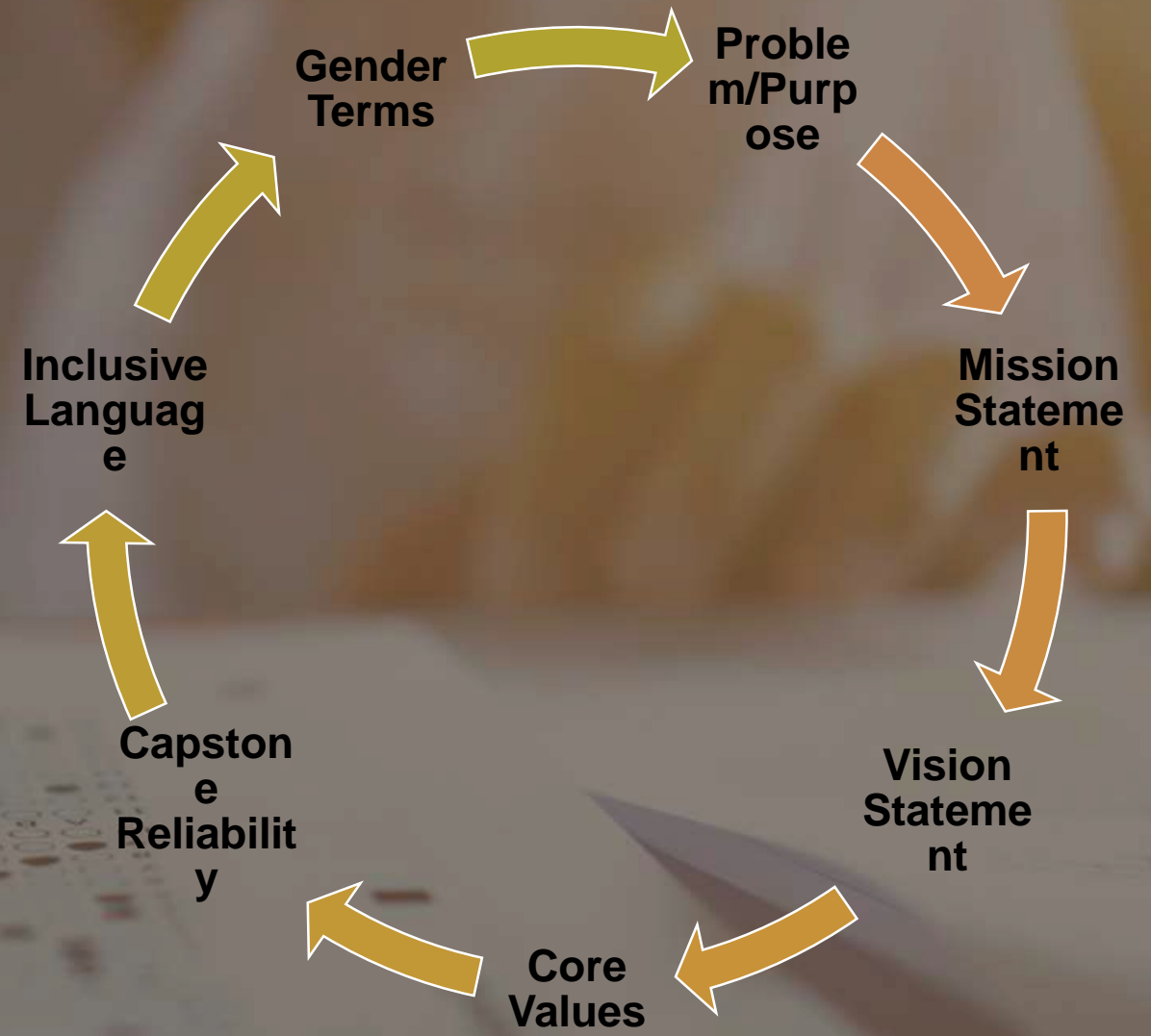
MUNICIPAL LEADER DIVERSITY, EQUITY & INCLUSION CAPSTONE



The Importance of Leading a culture of
Inclusive Language
Effective Terminology
&
Gender Norms



Order of Discussion



Learning Objectives

Learn

Learn the ways gender identity diversity is changing communication best practices

Recognize

Recognize pronouns beyond she and he

Understand

Understand the negative impact of misgendering people

Learn

Learn action items for gender inclusive communication

Know

Know how to access more resources



The Problem:

Many organizations have traditional cultures where the lack of inclusive terminology are impacting the progression of Diversity Equity Inclusion and Belonging, causing trauma in the members who serve our organizations and impacting effective recruitment and retention.

Terminology and Language Jargon exemplifies a huge role when discussing Diversity Equity and Inclusion and the final piece, Belonging. In any organization, how can one truly belong if the words we speak are sending signals of you do not belong. It is very important for Industries, Organizations and Companies to ensure proper terms and language jargon are being used in their systems effectively.

The Purpose:



This Capstone Project will be a descriptive method and policy of how to increase awareness of proper terminology and Inclusive Language in our organizations.

The strategy will be to implement policies that will reinforce the importance of Diversity Equity Inclusion and Belonging as it relates to terminology and gender norms.

When organizations are healthy, the service delivery to the communities are served at the highest level.



Policy

All employees, applicants, and contractors must be treated with dignity and respect, regardless of race, gender, gender identity, and gender expression. City employees may not harass, discriminate, or retaliate against anyone based on their race, gender identity or transition status.

The City will embrace policies that protect the employee and their rights and shall be treated the same for all employment-related purposes.



Mission Statement

It is the mission of the City of Forest Park to enhance, strengthen, and grow our city by collaborating with our community to provide the highest level of service.

Striving to be recognized as a diverse community that values and respects all members. We will strive to provide fair, professional, and courteous service through transparency and open communication. As we work to achieve this mission, we will have integrity beyond reproach while employing fiscal discipline and innovation. In this work there are no praises and raises for mediocrity.



VISION

Our vision is to be a **welcoming, safe**, family-oriented, fiscally sound city with an emerging urban vibrancy that maximizes its geographic location to be the most attractive residential and commercial destination in the state.

VALUES



Collaboration: We will work to maximize impact by incorporating diverse community stakeholders' feedback, expertise, and resources.


Creativity: We will work to encourage imaginative and innovative solutions to foster positive changes in our community.

Strategy: We will work to engage in strategic thinking that allows for efficient planning, objective data driven decisions, and flexibility to meet community needs.

Integrity: We will operate transparently with the highest level of professional and ethical behavior in our endeavors and encourage the spirit of generosity.

Respect and Equity: We will operate justly, without discrimination, to ensure equitable access to all. We celebrate the unique attributes of individuals and treat each other with sensitivity and respect.

Modules One, Three, Four, Five, and Six



CAPSTONE RELIABILITY:

- Demonstrate How Emotional Intelligence makes you a more inclusive leader
 - Demonstrate an understanding of how transformational leadership is essential in changing culture
- Identify Biases and unethical behaviors that can impinge on fostering stronger safer relationships
- Understand the actions necessary to develop and implement **inclusionary** economic and community growth policies
- Develop the skills to normalize conversations around **cultural differences** to enhance community engagement
- Learn how to address the HR Policies and procedures that impede building a **culturally diverse workforce**



What is Inclusive Language



Inclusive language is the words and phrases you use that avoid biases, slang, and expressions that discriminate against groups of people based on race, gender, socioeconomic status, and ability. When used, you can resonate with more audiences by speaking and writing in ways that everyone understands and makes everyone feel welcome.

Jargon



"Many of us don't realize that our language has additional meaning hidden between the lines. Certain words can imply a certain age, gender, educational background, social class, and so much more. We see this often in how many folks write job descriptions."

Alternatively, imagine you're hiring a new person on your team and your boss tells you, "We're looking for a good culture fit." You know most people on your team are extraverted -- does that make you unfairly biased during interviews as you seek out a "good culture fit" by looking for candidates that mirror your colleagues' personality type?



Inclusive Language Examples

Avoid	Avoid company or team acronyms.
Use	Use plain language in your writing rather than expressions or jargon.
Refer	Refer to a theoretical person as 'they' instead of 'he' or 'she'.
Ensure	Ensure your company's designs or images reflect a diverse group of people.
Be	Be mindful of terms related to race, ethnicity, nationality, and culture.
Use	When speaking to colleagues about family, use gender-neutral labels for family members.
Be	Be mindful of medical conditions and ability terms.
Ask	When in doubt, ask individuals which pronouns they prefer (but make it clear they can choose not to identify, as well).



**Fire
Service
Inclusive
Term
National
Discussion**

- Fire Men vs.
Firefighters

- Man-Power
vs Staffing

-
Broth**ER**hood

Gender Terms

Gendered Terms

TERM TO RECONSIDER	ALTERNATIVE TERM TO USE
Man/Woman	Person or individual
His document	Their document
Salesman, saleswoman	Salesperson, sales representative
He/him/his she/her/hers	They/them/theirs
Man up	Be brave
Female scientist, male scientist	Scientist



Pronouns – Many Options

	Nominative (subject)	Objective (object)	Possessive determiner	Possessive Pronoun	Reflexive
Traditional pronouns					
He	<i>He</i> laughed	I called <i>him</i>	<i>His</i> eyes gleam	That is <i>his</i>	He likes <i>himself</i>
She	<i>She</i> laughed	I called <i>her</i>	<i>Her</i> eyes gleam	That is <i>hers</i>	She likes <i>herself</i>
Gender-inclusive pronouns					
They	<i>They</i> laughed	I called <i>them</i>	<i>Their</i> eyes gleam	That is <i>theirs</i>	They like <i>themselves</i>

**Inclusive
Language -
mypronouns.org**



Instead of "yes sir" or "thank you, ma'am" or other language that makes gender-based assumptions, you could simply communicate:

Good morning

Thank you very much

Could I help the next guest

How can I be of assistance today

It's a pleasure

Yes, please

Yes, absolutely

Coming right up



DEI: The Importance of Inclusive Language

<https://www.youtube.com/watch?v=DBknDZUBHVs>



National Center of Transgender Equality



Transgender and gender nonconforming people are three times more likely to experience unemployment than members of the general population. (43% compared to 12.9%), a disparity which grows even larger for transgender and gender nonconforming people of color (4.3% compared to 17.2%).

Additional Terms



Cisgender

Gender
Expressions

Gender
Identity

Gender
Non-Binary

Gender
Non-
Conforming

Sexual
Orientation

Transgender

Transitioning

Gender & Sexuality



Gender Identity


Gender Expression

Sexual Orientation

Gender

Assigned at Birth:





**EEOC
TITLE VII OF THE CIVIL RIGHTS ACT
OF 1964.**



What are the several types of discrimination?

- Direct discrimination.
- Discrimination arising from disability.
 - Indirect discrimination.
 - Harassment.
 - Victimization.
- Duty to make reasonable adjustments.



Inclusive Language Guide



<https://www.youtube.com/watch?v=tXtOvXu2fq0>



References/Resources



- **MYPRONOUNS.ORG– Resources on personal pronouns**
<https://www.mypronouns.org>

Pronouns MatterMYPRONOUNS.ORG– Resources on personal pronouns
<https://www.mypronouns.org>

Pronouns Matter
<https://out.ucr.edu/pronouns-matter>

Gender Inclusive Pronouns Tip Sheet
https://chancellor.ucr.edu/sites/g/files/rcwecm761/files/2020-08/Gender_Inclusive_Pronouns.pdf

Gender Inclusive Forms Tip Sheet
https://chancellor.ucr.edu/sites/g/files/rcwecm761/files/2020-08/Gender_Inclusive_Forms.pdf

UC Policy on Gender Recognition and Lived Name
<https://ucnet.universityofcalifornia.edu/news/2020/11/president-drake-announces-new-presidential-policy-on-gender-recognition-and-lived-name.html>

<https://sfdhr.org/gender-inclusion-policy-and-tools>

•
<https://out.ucr.edu/pronouns-matter>

• **Gender Inclusive Pronouns Tip Sheet**
https://chancellor.ucr.edu/sites/g/files/rcwecm761/files/2020-08/Gender_Inclusive_Pronouns.pdf

• **Gender Inclusive Forms Tip Sheet**
https://chancellor.ucr.edu/sites/g/files/rcwecm761/files/2020-08/Gender_Inclusive_Forms.pdf

• **UC Policy on Gender Recognition and Lived Name**
<https://ucnet.universityofcalifornia.edu/news/2020/11/president-drake-announces-new-presidential-policy-on-gender-recognition-and-lived-name.html>



Questions



Latosha Clemons

Fire Chief

lclemmons@forestparkga.gov

404 731-9202